

Client

NOVARIA
GROUP

81 sqm

SQM

New

RELATIONSHIP

Farnborough

EVENT

Brief

Help present the business at the prestigious International Airshow, with space to meet & engage.

Showcase full breadth and capability of the entire group of companies.

Attract new business opportunities, whilst providing an environment to meet and communicate with existing clients.

“ DSA has really enhanced our experience in planning for this event. We’ve got a great stand, really good design and super communication throughout the whole process.”

DSA Solution

DSA designed a bold and eye-catching booth that made an immediate impact on the show floor, drawing visitors in with its commanding presence.

The layout was carefully considered to support a range of business needs, from a dedicated boardroom-style meeting space for formal presentations to a mezzanine level that delivered both visual impact and a setting for relaxed, hospitality-led conversations.

Throughout the stand, product displays highlighted the diversity and quality of the company's offering, while an interactive touchscreen application provided an engaging and intuitive way to explore the full scope of the group's capabilities.

Strategically placed seating areas encouraged informal dialogue, creating a comfortable environment for casual conversations. A central welcome desk acted as the first point of contact, ensuring visitors were supported and guided from the moment they arrived.

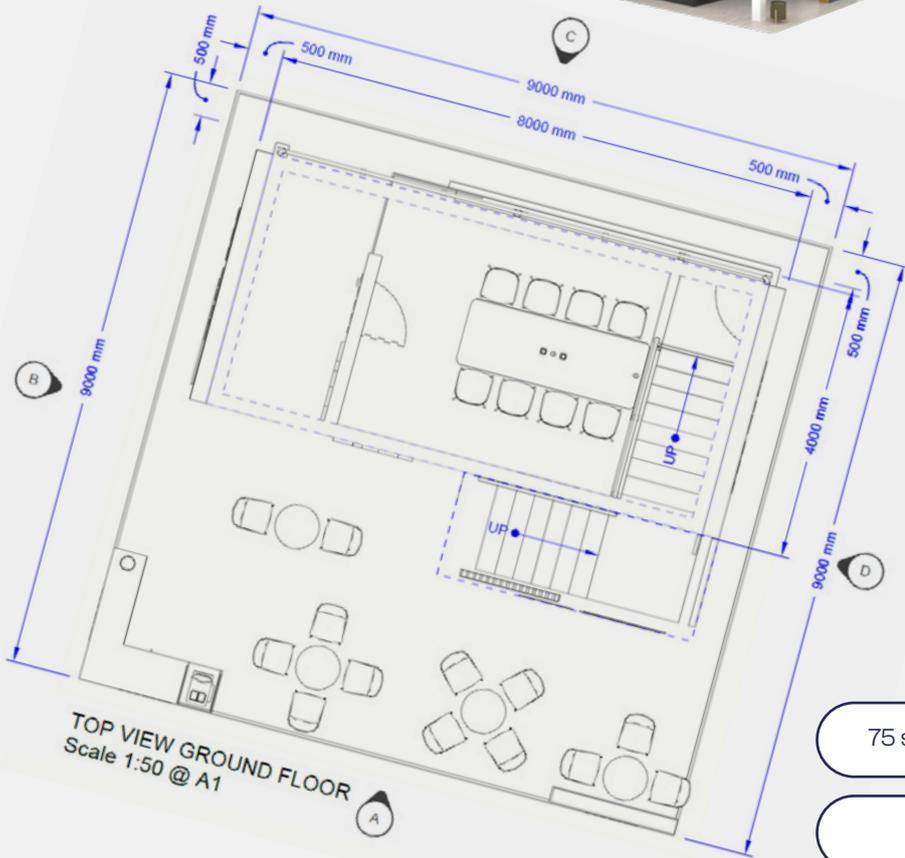
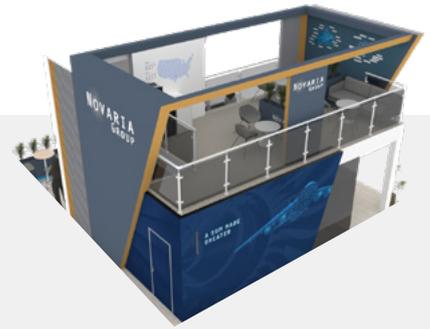
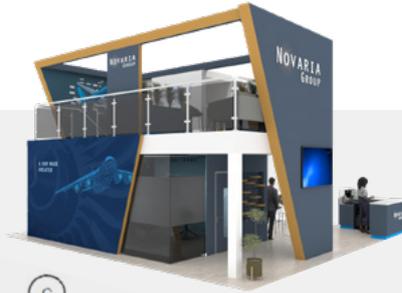


DSA[®]

REFLECTING ON
OUR DELIVERY

Client

NOVARIA GROUP



TOP VIEW GROUND FLOOR
Scale 1:50 @ A1

International Airshow,
Farnborough 2025

75 sqm - 2 Tier

SQM

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DSA