

The Fab 50

CASE STUDY



CONTACT INFO

ACEREXHIBITS.COM
 MICHAEL DUNNE, PRESIDENT
 877.237.2237
 INFO@ACEREXHIBITS.COM

CAMPAIGN: L3HARRIS DEBUT EXHIBIT PROGRAM
CLIENT: L3HARRIS TECHNOLOGIES, INC.
EXHIBIT BUILDER: ACER EXHIBITS & EVENTS

L3Harris Technologies was formed in July 2019 by the merger of two defense/aerospace/technology firms: L3 Technologies and Harris Corporation. This new entity started from day one as a \$17 billion corporation with over 50,000 global employees, and their trade show presence would need to confidently portray L3Harris as an undisputed leader in the defense industry. The newly-formed L3Harris events team turned to Acer Exhibits to design the environments which would launch the new brand identity and communicate this status through a complex ongoing show schedule.



Within 60 days from the merger close date, the L3Harris events team had to be show-ready for their two largest domestic exhibits: a 30'x60' island exhibit at AFA and a staggering 60'x90' double-deck structure with mezzanines connecting three second-story conference rooms for AUSA, plus a secondary 50'x60' exhibit.

This team would need maximum flexibility and modularity in their exhibit design, as they would be integrating and adapting best practices from each of the former companies to form their new strategy. The physical structures were to be a blend of usable properties from both companies, complemented with newly-built custom properties. Everything needed to be completely rebranded to reflect the new L3Harris guidelines, but due to confidentiality requirements none of this information was available before the merger date.

Thinking beyond these first two major shows, the exhibit design would have to support an aggressive calendar with numerous shows each month, including simultaneous and back-to-back

events. Essentially, the Acer team had to plan for every possible scenario, meeting an incredible array of demands for exhibit footprints ranging from 10'x10' up to 60'x100' double-deck spaces.

The Acer design team devised angular structures that fully reflected the L3Harris tagline "Fast. Forward." The central focus of each exhibit is a tower which cantilevers forward, bearing a massive modified LEDskin wall to create the backdrop for a reception desk. A series of technology-enabled workstations surround the central point, each with a cantilevered tabletop element and glow lighting designed to echo features of the tower. Custom hanging signs in the shape of arrows elevate the new branding above the crowd, while massive backlit graphics attract show attendees at the floor level.

With the forward-thinking technology of L3Harris accurately captured in design, Acer's expert production team got to work. The effort required to complete the fabrication of these exhibits inside a few weeks was impressive, but the experienced Acer team was up to the challenge. The final exhibits – comprising eight full truckloads of properties – were in place and ready for shipment just four weeks after all final approvals were received!

The L3Harris team is delighted with the results of these first two shows. When asked for her thoughts on Acer's delivery, the L3Harris Director of Marketing Communications said: *"The new L3Harris exhibits looked fantastic...a huge hit. Creating these exhibits in such a brief time while integrating the branding of the newly merged companies of L3 Technologies and Harris Corporation was an amazing feat. It's going to be difficult to top our exhibits next year...but I am sure you will find a way!"*

From the Acer vantage point, the L3Harris debut project was a welcome challenge to engage the flexibility, ingenuity, responsiveness and creativity of our entire team. We look forward to an exciting future partnering together to advance the L3Harris trade show program!

