



## Brief

TD SYNnex Maverick AV Solutions, a specialist division of Tech Data, wanted a high-profile exhibition stand that would showcase their role as Europe's leading AV distributor while also highlighting the Vision product range.

For ISE, the stand needed to tell the Maverick story in a way that was impactful, immersive, and impossible to miss — demonstrating technical AV solutions in action and creating an experience that was both welcoming and memorable.

## Solution

We created a stand that was both striking and functional. Open meeting areas and AV rooms showcased Maverick's technologies in action, while an exclusive upper deck with a bar and lounge hosted high-value meetings. Practical details like reception, charging points, and internet kept the experience seamless, and bold graphics reinforced Maverick's position as a leading pan-European AV specialist.



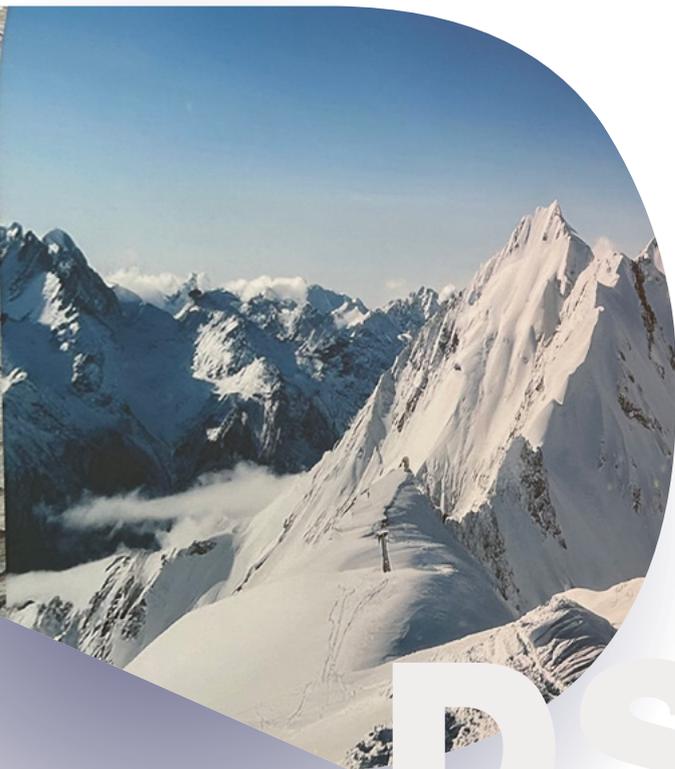
## Result

The stand quickly became a destination on the show floor, attracting visitors who were drawn in by the technology on display and staying for meaningful conversations. Maverick's key messages — solution selling, multi-vendor strength, pan-European reach — were communicated clearly and consistently. The Vision range was given prominence, experienced firsthand by attendees through live demonstrations.

The result was a stand that not only generated quality leads and measurable ROI but also strengthened Maverick's brand presence. Visitors left inspired, staff left proud, and the stand became a powerful expression of Maverick AV Solutions' innovation and expertise.

**“ Everyone that arrived at the booth were blown away with the concept and theme. It's the best booth we've had! ”**

**- Steve Towse, European Director**



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OUR DELIVERY**

Client



TD SYNnex | *Maverick*



### ISE Barcelona

304 sqm	sqm
9 Years	RELATIONSHIP
ISE, Barcelona	EVENT



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