



airbornevisuals

Cortex approached Airborne Visuals to create a custom display for their exhibit space at IBS.

## TOWERING PRESENCE AT 16' HIGH

Challenge: Create a highly visible graphics display to set their brand apart from competitors.

Solution: Engineer a 16' high by 6' square aluminum frame with high-impact dye sublimation fabric panels to tower above the nearby competition.

## INTEGRATED STORAGE AREA

Challenge: Include on-site, enclosed area for storage and easy access to marketing materials used during the show.

Solution: The tower's footprint provides a large area for storage purposes, making full use of the rented exhibit space. A hidden zipper on one of the fabric panels provides easy and discreet access.

## ASSEMBLED BY EXHIBITOR

Challenge: Reduce shipping and labor expenses with a lightweight and portable exhibit that can be easily assembled and dismantled by exhibitors themselves.

Solution: Use tubular, lightweight, aluminum frame that can be disassembled into small sections and stored in wheeled carrying cases, suitable for UPS or FedEx. Frame assembles quickly with push buttons. Graphic panels mount like a pillowcase using Velcro.

"The tower looks awesome! We are thinking of getting artwork with our other brand done in the future to use on the same tower. I will take some pictures at the show and send them to you. Thank you for everything!"

— Sandra Becker, Sales & Marketing

# THE INTERNATIONAL BEAUTY SHOW 2013

Jacob K. Javits Convention Center, New York  
Client: Cortex USA Inc

