

The Challenge

Qualtrics, a Provo, Utah-based technology company, has experienced an exponential increase in interest for their annual X4 customer summit. This meant changing their event space to 500,000 square feet in the Calvin L. Rampton Salt Palace Convention, which required creating a new branding experience and graphics package.

A key feature of this location is its cylindrical glass tower. Wrapping the structure, which is 30-feet in diameter and 90-feet tall, is something Fusion Imaging, a division The Vomela Companies, is called on to do at least monthly for various clients and events. Early March weather challenged the team with 16 inches of snow and temperatures in the single digits as the Qualtrics major installation was underway.



The Solution

Six OSHA rope certified installers worked to adhere the wet-apply Busmark vinyl graphics to the 504 windows with 1,008 mullions within the 36-hour installation time frame. The severe temperatures and snow had water freezing to the windows before the graphics could adhere. Fusion's solution - renting eight industrial heaters at 2 a.m. to heat the inside glass structure - allowing for a successful installation.

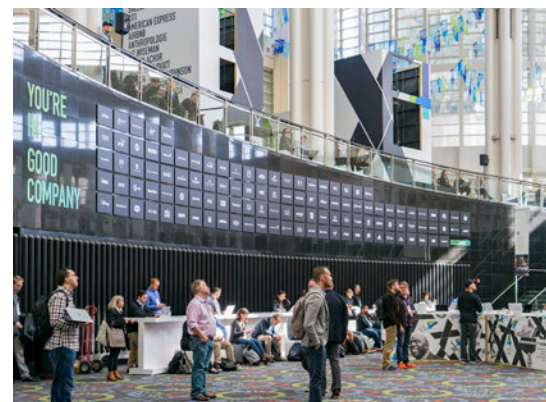
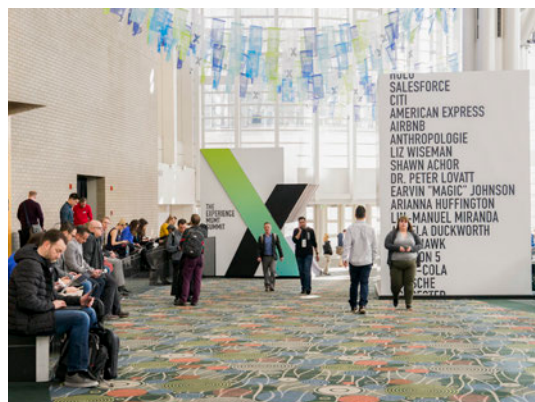
BY THE NUMBERS

6 installers

504 windows

1,008 mullions

36-hour installation time frame





The Results

Qualtrics called on Fusion for the 4th consecutive year to create the materials for this important X4 Summit. The expanded event hosted more than 5,000 attendees and 100 education sessions over four days.

From scope initiation and product recommendations to production, budget management, and installation and removal, Fusion produced 800 separate items for the event. Ninety percent of the work was completed within the four weeks prior to the summit.

