



CASE STUDY

21st Century Expo Group, Inc.

Modular displays create possibilities

As the general contractor of a major trade show, 21st Century Expo Group planned to rent a number of trade show booths that could then be rented to trade show exhibitors operating on a tight budget.

Taylor's Swift SEG™ and LightenUp™ backlit displays offered a better solution. 21st Century was able to buy displays from Taylor and rent them to exhibitors directly for less than the cost of passing along a rental fee. Exhibitors fell in love with the easy, tool-free setup of the modular display systems — both of which used Taylor's recycled rSERIES™ fabrics.



Our clients loved the booths so much, we have two who want to purchase theirs. *I look forward to future business with you.*

IMAN MCFARLAND
Co-Owner and COO
21st Century Expo Group



PRINTING | MODULAR FRAMING SYSTEMS | RECYCLED MATERIALS