



Results Grow as Exhibit Tells Story

A new logo, changes to two major product lines and a story-telling exhibit produced a happy ending for John Deere-Green Tech.

“Our latest trade show was a huge success, and Skyline was a major factor,” says Scott Caringella, District Operations Manager. “We had phenomenal results. Our new exhibit is so much more inviting.”

After using the same booth for 10 years, the company wanted a new look at trade shows. Skyline Exhibits designed a 10’ curved backwall and matching table to anchor a 20’-by-20’ space to display a collection of water-conserving, irrigation control products. A large mural incorporates the new logo, a blow-up of lush, green grass and an inset of an electronic circuit board.

“That image told the story of how we bridge technology and the green industry,” Caringella says. “I thought it was pretty hot how they did that.”

The new exhibit packs into compact cases that fit in employee vehicles and is easy for two people to install and disassemble.

Name

John Deere - Green Tech

Primary Business

Manufacturing & Industrial

Exhibit Size

10’ x 10’

Products / Services

Mirage®

Key Objectives

Design

Ease of set up