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CASE STUDY

JASCO MAKES A SPLASH AND AN IMPRESSION

When JASCO, a premier designer and publisher of games, was planning to exhibit at GEN CON's tradeshow (the largest show for gaming in the industry), they wanted to make a lasting impression. Over 210,000 attendees with over 500 vendors went to this year's Gen Con exhibition in Indianapolis, Indiana. JASCO had exhibited before but it always took a long time to set-up & tear down and it was always very expensive. JT Wanner, creative director for JASCO, had an idea to leave the old tradeshow booth behind and begin anew with a modular, light weight system that could make a splash at the tradeshow. The booth had a 20' x 40' footprint with a large 3D aerial banner hanging above. He called Just Vision It (JVI) of Lone Jack MO to make it happen.

John Whitt, CEO and President of JVI helped advise JT as to the best use of SEG {Silicon Edge Graphics} and JVI's SEG Modular system for the booth. The aerial used a REXframe SEG system. The project took 5 days to assemble, print and deliver. Over 200 liner feet of Soft Knit Celtic fabric were used to graphic the modular structures. One unique use of the system was to build arches that had graphics, as a way of dividing up the booth, giving much needed room for storage and for conversation areas. The center wall and all the arches had high quality dye-sub SEG printed graphics covering the sturdy but light weight structures. The aerial, that hung 22' above the booth consisted of two signs, one being 9'x9' x 11' tall and a smaller one 11' x 11' x 42" tall.

The show was a big hit for JASCO. They designed a booth that had the WOW factor everyone wants and saved money and valuable set-up time. As they set-up and then teared-down other vendors were taking cell phone photos and videos of JASCO's booth, as the set-up and also when they took it down. They were envious of the cool structure, high quality graphics and the savings in time. Because JASCO purchased the modular system they can reconfigure the booth for other shows very quickly and easily.

"I was amazed at how quickly the booth set-up went and how great it looked. Working with JVI was terrific, John Whitt was truly a valued partner and we are now loyal customers" JT Wanner.

