

case study ::: no. 20

**Liebherr Aerospace - 2004 HELI-EXPO – Las Vegas, NV**



Despite holding a leading position in the manufacture and delivery of aerospace components, Liebherr's Aerospace division had little experience in the promotion of its products and services in the event marketing arena. As competition grew, Liebherr-Aerospace turned to industrialevents for the design, construction and installation of a new exhibit for use at the 2004 Heli-Expo held in Las Vegas, the largest US exposition of Helicopter manufacturers and suppliers.

In order to reinforce the company heritage, brand and reputation, the booth demanded European quality, a somewhat rare commodity in the US market. We were able to call upon our experience with this client in the European marketplace and deliver a high quality exhibit carrying the iconic elements recognizable from our previous executions, and which now have become the standard for Liebherr stands worldwide.

The great success with this division has opened doors for us with other divisions within the company to consolidate the brand under one aesthetic umbrella. An umbrella created by industrialevents.

