



CASE STUDY

Dominion Dealer Solutions is a company whose one goal is to make automobile dealers' lives better by providing superior support and digital products. The challenge was to create a brand presence at the NADA show that would position them as an industry innovator and create a difficult-to-forget experience at the show. Part of the goal was to generate leads and through our partnership, we hit our lead count goal in the first day of the show!

Peyton Hoffman, Events Director, wanted an attendee experience in their exhibit that highlighted to their audience Dominion's creative work solutions. The exhibit also needed to meet their budget and fit their diversity in brands, while still being flexible enough to use at small local conventions as well as larger national conferences. "We're interested not in just how large it can be," said Hoffman, "but how it can fit for these small shows, as well."



FLEXIBLE, BUDGET-FRIENDLY DESIGN

Dominion, with its wide-ranging demands with booth size, was looking for a design that would work well in a 50x70 booth, but be reconfigurable enough to work in a 20x20 space or even a 10x10. Hoffman was impressed that "Exhibitor Source's designers start looking at that from the very beginning because the breakdown of that structure is always something we're thinking about. Skyline presented us with a lot of different options and price ranges. They were very conscientious of our budgeting and creative ideas and they really help merge the two together."

GOING DIGITAL

Another challenge Dominion faced this year was how to integrate digital graphics into their already existing booth design. Hoffman was relieved to be able to collaborate with Skyline 360's team, who traveled to Norfolk to Dominion's headquarters and spent the day listening to what their wants and needs were. "Skyline 360 really worked with us on the existing design that we already had going on for our booth and taking that content and translating it into motion graphics," said Hoffman. "It was a new experience. It was a new collaboration for us with Skyline 360." Jennifer Sandford, Director of Strategic Marketing, says Skyline 360 made the transition to digital seamless: "The booth has come together very nicely. All the graphics look terrific. The signage, the videos, the space itself is just everything I could've asked for. I'm just ecstatic."



TEAMWORK

Because Dominion prides itself on its relationship-building business model, its marketing directors were thrilled to find that Skyline also strives to build strong relationships with its clients. “Working with Exhibitor Source has been really great for us. They’ve absolutely been almost like an extension of our team and helping us get ready for every single show,” said Hoffman. “Whether it’s a large national show or a small show that only requires a 10 by 10 booth, their team is on site doing the setup, the breakdown, the IT support -- they’re working with us through the entire show.”

