

case study ::: no. 31

**Liebherr Aerospace – 2007 HELI-EXPO - Orlando, FL**



After the great success of the exhibit experience started in 2004, Liebherr Aerospace decided to upgrade the existing exhibit with a more European look and feel. To accomplish this task, Liebherr turned to industrialevents, its global event supplier, to incorporate some of the elements that differentiate European trade fairs from those typical in the US market.

A hard floor, high-end catering, well- appointed meeting rooms and interactive touch screens were just a few details that transformed the existing exhibit to deliver a conspicuously enhanced audience experience. This was a simple solution to set Liebherr apart from the competition without great expense.

When you are ready to transform your brand representation, and separate your message from the competition, industrialevents stands ready to deliver.

