

Skyl^{ine}®

Experiential Technology for Your Brand

Ten Digital Activations to Create
Meaningful Experiences



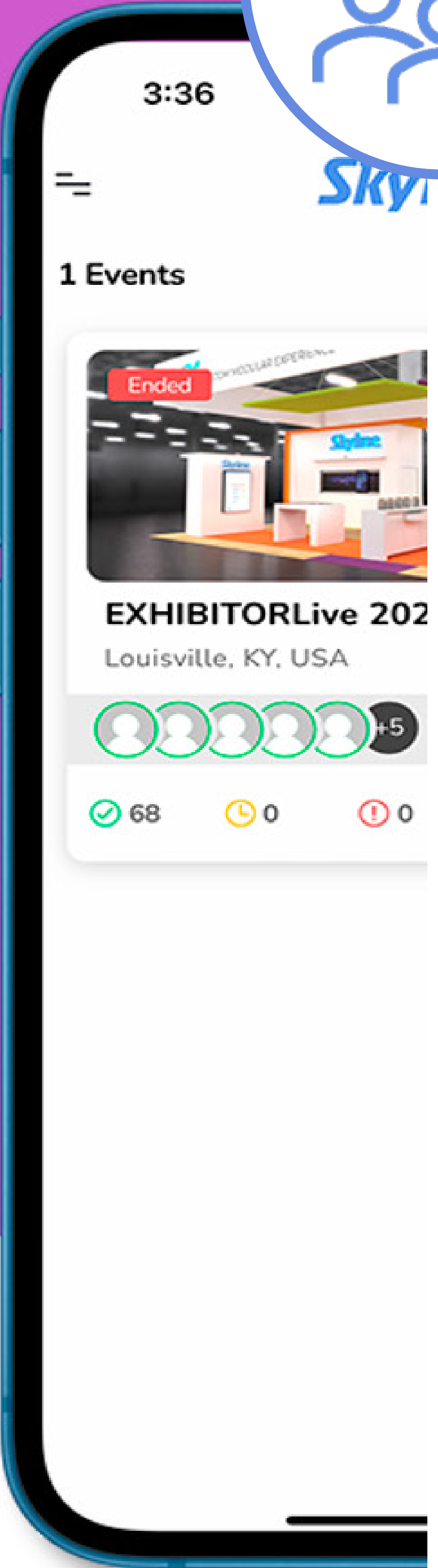
