

exhibit **BUILDER**

DIMENSIONAL DESIGN AT WORK

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CRANK OUT A
POEM

PLAY IT FORWARD. PLAY IT BACKWARD.

*Smile
whenever.*

BACKWARD

FORWARD

- THE WEB SITE FALLACY
- OFF THE WALL! AT THE AGO
- AIRCELL'S FIRST CLASS DESIGN

Aircell's First Class Design Soars At WAEA

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Virgin America
Flying is believing.

**INTERNET
HERE
IS NO
BIG DEAL.**

**INTERNET
AT
35,000
FEET IS.**

powered by
Aircell

IGE put the product right where it would be experienced - a 33' long, 14' high 12' deep fuselage built with standard laminated box frame panels

Imagine checking your e-mail at 35,000 feet or surfing the Internet, paying your bills and instant messaging friends online while flying from coast to coast. The technology that will change how we work and play in the air is here. Global airborne telecommunications leader Aircell, Itasca, IL, called on Inter-Global Exhibitions™ (IGE) to present its one-of-a-kind broadband connectivity service to the commercial airline industry at the World Airline Entertainment Association (WAEA) show.

Aircell's broadband Internet service enables passengers to connect to the Internet using their own Wi-Fi enabled devices and, as a result, positively impacts efficiency for passengers. Aircell knew its consumer and business audience would be excited by the technology offering, which was exhibited through a design at WAEA that conveyed the ease of the new product.

IGE put the product right where it would be experienced – a 33' long, 14' high, 12' deep fuselage built with standard laminated box frame panels. Attendees were encouraged to sit in the cabin, log on to their laptops and participate in the product demonstration. Visible cut-outs were made in the floor of the exhibit plane in the same loca-



Meeting areas were built into the exhibit without distracting from the design by arranging them in the “first class cabin” space of the plane

tion that the actual antenna boxes would be installed. IGE then covered these locations with clear, tempered glass so visitors could view the installation, position and small size of the boxes. Attendees could see first-hand how easy and quick it would be to incorporate this technology into their airplanes.

“This show has seen exhibit companies attempt airplane replicas in the exhibit space before, but what made this design different was its ability to fully integrate the product into the airplane fuselage – just as you would experience it in-flight – while incorporating the exhibit needs right into the fuselage design,” said Gino Pellegrini, president of Inter-Global Exhibitions. “Customers could board the exhibit, surf the Internet on their laptops as they would while flying. Then, they could walk around with Aircell staff and view the product components in their designated locations.”

Besides a product display, the exhibit needed to fill the functions of hospitality for the general audience, customer service, product introduction, and private conferencing. A bendable plywood reception desk greeted attendees and plasma televisions on the exterior of the plane positioned on the sides of the exhibit presented the technology to attendees walking the aisles. The exhibit fully incorporated the Aircell brand attributes, including a history wall, without straying from the authenticity of the aircraft structure. The staircase leading into the fuselage was made of powdered-coated steel stair rails. The airplane doors were custom-curved door tracks engineered in shop to allow for privacy in the space. Meeting areas were built into the exhibit without distracting from the design by arranging them in the “first class cabin” space of the plane.

“We wanted to duplicate the passenger experience,” said Julie Pacino, marketing communications consultant, Aircell. “This exhibit met every goal we set out to accomplish by combining artistic form with high functionality. Aircell achieved their objectives at the event.” *eb*