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## High Impact for Robe at SIEL 2004

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After a few initial power glitches, all booths were fully illuminated, and the new 2 level layout seemed proved popular with both visitors and exhibitors. The DJ's, event companies, costume suppliers, club designers and decorators covered the ground floor, leaving the lighting and sound suppliers and manufacturers to the upper floor.

SIEL 2004 was a great success for Robe Show Lighting and its distributor IMPACT, and the introduction of the AT series of luminaires generated loads of interest. Visitor numbers were up, particularly on the Monday and Tuesday of the four day exhibition. Impact's owner and CEO Xavier Drouet and Sales Manager Jerome Brehard were delighted, *"We had more than 2,500 contacts on the book, so it was an excellent show for us! The interest and orders for the Robe ColorSpot 575 AT and 1200 AT were tremendous"*.

Robe's Marketing Manager David Srba and International Sales Manager Harry von den Stemmen gathered their own impressions. *"SIEL is basically a domestic show, but the French market is special, so it's important to be there"* states Harry von den Stemmen, Robe's international Business Development Manager. *"The show appears to be growing, and we were happy with the circulation on the booth and the interest in our products"* he adds, noting that the IMPACT sales team commented more than once that there were too many customers on the booth simultaneously - which is not a bad thing!

Tuesday was a long day with show hours extended to 9 p.m. IMPACT took full advantage of by offering customers drinks, snacks and social interaction on the booth.

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