

James Denning – Trade Show Display 1 – Accounting Services Company

This 8' x 10' booth display was designed for a standard Skyline 4-panel stand, with end-caps

For the current version of the display, I wrote the content and helped select the graphic designer. I designed the display to be modular, so the panel on the right can be changed to deliver different messages at different conferences without the expense of reprinting the other panels. I also found a new panel manufacturer, who saved my client almost \$1000 in printing and shipping costs. Lastly, I modified the initial design to place key information at eye-level.

