

# Chicago Event Studio, TradeTec Skyline, Helps Chiro One Wellness Centers Successfully Re-Brand

/EINPresswire.com/ Chiro One Wellness Centers partnered with Chicago Exhibit and Event Studio, TradeTec Skyline, to update and redesign their brand and small exhibit program. Specializing in [event marketing in Chicago](#), TradeTec assisted Chiro One in incorporating a new brand design.

LOMBARD, IL -- TradeTec Skyline and Chiro One Wellness Centers are fresh off a successful small booth high volume exhibit program for the health services company. In need of an updated brand design and functional portable exhibits, Chiro One Wellness Centers turned to the [Chicago event management](#) company for assistance. The end result was a sharp new logo and several new creative concepts for Chiro One Wellness Centers to utilize in their marketing initiatives and campaigns; which include hosting wellness screenings and educating the community. Their new portable exhibits are easily transported and branded to support their community events and establish brand awareness.



"The Chiro One Wellness Centers campaign had a dual focus. We needed to re-brand the company's existing design and then take the new brand and related concepts and use them to develop an exhibiting program for the company. Throughout the project, our team worked closely with the Chiro One Wellness Centers staff to work through everything from the big picture items such as what message do we want to convey to the smallest detail of what color font to use in the logo. It was very much a team effort between TradeTec and Chiro One Wellness Centers," noted Ken Buckman, CEO and Founder of TradeTec Skyline ([www.ttchicago.com](http://www.ttchicago.com)).

Once several logo concepts had been developed, TradeTec presented the designs to Chiro One's target audience and markets. The [Chicago event company](#) and the Chiro One team then analyzed the results to come up with a final logo design.

"Chiro One Wellness Centers chose one of our small booth high volume exhibit designs. These exhibits are easy to set up and tear down, pack and transport easily and can be reused extensively. They're aimed specifically at exhibitors who attend multiple shows and need a great all-purpose exhibit with some flexibility of design. The small booth high volume line allows

exhibitors to present consistent messages even if they don't have the exact same booth footprint to work with at every show," explained Buckman.

The Chiro One exhibit consists of a 10x10 portable banners and side table display. The wellness services company plans to use the display at community outreach events and wellness screenings throughout the community and at local businesses, particularly in Illinois, Texas and Kentucky where the company is seeing significant growth.

TradeTec has become as well known for their event marketing in Chicago as they are for their exhibit design. The company prides itself on working closely with their clients to design exhibits that are functional and meet their clients' needs without breaking the budget. For more information about TradeTec visit [www.ttchicago.com](http://www.ttchicago.com).

About TradeTec Skyline: TradeTec Exhibit Studio helps build brand engagements through innovative trade show exhibits, design, event marketing and management. Their Custom, Hybrid and Modular displays are showcased in some of the largest industry events nationwide. As an Elite Skyline Partner, TradeTec boasts one of the industry's largest rental display fleets and I&D teams with extensive global support. Companies that want to maximize their impact, manage costs and simplify logistics trust TradeTec to activate encounter marketing campaigns that create big brand experiences. TradeTec is also making a name for themselves as a full service event management company in Chicago. TradeTec Skyline was a winner of the INC 5000 fastest growing companies in America award two-years in a row. [www.ttchicago.com](http://www.ttchicago.com)

Media Contact:  
Gretchen Makela  
gmm@ttskyline.com  
1136 N Garfield St.  
Lombard, IL 60148  
630.376.1036  
<http://www.ttchicago.com>

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