

## BRIEF

Stand out at ICE Barcelona in a crowded exhibition hall while creating a welcoming space for meaningful conversations. PayFuture needed room for hospitality, semi-private meetings, and seated discussions with merchants and prospects.

## DSA SOLUTION

DSA designed and delivered a 84sqm custom stand in just 14 weeks, featuring semi-private meeting areas, seating for up to 40 guests, and a front-facing bar serving three bespoke cocktails to draw footfall and encourage engagement.

## RESULT

A highly visible, functional stand that brought the brand to life and enabled quality conversations throughout the show. Seamless planning, flawless on-site execution, and a design that met PayFuture's goals exactly, earning DSA their go-to partner status for future events.



**“Working with DSA, our design and build partner for ICE was very smooth and reliable from the planning stages to the on-site organization. They were very responsive, very organized and the design that we received is spot on.**

**From the planning and organization and as the concept came to life, DSA helped me understand perfectly what we needed.**

**We were looking to have a stand that actually let us sit down with our clients and prospects, and that's spot on from the semi-private rooms that we have to the onsite organization and the bar on the front.”**

**Paula Rossbach**  
Marketing Manager at PayFuture

**REFLECTING ON  
OUR DELIVERY**

**DSA**®

Client



84 sqm

SQM

1 Year Partnership

RELATIONSHIP

Barcelona & Lisbon

LOCATIONS



DSA®