

Client



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



Client

 **payfuture**



84 sqm

SQM

1 Year Partnership

RELATIONSHIP

Barcelona & Lisbon

LOCATIONS



DSA[®]