



Avnet's exhibit packs small to save on shipping, storage and drayage.

## Avnet Expands Exhibiting Experience

Avnet Electronics Marketing decided to invest heavily at the newly combined 2004 electronicaUSA and Embedded Systems Conference. Avnet committed to two large island exhibits, measuring 40' x 50' and 30' x 30', one in each hall of the show, representing their Semiconductor and Interconnect, Passive and Electromechanical Divisions.

Ian Basey, Marketing Director within Avnet's Integrated Marketing Team, organized the effort to understand Avnet's show objectives and create consistent messaging, content and design between the two distinctly different product-oriented booths.

To aid Ian achieve these objectives, he chose Skyline as his preferred vendor. "It was great to have Skyline handling it all for us with a single point of contact," said Ian.

"We achieved significant booth traffic. Both exhibits were eye-catching and really helped Avnet's presence and messages to stand out from the other exhibits in both show halls," Ian pointed out. "For any new booth, we will definitely go with Skyline."

### Name

Avnet Electronics Marketing

### Primary Business

Computers, Electronics  
& Technology

### Exhibit Size

40' x 50'

### Products / Services

Tube System  
Engage®  
Inliten®  
Fabric graphics

### Key Objectives

Design  
Consistency  
Turnkey service