

CASE STUDY:

SNL Celebrates Decades of Laughter



CHALLENGE

Saturday Night Live (SNL) has been an icon of American culture for more than 40 years. As a testament to its success and longevity, an exhibit was recently commissioned in midtown Manhattan that would highlight the decades of history. Premier Exhibits Inc, intended to make this **an interactive exhibit where visitors could peruse vintage sets, browse original scripts, and view props used in the show.**

Premier Exhibits Inc. needed a partner to assist with the production and installation of a variety of graphic visuals from floor graphics to high-gloss printing. ABC Imaging is local to New York and has worked with SNL in the past.

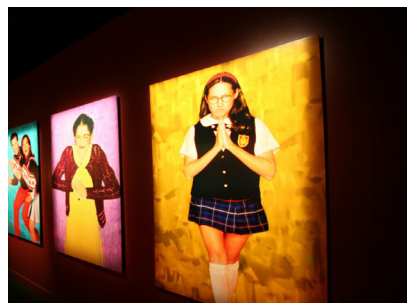
ABC IMAGING'S SOLUTION

Working closely with the Premier Exhibits Inc. design team, ABC Imaging provided **end-to-end solutions starting with consultation** and recommendations on various graphic treatments for the three floors that would house the exhibit. Site surveys were taken to provide the client with accurate measurements for developing a wide array of graphic output. **ABC Imaging produced multiple light boxes, high-gloss posters, floor graphics, wall and column wraps** strategically located to enhance the visitor experience.

RESULTS

With ABC Imaging's comprehensive services and quick turnaround, our clients:

- 1 Succeeded in delivering a **high-quality, interactive exhibit to celebrate SNL that was on-time and within budget.**
- 2 Achieved **all their printing needs through a sole vendor** that had a local printing facility as well as the required experience and capabilities.



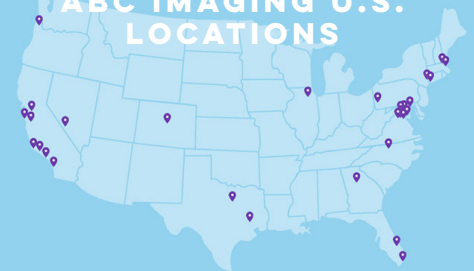
ABOUT ABC IMAGING

ABC Imaging continues to be the leading provider of innovative printing solutions and unique services. It has grown to operate stores at more than 35 locations globally and employs more than 500 people. With our focus on innovative solutions, from print-on-demand to 3D printing and from on-site print management to building wraps, ABC Imaging has a simple mission—"Impress Every Client, Every Time."

TO LEARN MORE

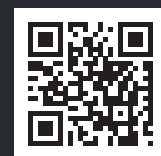
Contact your local ABC Imaging Sales Representative or our friendly Customer Service department at: customerservice@abcimaging.com

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Visit us at abcimaging.com

ABC Imaging is always on the cusp of innovation and technology. We can help you create a **unique and enhanced user experience** by providing a variety of cutting-edge printing services and creative product solutions. We use our creativity and experience for your unique project needs. **Contact us today!**