

3 Displays, 100 Cows, and \$1 Million in New Sales!



Project Summary

Canada's Semex Alliance develops and markets high quality genetic technologies, products & services to benefit livestock producers around the world. Responsible for creating a new display to reflect SEMEX's international leadership, Marketing Managers Joan Lau and Brenda Lee-Turner approached Image 4 and Goro Design to execute their vision. The display had to perform in three configurations: 10 x 40', 20 x 20', and 20 x 60'.

Using Classic Exhibits Euro LT Modular System, Image 4 and Goro custom-designed and fabricated this avant-garde selling environment, and in just thirty-eight days!

The display features floating graphic panels, a cable graphic suspension system, & Modul channel components. LightJet murals, transparencies and adhesive graphic wallpaper fill out the brand and product identity. Integrated sound and digital media enhance the effectiveness on the show floor.



The outcome? The Semex Alliance Walk of Fame has been a popular stop at the Royal Winter Fair since its opening, as Semex has participated in two local television interviews, and two "Best in Show" booth awards since deployment. Best of all, recognition has climbed, and sales have soared in just 60 days!

Project Budget \$110,000

Image 4 / We Tell Your Story!™

7 Perimeter Road / Manchester New Hampshire 03103

T: 800-735-1130 / F: 603-644-5810 / E: sales@image4.com / W: www.image4.com