GEE TAKES FLIGHT AT AIX2018

As a leading worldwide provider of in-flight entertainment, media content, technology, and connectivity solutions to the airline industry, Global Eagle Entertainment (GEE) considers this engaging, inviting, and wow-worthy exhibit experience a rare opportunity to highlight its unique capabilities to the leaders and decision makers within this niche environment. The AIX Germany is a convention where the leaders in aircraft interiors sector come together to make instrumental relationships within the industry. For GEE, engagement coupled with functionality were primary goals for the environment, with the overall look and feel taking flight, to showcase and demonstrate GEE's products.

GEE has been helping the airline and travel industry deliver a brilliant inflight entertainment experience to passengers around the world for over three decades. The exhibit experience design focuses on delighting, informing and inspiring clients and prospects (as passengers) at every stage of their journey.

Custom signage and branding throughout the space not only reinforced GEE's strong brand presence and marketing strategy, but also opened the door for conversations with potential clients in order to discuss their capabilities to meet their needs. As they stepped further into the space, attendees couldn't miss the exhibit's centerpiece, conference rooms tucked into the body of a plane. Inviting yet private, these conference rooms were as active as ever, with more than 100 meetings hosted throughout the event.

Modern and expansive, this creatively branded display includes a true-to-life cockpit, with custom airplane and airplane cabin. For the pilot and flight enthusiast in this aeronautics loving crowd, this custom cockpit is accessible and allows for more private meetings in comfortable cockpit seats, as desired. The strategy and theme were closely aligned, focusing an overall theme that feels like home entertainment while you travel.

Gloriously curved, the hanging fabric signage is seen far and wide across the show floor. Global Eagle's name is big and bold, popping deliberately from the clouds. Mirroring the curved-arch of the roof of a plane, this curved hanging signage draws attention to the environment's centerpiece – the airplane's long cylindrical cabin, with private conference areas strategically tucked inside the cabin. Let's take flight.