



SHOW REPORT

SALÃO DE ACESSÓRIOS
MARCH, 29th TO APRIL 02nd, 2007
SÃO PAULO-BRAZIL



WWW.SALAODEACESSORIOS.COM.BR

EXHIBITOR: SOUNDSTREAM (VJ MOBILE DO BRASIL)
AREA: 50 S.Q.M.
BOOTH #: 45B
PAVILLION: GREEN
LOCATION: EXPO CENTER NORTE – SÃO PAULO – BRAZIL

Introduction

VJ Mobile do Brasil hereby has the pleasure of introducing to Soundstream the full report of the biggest Latin American Automobile show.

SALÃO DE ACESSÓRIOS 2007



This show is fully supported by SEMA and bring to the Brazilian market the most expressive national and international manufacturers, institutions and press representatives such as, Soundstream, Volkswagen, B52, Banda Audioparts, Bravox, Bomber Speakers, Boog, Chevrolet, Ferraro, Iasca, Fittipaldi, Kumho, Mangels, Positron, Scorro, Stetsom, among many others.

The show organization is proud of having in its partnership the F1, F-Indy and winner of Indianapolis 500 miles racing, the world's champion and winner spirit, Emerson Fittipaldi, that took the initiative of growing the Brazilian aftermarket segment by bringing to the show companies that are really committed with their consumers.



THE PROJECT (THAT'S ALL ABOUT SOUNDSTREAM)



In order to show up with "the best image" for Soundstream in the Brazilian market, VJ Mobile do Brasil has hired one of the best promotional architecture company for designing Soundstream booth, including its illumination project which brought 20 big spotlights and 02 moving lights, supported by a brand new box truss structure. Both moving lights had the tarantula logo moving up and down and side to side in the booth area, gaining the public attention and making people stopping and checking what was that drawing (marketing strategy = logo/brand penetration).



The floor had 05 in built "windows" (in built boxes having 0,80cm length and 0,10cm depth with glass on top) for exposing the products by another "different way" for getting visitor's attention.



In the middle of the box truss structure we had a large printed canvas having SS logo. Another way of reinforcing the brand in the Brazilian market.

