

MEDIA RELEASE

AEH Delivers Bold Look for Australian Tourism Exchange 2026

A striking new approach to event signage and venue branding has turned heads at this year's Australian Tourism Exchange, with AEH pushing creative boundaries at the Adelaide Convention Centre through innovative large-scale installations and venue integration.

Working closely with organisers and venue stakeholders, AEH delivered a series of standout branding executions that transformed key arrival and entry points throughout the event, creating a more immersive delegate experience from the moment attendees entered the venue.

Among the most talked-about features was a first-of-its-kind installation at the centre — large-format signage applied directly to the glass wall backdrop behind the traditional registration area. The execution created a dramatic visual impact while maintaining the sophistication and openness of the venue space.

In another bold move, AEH fully wrapped the massive pivot entry doors leading into the main exhibition hall, creating a seamless branded transition into the event environment. While door wraps have been used internationally, the scale, finish and integration achieved for ATE set a new benchmark locally.

The result proved so successful that the Adelaide Convention Centre has requested the installation remain in place for the immediate future following overwhelmingly positive feedback from organisers, exhibitors and delegates.

Gary FitzRoy of Expertise Events said the project demonstrated how creative thinking and collaboration can elevate the visitor experience beyond traditional event branding.

"Events today are about immersion and impact from the very first moment delegates arrive," said Gary FitzRoy.

"This project challenged traditional approaches to venue signage and proved there are still opportunities to innovate within exhibition and convention spaces. The feedback has been incredible, particularly around the pivot door installation and the glass branding treatment behind registration." AEH MD Michael Siebert added.

The installations formed part of AEH's broader approach to creating memorable event environments that blend functionality, creativity and audience engagement.

With demand growing for more experiential and visually engaging event spaces, the success of the ATE project reinforces AEH's reputation for delivering high-impact exhibition, signage and activation solutions for major national events.