

CASE STORY

VERTICON: AIRBORNE & THRIVING

Kay Bailey Hutchison Convention Center | Dallas, TX



THE CHALLENGE

RECALIBRATING THE FLIGHT PATH

What began as the world's largest helicopter expo is now a broader vertical aviation event. VAI needed a new look to reinforce the reimagined experience. They turned to GES to refresh the show and convey that VERTICON was everything attendees had come to expect, plus so much more.

THE SOLUTION

CLEAR FOR TAKEOFF

Having partnered with GES for over 40 years, VAI knew they could rely on the Creative + Design team to curate a new visual style. Led by Chris Mohn, Executive Creative Director, GES leveraged the new logo and identity to design a new aesthetic. Updated elements included registration counters, wayfinding and signage, impact and entry units, and the merchandise store.

THE IMPACT

REACHING NEW HEIGHTS

The inaugural VERTICON was amazing! "We have gotten some incredible feedback on how well the new brand and designs were received," shared Mohn. "Partnering with VAI is always rewarding, but this year took it to a new level."

QUICK STATS

OVERHAULING A 70-YEAR OLD SHOW

"Just like they always do, GES came through for VAI and created a new brand identity that exceeded expectations."

680 Exhibitors

250k NSF

14k Attendees



CREATIVE + DESIGN