

## CLIENT CASE STUDY



### COLUMBIA AIRCRAFT - FLY COLUMBIA

**Objective:** Take a Columbia airplane to locations not normally able to accommodate air traffic and provide hands on interaction with the fuselage, a hospitality area, sales area and roof top deck.

**Solution:** To create a large event presence, IMM was able to integrate an airplane environment into a 53' single expandable stage side trailer. A full scale fuselage allowed visitors to step in and experience the look and feel of a Columbia Aircraft cockpit first hand. The hospitality area incorporated sales and information stations within the trailer which was retrofitted to replicate the inside of the plane. Upper deck viewing via the spiral staircase was also included to provide a better view when the MMU visited air shows.

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