

Dexcom®

2017 EXHIBIT RFP RESPONSE

Presented by:



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Helping the World Trade Intro



Skyline[®]



"The product set up is so intuitive,
instructions were not needed."





Skyline is a caring, compassionate company, a growing global presence and a business partner that helps companies trade, grow and prosper.

Skyline is North America's leading designer and producer of custom and custom-modular exhibits, portable displays and graphics.

**OUR CLIENTS
GENERATE AN
ESTIMATED \$6 BILLION
OF COMMERCE WITHIN
SKYLINE EXHIBITS
AROUND THE WORLD
ANNUALLY.**

36 YEARS OF
EXPERIENCE

“An incredibly fast set up!”





INDUSTRY BRAND RECOGNITION IN NORTH AMERICA

97%

**97% OF
SKYLINE CLIENTS
RECOMMEND
SKYLINE**

#1

**EXHIBITORS
RANK SKYLINE
#1 IN QUALITY**

SKYLINE CAN HANDLE ALL ASPECTS OF YOUR EXHIBITING PROGRAM.



CLIENTS

**Skyline has worked with well over 100,000 clients,
& nearly 70% of all Fortune 100's.**



SEARCH OPTICS

Search Optics Doubles Qualified Leads Goal at NADA (National Automobile Dealers Association) Show

Search Optics found success with a new 30' x 40' Skyline exhibit at the 2016 National Association of Auto Dealers Show (NADA). As a leading global digital marketing provider with specialized expertise in the automotive industry, the NADA show was the place to be for meeting with qualified prospects.

"We ended the show with more than two times the number of qualified leads we expected," said Ashlie M. Dover, Marketing Operations Manager for Search Optics.

Many spaces for meetings and demos

Search Optics, a global company with offices in the North America, APAC, EMEA and LATAM regions, asked for an exhibit space that would enable them to engage with a variety of sized groups, and in different kinds of conversations. Skyline San Diego delivered with an impressive, yet open exhibit that could host up to 30 people at the same time.

"The exhibit featured designated spaces for different activities that enabled us to keep a consistent flow," said Dover. "The strategically-placed work stations were a big factor in our performance at NADA 2016, as they provided areas for multiple demos to happen at the same time."

As an attendee draw, the booth also featured a large coffee bar. "The coffee bar was a place for more casual conversations and served as an alternative to demo stations when necessary," said Dover. "The coffee bar was also used as the largest single meeting space in the booth."

And more formal, high-value meetings that needed to be held away from prying eyes? "The exhibit's two conference rooms were great for private client and media meetings, shielded from some of the noise and show traffic," said Dover.

Trade show presence promoted with social media to meet marketing objectives

Besides exceeding their goal for qualified leads, Search Optics used the show to demo their industry-leading digital marketing platform, and to promote their award as the 2015 Google Mobile Champion. To help drive traffic, Search Optics promoted their presence at NADA via their blog, plus LinkedIn, Facebook, and Twitter, sharing renderings of their new display before the show, photos of the booth during set up, and many photos of the exhibit during the show.

"Overall, our team was very happy with our success at NADA 2016," concluded Dover.



ONE WORLD ALLIANCE

“WE HAD MORE TRAFFIC THAN EVER BEFORE”

An exhibit inspired by an airport terminal was the most popular destination at the annual Global Business Travel Association exposition. Thirteen tail fins representing the current member airlines in the oneworld alliance, plus member-elect carriers airberlin and Kingfisher Airlines, lined the aisles and surrounded a large common space, similar to a premium airport lounge.

“Skyline exceeded our expectations in creating a stunning presence for the oneworld brand,” says Fiona Munn, oneworld Brand Manager. “They really brought the brand elements to life. Our exhibit space feels like you’re standing on the tarmac of an airport.”

