

## Brief

Our client needed a flexible exhibition solution that could work seamlessly across multiple shows, each requiring a balance of high-impact product demos, strong brand visibility, and spaces for meaningful client conversations.

The challenge was to create an environment that felt open and inviting while also offering moments of privacy and focus.

## Solution

We designed a modular stand that maximised every inch of floorspace, blending open-flow demo zones with strategically placed meeting areas.

The layout encouraged engagement, guiding visitors naturally from discovery to discussion. Distinctive circuit board-inspired panelling became a visual signature, reinforcing the client's technology-driven identity and creating a memorable design language across events.



## Result

The finished stand delivered impact far beyond a single event. Its modularity meant the client could confidently adapt and reconfigure for each show, strengthening efficiency while maintaining consistency.

The design not only supported deeper engagement with audiences but also elevated the brand's presence on the show floor. Most importantly, it sparked a lasting partnership with the client—backed by strong, positive feedback from every event where the stand was deployed.

**"We wanted an impactful booth with a high-tech feel. DSA understood our needs perfectly, delivering a solution that drew visitors to our booth and boosted engagement. The coffee area and demonstration stations were particularly popular, and working with DSA was a smooth, tailored experience."**

**Aurélie Albert,  
Marketing and Communications - VITEC**

**REFLECTING ON  
OUR DELIVERY**



**DSA**<sup>®</sup>

Client



70 sqm

SQM

5 Year Partnership

RELATIONSHIP

Barcelona, Amsterdam,  
London

LOCATIONS



DSA