



## The Challenge

Global banking institution BNP Paribas sponsors the annual BNP Paribas Open in Palm Springs to build brand awareness, highlight their support of tennis, and entertain key customers. In 2019, they decided to update branding in four suites and two outdoor tents. To create temporary tent graphics and permanent suite graphics, they turned to partner C2 Imaging, based in Jersey City and part of The Vomela Companies.

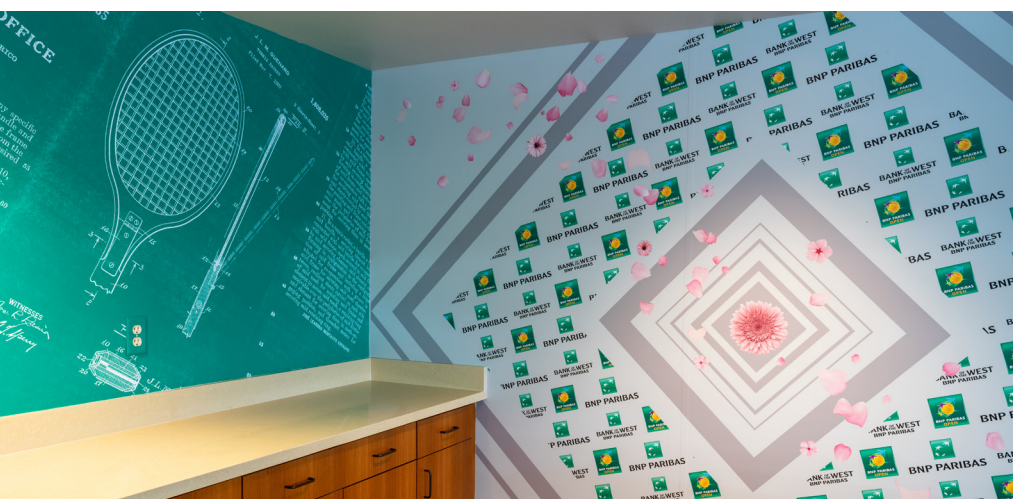
Contact Us [hello@vomela.com](mailto:hello@vomela.com)



# The Solution

BNP Paribas needed a provider who offered a complete set of services such as site surveys, creative concepts, design expertise, and print production. They also needed installation and creative executions beyond print graphics. The Vomela Companies tapped into our national experts to meet the challenge. C2 Imaging, Vomela, and Fusion Imaging – all Vomela companies – collaborated to create wall graphics, posters, SEG graphics and frames, and history displays featuring vintage tennis rackets.

The install team solved an issue with low VOC paint, which vinyl graphics do not stick well to, by wiping walls with alcohol and using aggressive adhesive.





# The Results

BNP Paribas proudly showcased their brand as they entertained key clients during the eight-day Grand Prix Super Series tournament, one of the largest events on the men's and women's tour. For this important awareness building event, the client was thrilled with attendee engagement and especially their interest in the new displays.

