

D & G Machine Engineers Success in 20 Feet!



Project Summary

The President of this Portland-based heavy machining company, Duane Gushi, had a very clear goal for his first tradeshow program: obtain just one "household familiar" defense contractor as a client.

Partnering with PB&K Advertising, Image 4 assisted in a total rebrand of the company, from the logo to collateral to exhibit design and show program. Our design staff expressed the metal-forming capabilities of D & G with brushed aluminum modular components, "milled" shapes and matte black backgrounds to highlight the dramatic graphic treatment.

This exhibit owned the floor at the first two shows in the program, creating attention and lead generation. It also projected the major-league credibility required to land that coveted defense contractor.

Project Budget

\$ 34,500

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