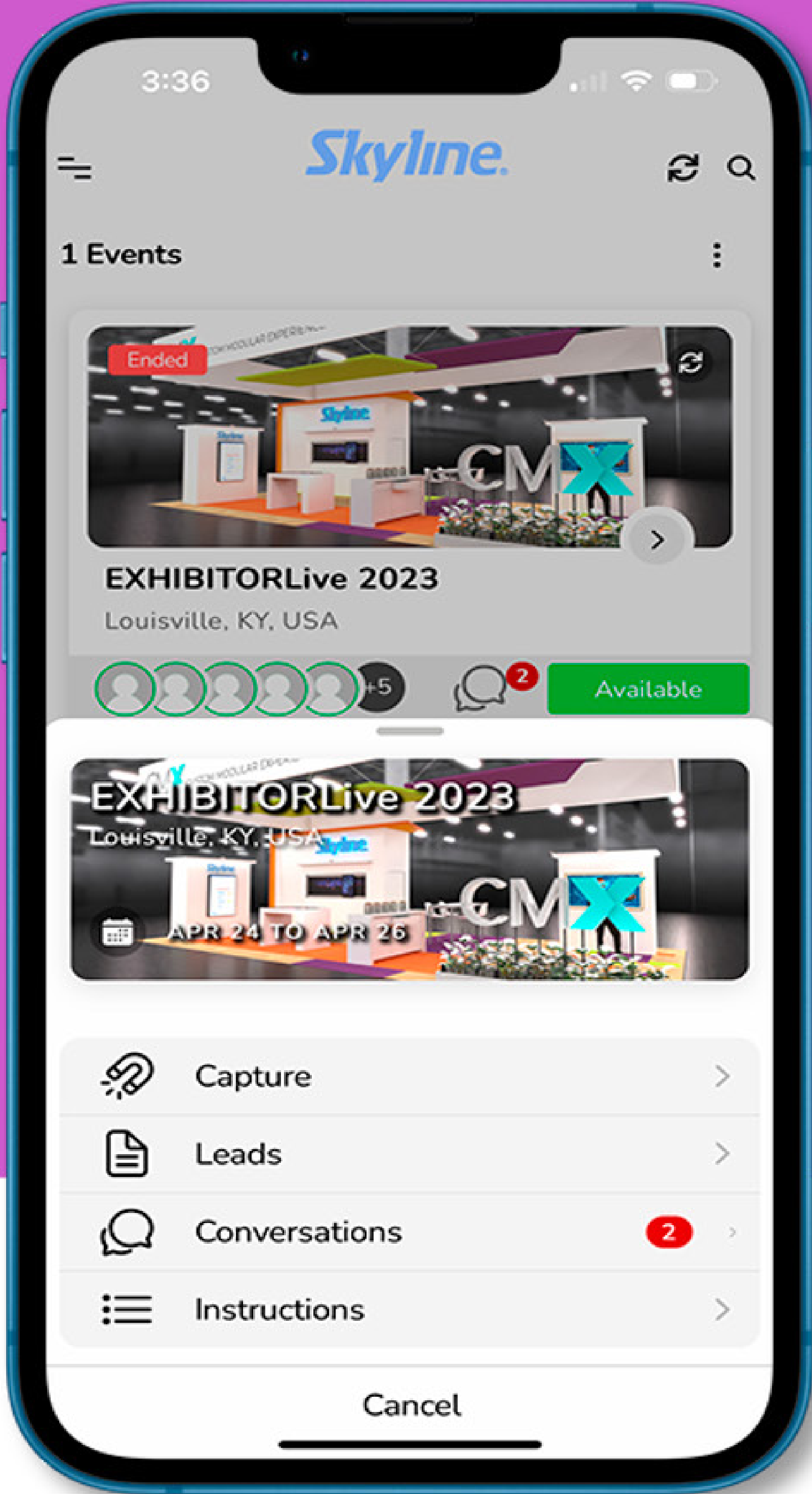
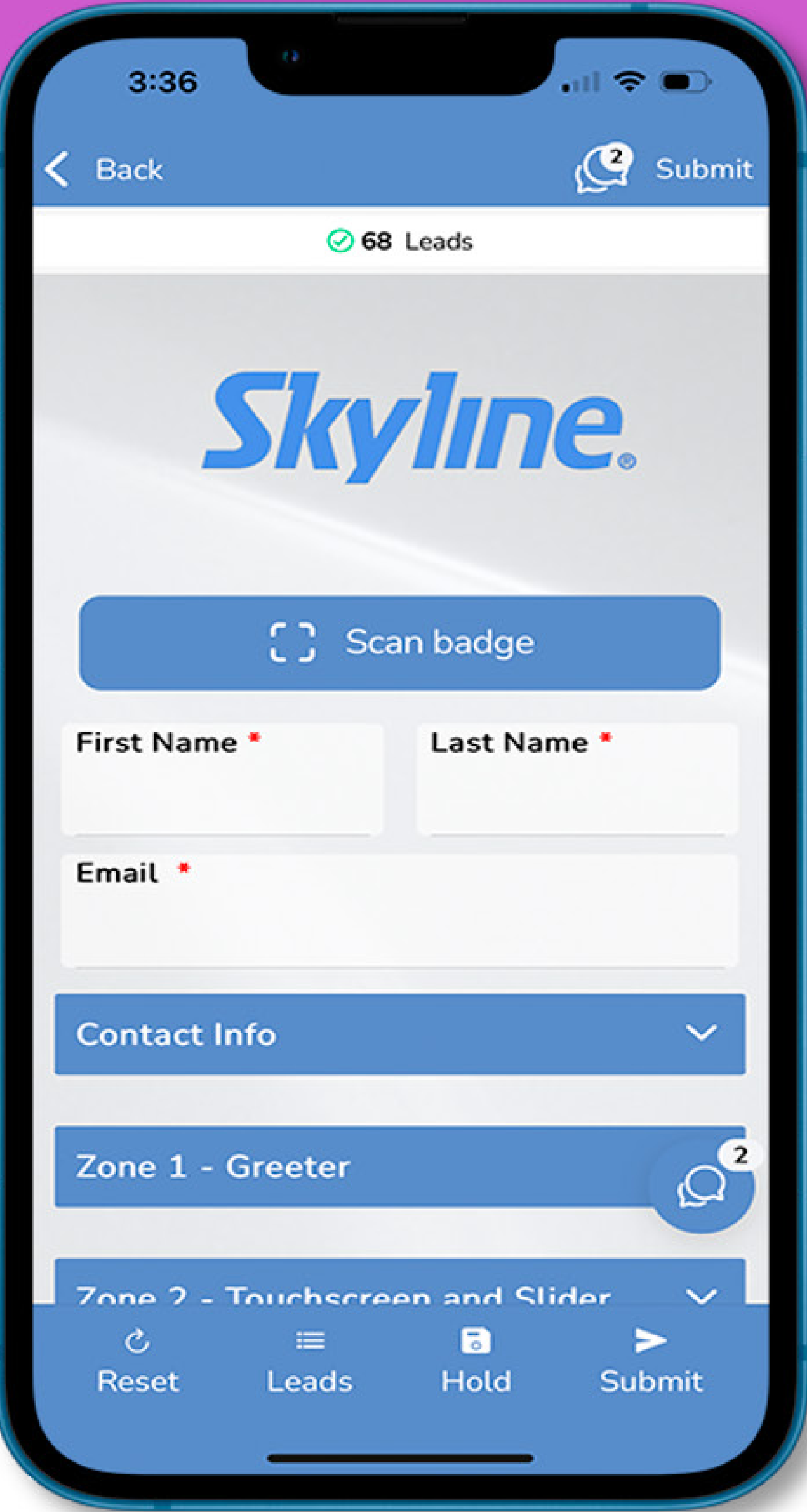