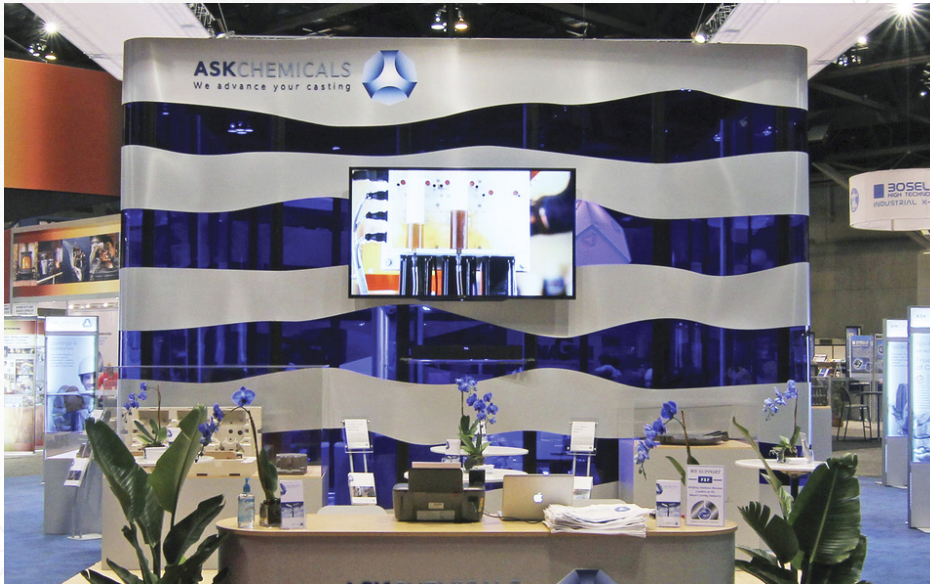
This year oneworld decided to replace a collection of independently designed booths in various sizes with a unified look and individual branding for equal visibility. A committee of member airlines selected Skyline, based on design creativity, overall value and working relationship.

“Skyline was head and shoulders above the others,” says Steven Waterfield, oneworld Manager of Global Corporate Sales. “What I love about Skyline is that they’re extremely flexible and extremely responsive.”

Waterfield and Munn say the custom modular exhibit was the best and most inviting exhibit among the airline alliances.

“We had more traffic than ever before,” Waterfield says. “Some corporate customers came back multiple times, and we saw more of our customers because of that.”

Waterfield and Munn appreciated Skyline’s service and advice. “Skyline could not have worked any harder to make the exhibit 100 percent right,” Munn says.



ASK CHEMICALS

**“I KNOW I’M GOING TO
BE USING SKYLINE NOW
FOR ALL OF MY TRADE
SHOWS”**

Charlie Hoertz is sold on turnkey exhibiting. At the western hemisphere’s largest trade show for metalcasting, ASK Chemicals relied on Skyline to manage every detail related to its 50’-by-50’ booth space – exhibit production, shipping, installation and more.

“Skyline handled everything. It was a super-smooth trade show,” says Hoertz, Americas Marketing Manager for ASK Chemicals, which offers chemical products and services to foundries. “That turnkey capability was the reason we selected them.”

A competitive process turned into a “no-brainer,” Hoertz says, because “Skyline offered more services at a lower cost.” That freed Hoertz to concentrate on marketing activities instead of logistics.

Given a design and corporate standards developed by a German firm, Skyline translated a booklet into a custom modular exhibit featuring a 35’-by-35’ hanging structure for can’t-miss visibility over a 20’-by-20’ main structure.

Backlit stands with two-sided graphics promote six product areas. Kiosks explain the custom solution behind the customer success story in 15 castings on display cases.

The Outcome

ASK saved money by renting exhibit frames to supplement its purchase of frame components and custom graphics. The only question is which configuration to use at smaller shows throughout the year.

“I know I’m going to be using Skyline now for all of my trade shows,” Hoertz says. “There’s no reason to go with anybody else when the next best option is higher price and fewer services.”

RECOGNITION

Skyline has won every major award
in the industry at least once.



INTERNATIONAL INNOVATION AWARD



Product Development & Management Association's
OUTSTANDING CORPORATE INNOVATOR AWARD

Past and current winners include:



Skyline is currently the **ONLY** exhibit industry winner of the OCI award.

MINNESOTA MANUFACTURING AWARD



2014 Winners, Gold: Large Company

Nearly all Skyline products are designed & produced in our Minnesota headquarters!

