

THE CHALLENGE

Every year, Pilot Flying J—the largest operator of travel centers in North America—hosts a General Managers Conference at a resort in Orlando, Fla. In the past, Pilot Flying J experienced delays and added stress due to continuous communication and printing issues with its vendor and install teams.

THE SOLUTION

Following a presentation demonstrating GSP's varied capabilities, Pilot gave our Visual Merchandising team the go-ahead to assist with its GM Conference. GSP built a stunning hotel lobby welcome sign, illuminated registration desk, impressive backdrop with vibrant fabric frames, and sophisticated conference columns. All signage was quickly and strategically executed.



"I couldn't have asked for anything more out of GSP's Visual Merchandising team ... We enjoyed and appreciated the GSP team at the GM Conference this year and want to use them again. Their team was wonderful to work with and went over and beyond what they were asked to do."

- Debbie Alley, eLearning Designer, Pilot Flying J

THE RESULTS

Saved Time & Stress



By partnering with us as both its conference print and installation provider, Pilot saved time and avoided the stress of working with multiple vendors.

One-Stop Shop



GSP met all of Pilot's needs by building, managing and installing all signage types on time and below budget.

Happy Customers



Throughout the event, Pilot took the time to praise and thank GSP's VM team for their flawless work and seamless execution.