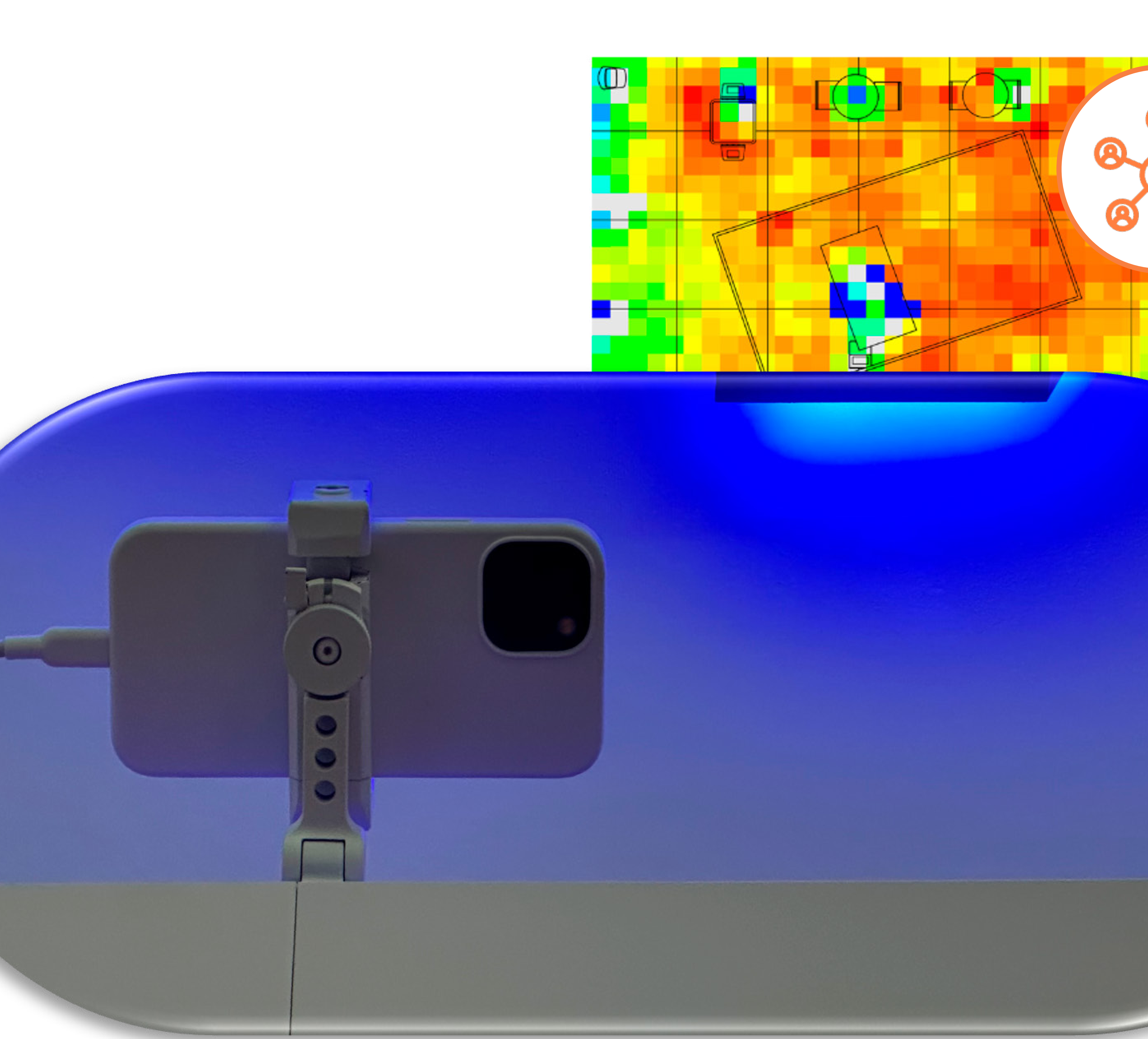
Universal Lead Capture

Ideal solution for lead management, sales pipeline, analytics, and post-event email communications.

- Gain instant visibility and coordinate lead management with ease from your mobile device
- Move prospects through the pipeline with CRM integration
- Customized qualification with progressive questions

MEASURE: Number of leads scanned, scanned profiles, lead ratings. Compare show over show.





Attendee Tracking

Ideal solution to track how attendees explore and interact with your exhibit.

- Gain valuable data and insights, including number of visitors, dwell time, and where they interact within the exhibit
- Improve the attendee experience for a more positive and engaging experience day to day and show to show
- Avoid privacy concerns through proper use and anonymous tracking to ensure compliance with data privacy laws