- Full-capability wood & metal shops
- Fabrication
- Graphic printing & finishing

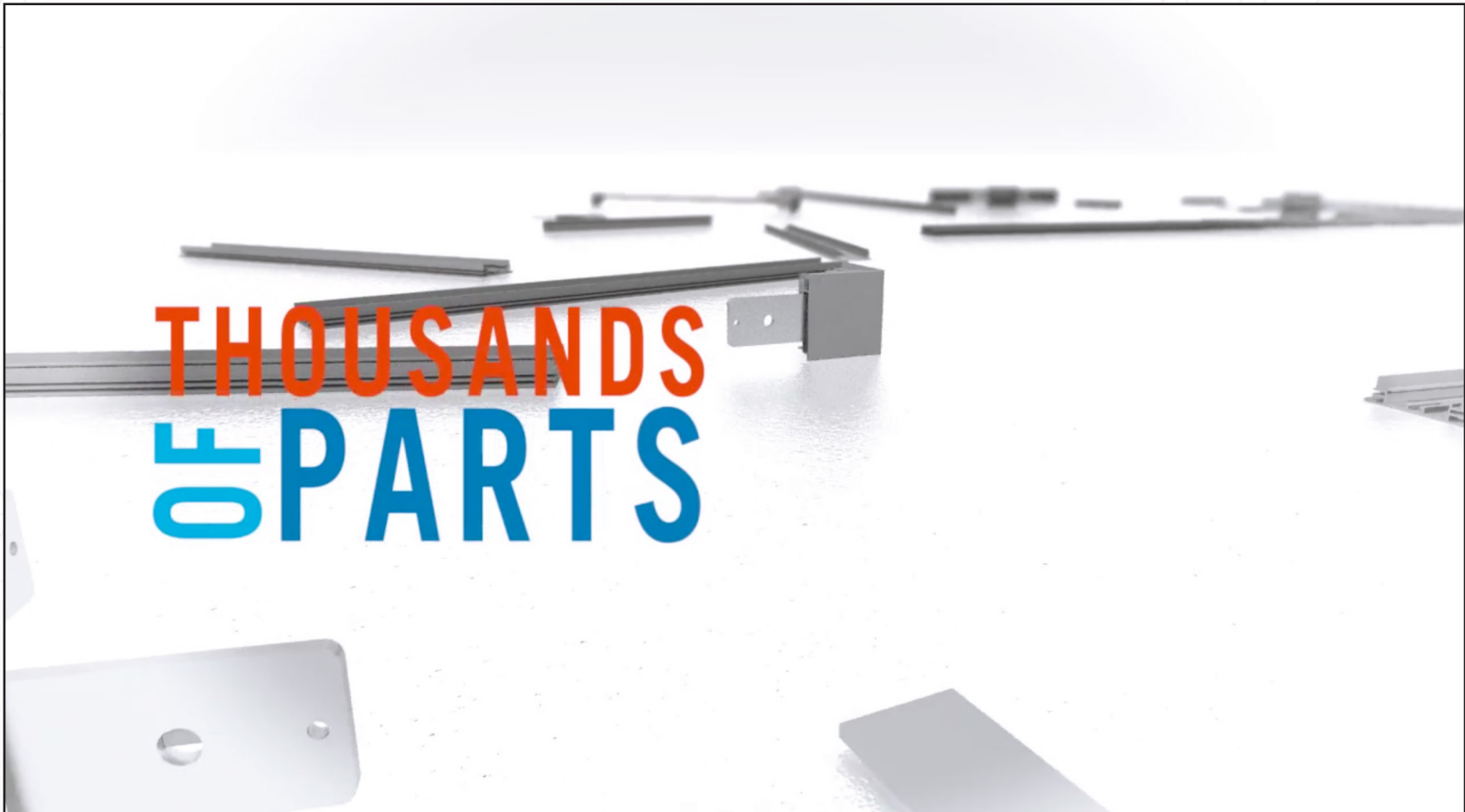


THE SKYLINE SERVICE NETWORK



> Watch the video

THE POSSIBILITIES ARE ENDLESS



> Watch the video

STAFFING STRUCTURE

YOUR DEDICATED LOCAL SKYLINE TEAM

JOHN LETHERT

CEO
SKYLINE SAN DIEGO

CLARK ELIOT

SERVICE MANAGER
SKYLINE SAN DIEGO

ERIN DICK

SENIOR EXHIBIT DESIGNER
SKYLINE SAN DIEGO

YOUR DEDICATED LOCAL SKYLINE TEAM

EVAN DETSKAS

CUSTOM EXHIBIT DESIGN MGR,
SKYLINE CORPORATE

GREG MATHIESON

SENIOR EXHIBIT DESIGNER
SKYLINE CORPORATE

CHRISTY MOORE

PROJECT MANAGER
SKYLINE CORPORATE

COSTS/FEES & TERMS

Supplied separately.

