

Managed Care Provider Seeks Streamlined Solution

Challenge

Independent Living Systems (ILS), a fast-growing provider of managed care services, needed a better approach to trade show marketing. Multiple conventions throughout the year meant that ILS' trade show displays must be shipped, set up, dismantled and shipped again — with each cycle taking a toll through normal wear and tear. Varying trade show themes often required unique booth graphics while the ever-present need for print collateral and promotional marketing items further complicated event planning.

Solution

Taylor Healthcare provided the single-source convenience that ILS craved.

- Taylor's trade show display designers collaborated with ILS to develop custom graphics and fixtures that supported the theme of each event.
- As Taylor printed and fabricated these new booth components, they were assembled on the factory floor and photographed for remote approval by ILS.
- Taylor then applied its Event & Asset Management (EAM) service to provide a turnkey solution. Taylor shipped booth materials to the convention location, managed the setup and teardown processes, shipped the materials back to Taylor, performed a detailed post-show inspection, and alerted ILS to any repairs needed.
- Over time, Taylor "reskinned" booth fixtures for ILS multiple times and added components such as lighting, shelving, TV monitor mounts, closets and more.
- Taylor also managed the printing and warehousing of ILS' marketing collateral and promo marketing materials, shipping them to each show so ILS could focus on building its brand.

Results

Taylor's diverse range of capabilities transformed the way ILS approached trade shows and events.



OPERATIONAL EFFICIENCY

Taylor's turnkey support services dramatically simplified trade show marketing for the entire ILS team.



BRAND AWARENESS

Clever booth designs and cost-effective reskinning strategies shined a spotlight on the ILS brand.

"Taylor truly feels like an extension of our team. It's always a pleasure to work with such a **reliable** and **professional** partner."

KARLA HERNANDEZ

Sr. Director, Marketing & Branding
Independent Living Systems