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Robert Satcher

AIG: A 10-foot Boost in Image and Recognition

Upgrading from Velcro®-attached logos on a carpet backdrop to a seamless mural on a 10' curved backwall produced immediate results for AIG Technology.

"It's been phenomenal," says Robert Satcher, vice president. "The exhibit boosted our image so much. We had two of our most successful shows ever in the first month."

Key words on the graphic help tell the story of AIG Technology, whose software is used to enhance ERP systems.

The Mirage® pop-up display matches the company's new marketing materials. It also provides quick and easy set-up.

After seeing the exhibit increase traffic and make prospects stop in their tracks, Satcher has raised his expectations.

"Improving our marketing and getting a first-class exhibit will help us get beyond our home territory," he says. "In 6 to 12 months, going into new territories, I think we'll attribute a lot of name recognition to the display."

Name

AIG Technology

Primary Business

Computers, Electronics & Technology

Exhibit Size

10' x 10'

Products / Services

Mirage®

Key Objectives

Design
Consistency