



## Modular Trade Show Booth Provides Long-Term Flexibility

### Challenge

JLS, a leader in food packaging automation, needed a trade show booth that would provide an attractive backdrop for their latest robotic packaging machinery. The booth had to be expandable to 10 x 30 feet to display an entire robotic machine. JLS also wanted the ability to reconfigure the booth for much smaller formats depending on the space available at a given trade show, allowing them to gain the greatest possible utility from a single display system.

### Solution

Taylor's trade show and event display specialists went to work on developing a comprehensive solution for JLS.

- Taylor recommended its H-Line Modular Display System as the ideal choice for JLS' changing needs. The H-Line is easy to set up and can be reconfigured to various sizes and footprints.
- We then created detailed renderings simulating what the new H-Line booth would look like in different sizes and settings. These renderings enabled JLS to plan how to arrange the various modular components for upcoming trade shows.
- The modular system developed by Taylor has been in continuous use by JLS for several years. Over that time, JLS has added walls, counters, closets, Panoramic® light boxes and other features to make the most of each trade show opportunity.

### Results

The modular trade show system developed by Taylor has transformed JLS' approach to trade show marketing.



#### COST EFFICIENCY

The same modular display system has been utilized for numerous trade shows over a period of years.



#### BRAND CONSISTENCY

Working from a standard "kit of parts," JLS maintains a consistent brand image at shows large and small.



#### DESIGN FLEXIBILITY

As needed, JLS orders additional system components to achieve different looks for specific shows.