MEASURE: Number of attendees, dwell time, popularity of content



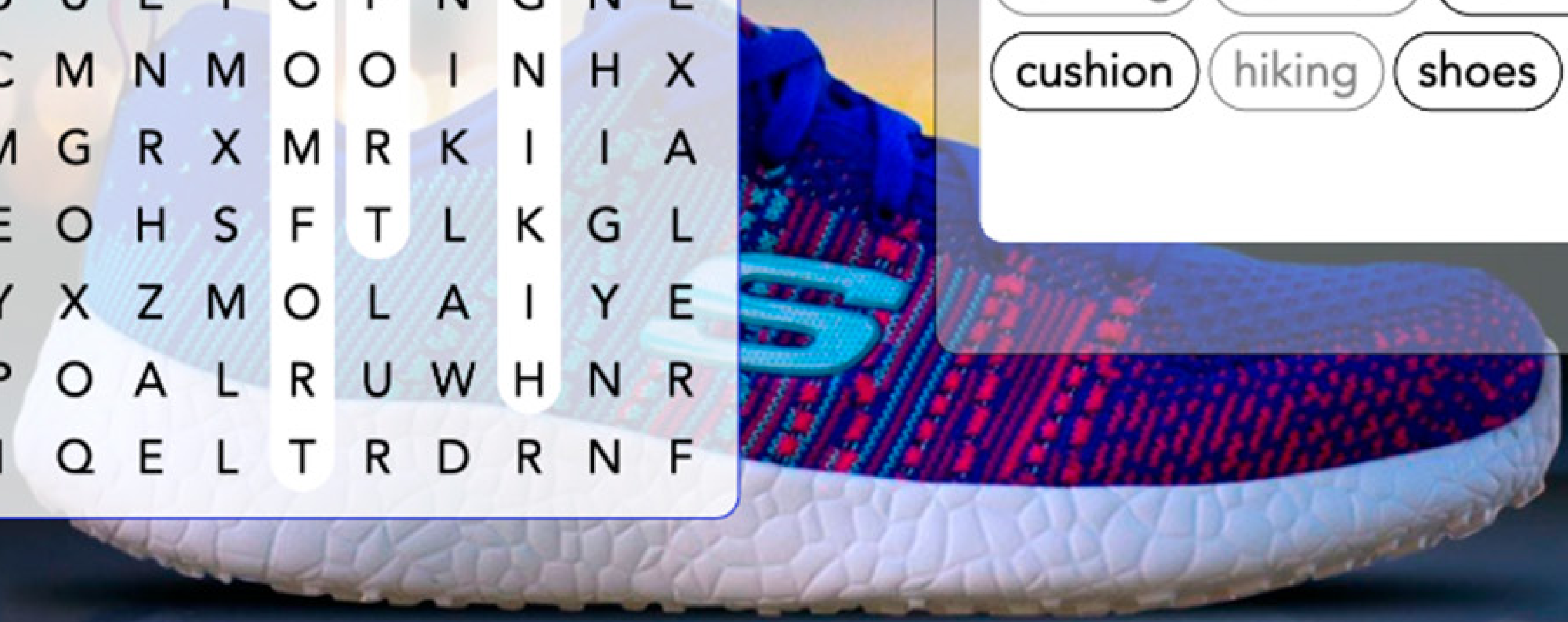

Gamification

Ideal solution for amplifying a brand, creating a surprise-and-delight moment in the exhibit and fun element to engage with audiences.

- Automated process with SMS and email follow-up
- Off-the-shelf games or create your own to engage attendees and tell your story
- Attendees can play as an individual or compete directly from their phone or tablets

MEASURE: Sales leads information

512



O	B	Q	C	G	Z	I	Y	N	Z	T	W
J	R	Y	K	S	U	Q	O	F	R	F	A
X	U	Y	C	C	X	I	K	A	G	N	R
S	N	R	T	M	H	N	I	A	F	E	T
R	N	R	E	S	L	N	S	G	G	N	D
E	I	U	U	E	I	C	P	N	G	N	E
H	N	C	M	N	M	O	O	I	N	H	X
C	G	M	G	R	X	M	R	K	I	I	A
T	S	E	O	H	S	F	T	L	K	G	L
E	Z	Y	X	Z	M	O	L	A	I	Y	E
K	X	P	O	A	L	R	U	W	H	N	R
S	N	I	Q	E	L	T	R	D	R	N	F

sketchers training relaxed
running comfort walking
cushion hiking shoes sport



Touchscreen Kiosks

This sleek and dynamic digital activation brings a tactile self-service experience to your booth using your brand's content and messaging.

- Designed with plug-and-play convenience that does not require extensive technical configurations or external hardware
- Provide a touch-driven attendee experience, bringing interactivity that highlights your brand
- Highlight several types of content, schedule meetings, collect data, educate, and engage attendees with games and videos

MEASURE: Time spent on various content, polling, lead collection



Touchscreen Table

Ideal solution for product launches, brand awareness, and a fun interactive way to tell a story while allowing users to choose their own journey.

- Each puck surfaces specific content, easily guiding conversation or self-learning
- Supports multiple types of content, allowing you to leverage existing digital content
- Great platform for interactive storytelling, highlighting your brand, sharing product specs & customer testimonials in a captivating way

MEASURE: Most popular content and menus used, time spent on menu items, videos, and other media asset metrics



Touchscreen Slider

Educate and guide conversations with potential leads through digital content at their fingertips.

