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Susan Williams

Airline Soars With Lightweight Exhibits

Before: American Airlines (AA) had six aging 10' display units for small shows, a 30' custom cutaway fuselage for large shows, no good solution for in-between shows, and big bills to ship, install, dismantle and store the cumbersome structures.

After: With Skyline as its partner, AA bought a fleet of banner stands and pop-up displays for small shows, rented a variety of exhibit structures up to 20' by 20' for in-between shows, and slashed non-productive trade show expenses. Better yet, AA's biggest show of the year was its most successful ever, and the cumulative cost savings allowed the airline to expand its show schedule.

Susan Williams, AA's Manager of Brand Management & Targeted Marketing, uses Skyline as an extension of her department. She taps into Skyline's expertise for trade show planning and exhibit management services – coordination of storage, shipping, installation and at-show troubleshooting through Skyline's global network – that are tailored to the airline's needs.

"Skyline has been an absolute dream to work with, and I don't give out compliments like that easily," Williams says.

Name

American Airlines

Primary Business

Hospitality, Travel & Entertainment

Exhibit Size

10' x 10'
10' x 30' +

Products / Services

Tube System
Mirage®
Banner Stand
Stratus™ Table

Key Objectives

Turnkey service
Consistency
Lower operating costs