CONTACT INFO

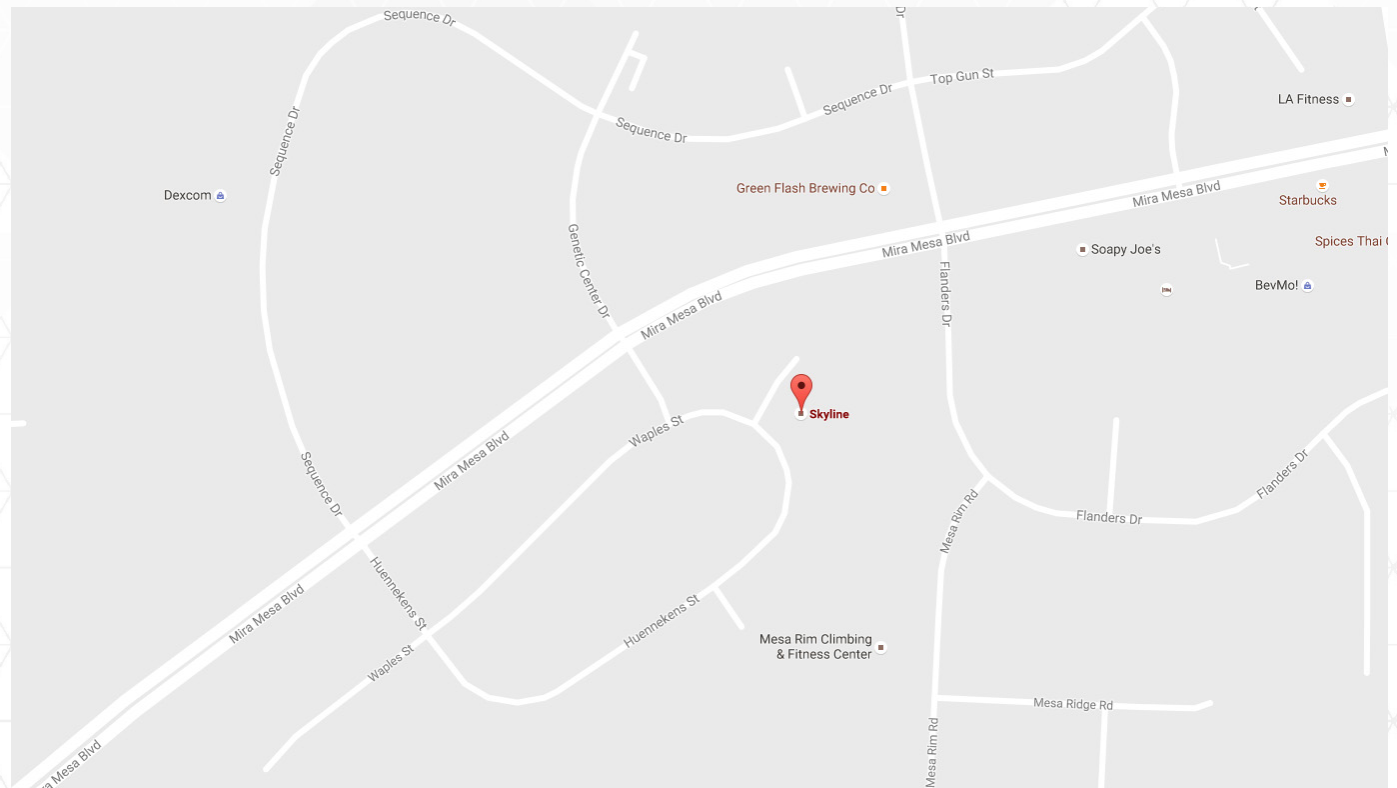
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