- Attendees create their own journey while engaging in conversation
- Ideal for organizing & sharing content such as infographics, product specs, videos, and images
- Visually impactful, drawing attendees to your exhibit

MEASURE: Most popular content and menus used, time spent on menu items, videos, and other media asset metrics

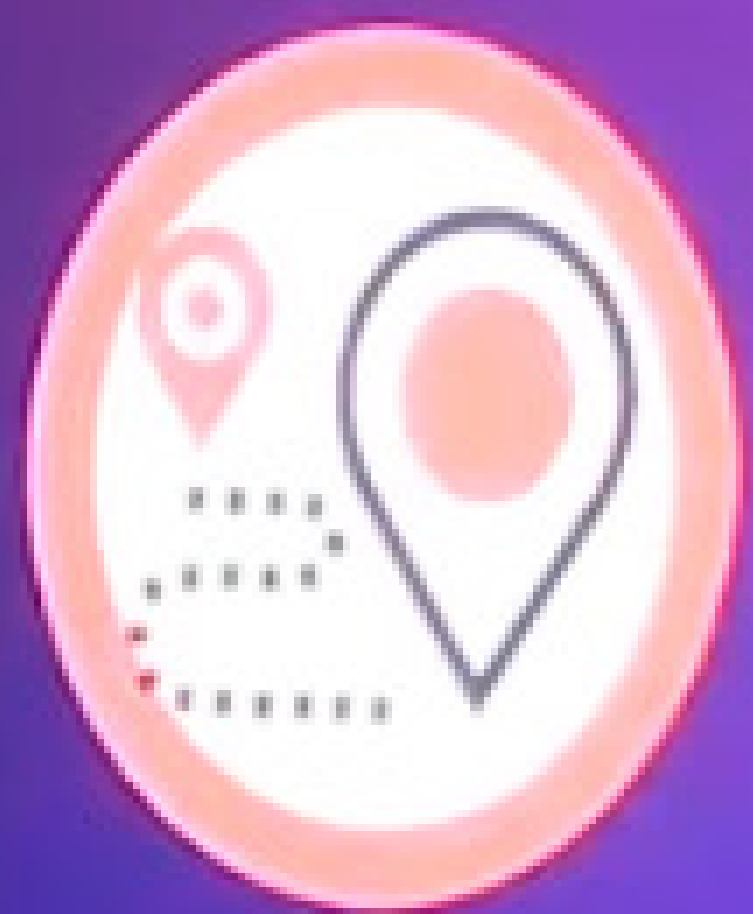


Augmented & Virtual Reality

Create a fun and immersive experience where the user can explore a story firsthand, with powerful visuals to promote your brand.

- Interactive storytelling
- Enhanced product demonstrations
- Takeaway for post-event engagement

MEASURE: Most popular content and menus used, time spent on menu items, videos, and other media asset metrics



It's an attendee journey.



LED Wall

Make a big splash on the show floor with larger-than-life screens that draw audiences in from a distance.

- Continually change showcased messages within your booth with unrivaled picture quality and brightness
- With its seamless modular design and multiple standard sizes, the LED Video Wall enables you to create custom configurations that suit your specific requirements
- Professional installation included. Mounts on Skyrise™ and Tapestry



LED Poster

LED Posters captivate and help you stand out on the show floor. With a brilliant display that is easy to update and a small footprint, it works for nearly every exhibit size.

- The latest technology delivers stunning clarity and brilliance
- Provides a user-friendly interface and intuitive controls for effortless content management
- Incredibly versatile, fitting seamlessly into any size booth. Its portable and eye-catching display instantly draws the attention of attendees as they walk by



AI

Let attendees immerse themselves in a fun and meaningful activation to create stunning AI-generated art. Our team can provide a bespoke generative art experience that is easy to use and seamlessly integrates with your exhibit or event.

- Drive traffic to your exhibit and wow attendees
- Gather contact information from attendees interested in what your brand has to offer
- The memory impression from this experience continues long after the event is over

MEASURE: Number of users, time spent at the experience, brand impact



Ready to create immersive experiences that captivate your audience and leave a lasting impression?

**Reach out to us today to get started.
Visit skyline.com/digital**

About Skyline

Working with brands of all sizes, Skyline Exhibits partners with marketers to create brand-elevating trade show experiences through modular structures, digital activations, high-impact graphics, custom fabrication, and comprehensive services. With a strong focus on excellence, Skyline makes great design accessible to everyone. To learn more, visit skyline.com.