



Custom Trade Show Display Offers Fast, Flexible Solution

Results

Taylor's modular trade show system has given Spee-Dee the flexibility they need to thrive.

Challenge

Spee-Dee Packaging Machinery is a Wisconsin-based producer of auger fillers, checkweighers and related devices for the food, pharmaceutical and nutraceutical industries. Spee-Dee often participates in trade shows and needed a new booth that could adapt to a variety of different sizes based on the space available at a particular event. Whatever its configuration, the booth needed to accommodate the large pieces of machinery the company showcases while maintaining a consistent look from show to show.

Solution

Taylor designed a modular booth that Spee-Dee representatives could easily adjust to the space limitations of each show.

- A realistic rendering of the custom concept, complete with representations of the pre-installed graphic elements, allowed Spee-Dee to accurately visualize the space before making a final purchasing decision.
- The design incorporated individual panels that Spee-Dee representatives could remove, as needed, without compromising the booth's visual appeal.
- A closet and ample counter space were designed into the booth for maximum efficiency in a hectic trade show environment.



EASE OF USE

Spee-Dee reps are able to set up the booth – from crate to completion – in less than an hour.



DESIGN FLEXIBILITY

The booth layout can be adjusted to fit whatever floor space is available at a given trade show.



BRAND CONSISTENCY

Regardless of booth size or configuration, Spee-Dee maintains a consistent brand image at every event.