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# Aviall at Paris Air Show

A POLISHED PARIS EXPERIENCE

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## Challenge

To create an opportunity for Aviall to establish and enhance client relationships while improving the company's presence at the world's largest airshow, Paris Air Show.

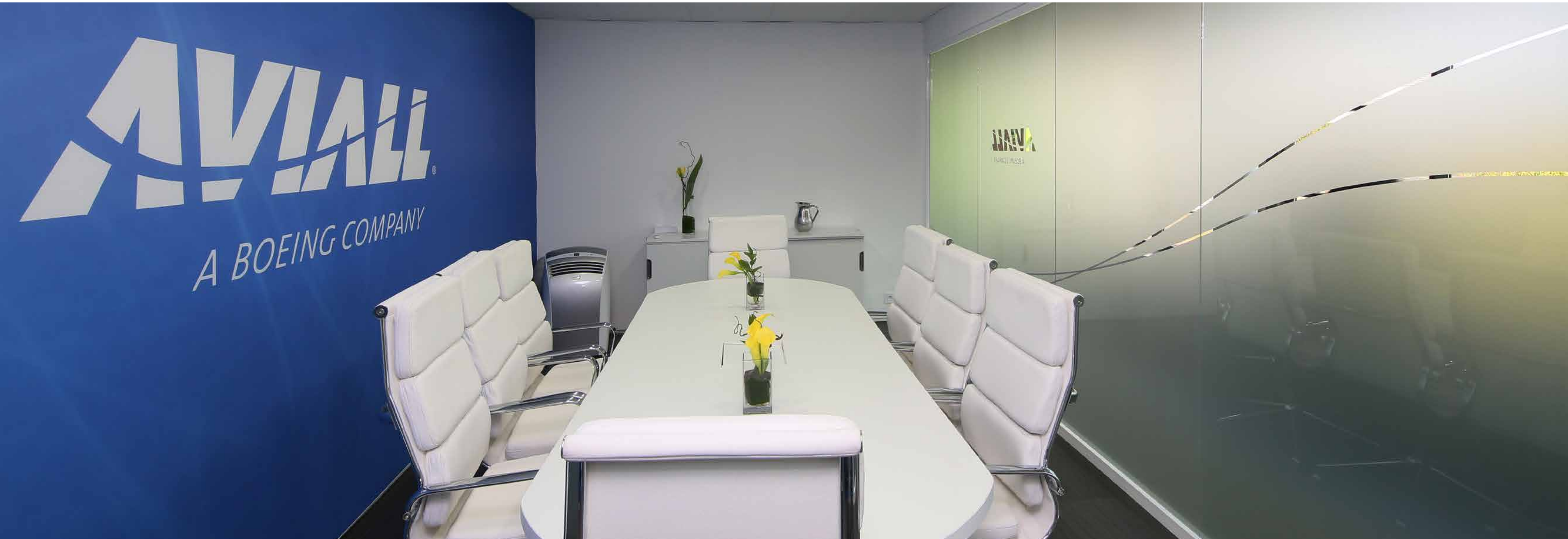


## Solution

A branded, globally recognized design that took Aviall's Paris Air Show presence to the next level and provided an inviting atmosphere to discuss business.







Our team ensured the exhibit's architecture was consistent with Aviall's global brand by creating a booth and brand standards guide. The guide informed the creation of new architecture, which made its debut at the Paris Air Show.

Hospitality was built directly into the branded design. Plentiful seating and executive conference rooms made it easy for Aviall's representatives to communicate and review contracts with both potential and existing customers.



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Aviall’s reps also had the ability to collect and evaluate leads through electronic lead capture and eLiterature platforms. 168 leads were captured at the event, up from zero leads collected during the previous year’s show.

Aviall was excited to see how far their budget could stretch while still achieving an elite look. Finishes were an integral part of accomplishing this goal, so our team implemented short-term solutions for paint finishes and educated contractors on acceptable levels of finishing.







Our ability to partner with the Aviall team and pay attention to every detail—from large to small—allowed us to deliver a superior product that achieved Aviall’s objectives.

Say hello.

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