

Client



125 sqm - 2 Tier

SQM

13-year partnership

RELATIONSHIP

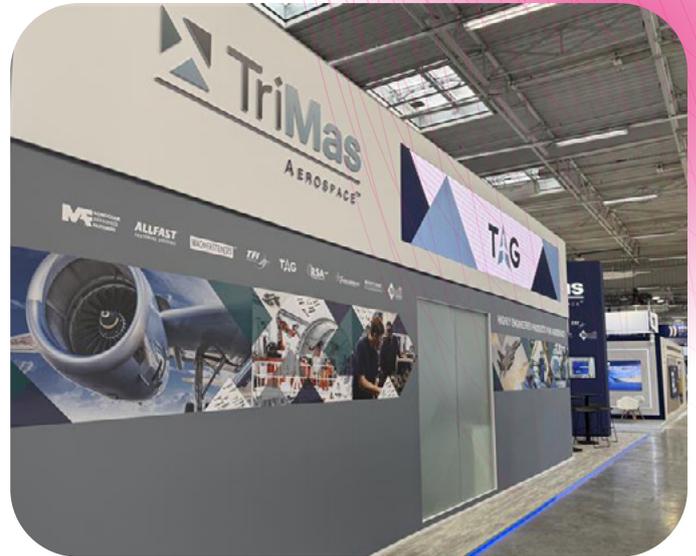
Brief

Trimas Group sought a high-impact exhibition stand that would not only showcase the breadth of its offering but also provide versatile spaces for both formal and informal engagements.

The stand needed to convey professionalism, innovation, and brand unity across its multiple business divisions.

DSA Solution

DSA created a bold, multi-level booth featuring a formal boardroom, VIP lounge, and hospitality area. Product displays, large LED screens, and an interactive touchscreen brought the brand to life, while a central welcome desk guided visitor flow.



Result

The final installation delivered a strong visual and experiential presence that successfully reflected the scale and professionalism of Trimas Group. Visitors were drawn in by the bold design and remained engaged through the interactive and multimedia elements. The space supported meaningful conversations, enhanced brand storytelling, and positioned Trimas as a leader in its field.

I wanted to extend my thanks for making the Paris Air Show 2025 an overwhelming success. The can-do culture at DSA, led from the top is always professional and seamlessly executed. Well done!

- Director of European Operations



DSA[®]

**REFLECTING ON
OUR DELIVERY**

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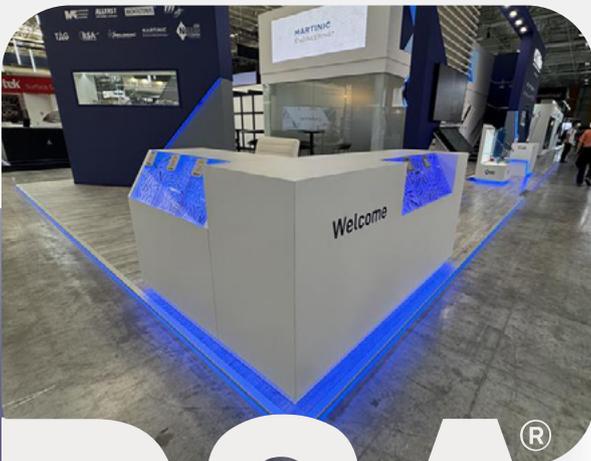
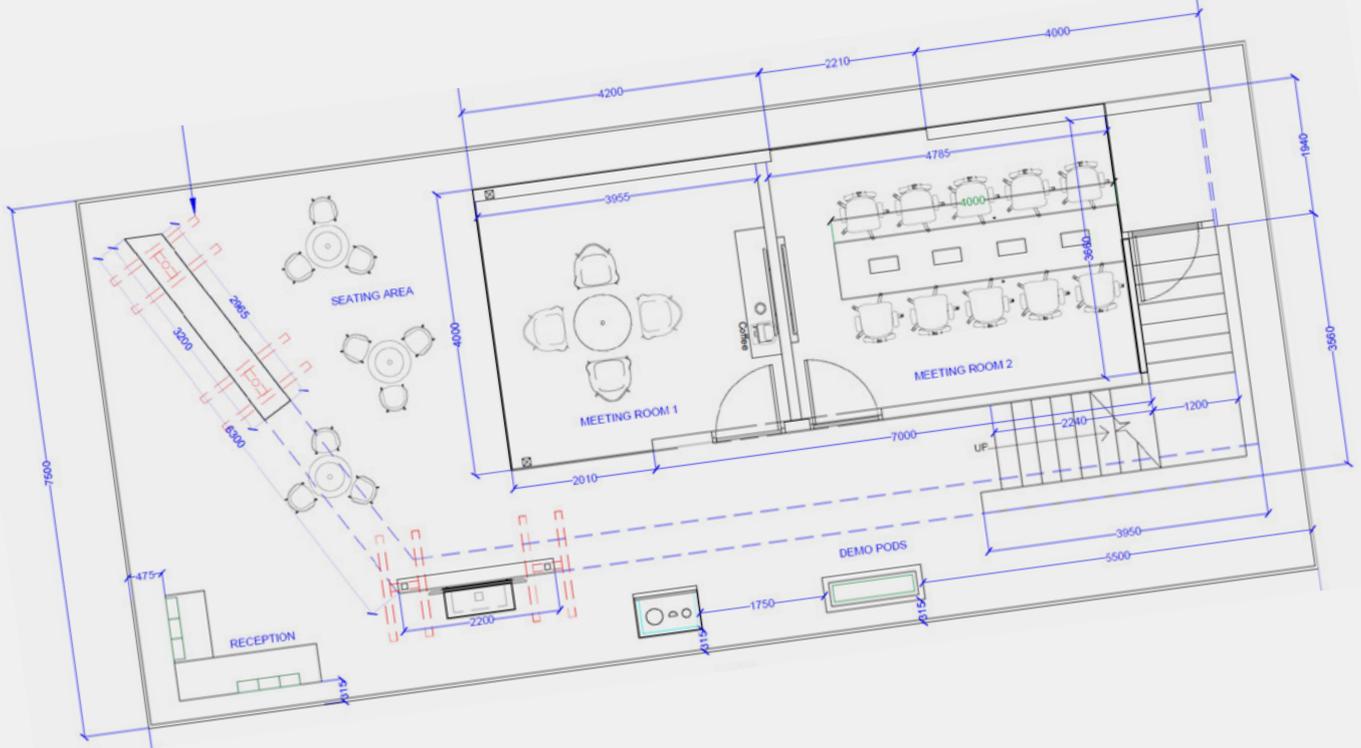
SQM

13 Year Partnership

RELATIONSHIP

Farnborough / Paris

LOCATION



DSA®