

Skyline®

graphics

3 Seconds to impact! Graphics are key to trade show success

Three seconds – that’s how much time you have to attract, to communicate, and to captivate your audience. In that time, you have to tell people who you are and what you do – which gives you the opportunity to engage and sell. Your graphics must work in harmony with your exhibit hardware to create an environment that is both informative and interesting.



imagine that.™



graphics are an investment in your company image

When you exhibit, you are not only judged by your products and services, but by your presence. How do you want to be perceived? Do you appear polished and professional or does your attention to detail leave something to be desired? Image speaks volumes. A flawed exhibit can repel attendees without giving you the opportunity to engage. Skyline ensures that your exhibit – hardware AND graphics – will make you look your absolute best and give you the opportunity to succeed.

design Our designers are experienced in creating effective exhibit graphics. We can be your full design resource or we can work with your ad agency or in-house marketing department to make sure your image and message works in the trade show and event environment.



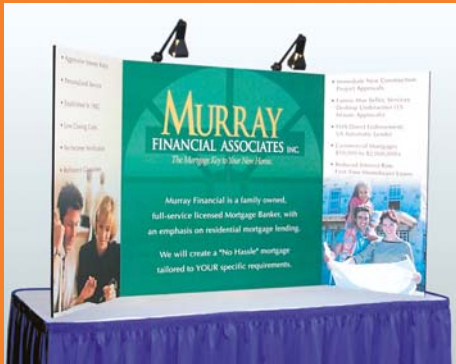
output We consistently work with large-format graphics, so we know how important it is to produce the best image possible. Our in-house graphics lab features the latest technology and a variety of print methods – like Lambda, inkjet and dye-sublimated fabric – to give you the best graphics at any size.



finishing What's your image worth? Many shops offer low-cost graphics, but you get what you pay for. Corners are often cut in materials to bring prices down. We match the proper substrates, prints, and laminates to your needs – and budget. Our graphics are computer-cut to 3/1000s of an inch for a better fit and heat laminated with the best adhesives for durability.



Lambda – A continuous-tone digital print that provides the very best detail and color. You get a great image – especially with skin tones and food – that can be backlit. For sharp, quality graphics, Lambda is your best choice.



Images that include small text



Rich colors for vibrant murals



Accurate colors are great for food images

Inkjet – Inkjet prints have very saturated colors and are great for creating graphics with solid fills of color, line art, and photo images. Inkjet is a quality print and can be a lower-cost alternative to Lambda. Perfect for headers, text panels, murals and backlit graphics.



Detachable text and image panels



Backlit graphics and murals



Bridge and stand-off graphics

Fabric – Inkjet prints can be permanently transferred to fabric using high heat and pressure giving you full color, photo quality graphics that are durable, very lightweight and pack compactly. Fabric graphics are great for banners, hanging signs, and canopies.



Banner stand graphics



Backwall exhibit panels



Massive overhead graphics

quality graphics – guaranteed

Skyline's Integrated Exhibit System (IES) is a program established to give you the highest quality exhibit possible. Unlike other manufacturers, Skyline designs, engineers and produces all of our own exhibit systems – that includes exhibit hardware and graphics. Since your entire exhibit is produced by a single team working in concert, you avoid the possibility that products from multiple vendors will not fit properly once they come together.

What can go wrong? And right.

Separate vendors: Graphics aren't sized properly when they meet up with exhibit hardware.

Skyline IES: Graphics are produced from our internal computer grid system and tested for fit before being shipped.

Separate vendors: Graphics were not produced to be applied to exhibit hardware.

Skyline IES: Graphics are produced to exact specifications and applied properly for a crisp, clean look.

Separate vendors: Cheaper graphics may not stand up to the rigors of repeated packing, shipping and unpacking.

Skyline IES: We produce your graphic to fit your show schedule – and your budget. For heavy use, a thicker, more durable laminate will keep your graphic looking new. For lighter use, you can get by with a less expensive graphic.



Improper fit creates waves and gaps – and an unprofessional look.



Without proper fit and attachments, graphics sag and lose readability.



Poor finishing can keep panels from staying in place.



All Skyline graphics come with a lifetime warranty against manufacturer's defects. Lambda and inkjet graphics using our heat-lamination process come with a lifetime warranty against delamination.

See our website for complete details: www.skyline-exhibits.com > graphics > skyline graphics



Look for our label – it ensures that you receive the highest quality graphic!

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