



“I consider DSA one of our best partners in our exhibition activities and an extension of our staff. They go out of their way to meet our design goals while managing costs to remain in budget. They anticipate costs of shipping and labor as part of the design as to minimize those expenses. Their staff is highly knowledgeable and truly concern about the success of the event—not just if the booth got erected.

Ultimately, that is the key differentiator I’ve noticed with DSA versus other firms. They understand that if we don’t meet our goals from an overall exhibition standpoint, then their design and execution of the stand will have failed. To maximize our effectiveness, they take into account use of floor space, traffic flow, visitor access to information, etc.

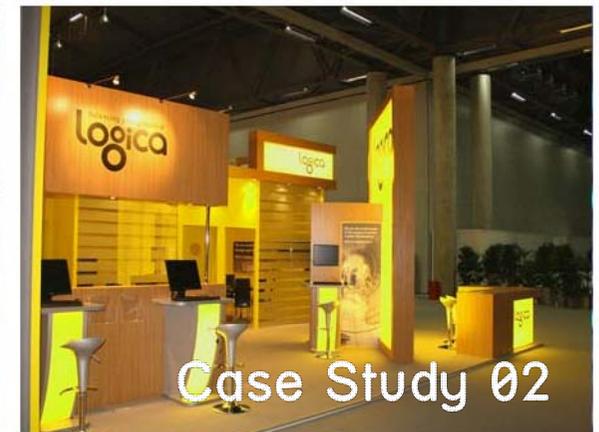
The pictures of the booth they prepared for us are absolutely stunning. Even though we are a relatively small company in our industry, we were able to establish ourselves alongside the likes of Sony, Dolby, and Thompson as a key broadcasting infrastructure provider.

The comments from our visitors, our sales force, our partners, the CEO, and the Chairman were all the same—Best Omneon booth ever.”



I would just like to say a big thank you to the team at DSA for all their hard work in producing the stand for SIBOS. I know it was the same design again but with the different shape and a few amendments to the original design it worked extremely well for us this year. I appreciate it takes a lot of hard work to deliver these stands and we are very grateful for the smooth operation and handover to us for the event.

The feedback from both my colleagues and some of our clients as well has been extremely positive. And also 'on time and to budget' as they say. We will have a meeting in the next few weeks to confirm what we want to do next year, but the general feeling is that we will stay with DSA and go for the same stand design for a third year running.



I am pleased to confirm that Advanced Composites Group is looking forward to working with DSA again to plan its exhibition stand for the JEC Composites Show.

From its first order for a stand at the European Automotive Composites Show in Stuttgart, ACG recognised that DSA has the level of global back up, expertise and manpower to deliver any project as agreed and on time.

DSA's very competent delivery of our subsequent orders for large stands at JEC reinforced our complete satisfaction in DSA's services enabling us to plan our stand requirements ahead of schedule.

DSA's level of commitment and attention to detail on previous contracts give ACG confidence that DSA will deliver good design and workmanship with excellent personal support from your Project Manager.



Your professionalism really showed in the way you resolved the initial paint colour of the stand but I was impressed by the calm and pragmatic approach of David Sargent. Also the team on site were fantastic in solving any occurring small matters. My company was deeply impressed with booth, so I herewith would like to thank you for doing an outstanding job!

Should you ever need to provide other potential clients with references, feel free to direct them to me.

I have already had many questions from local marketers inquiring if it would be possible to re-use parts of the booth.



Case Study 04

Everything worked VERY well with the booth.

Everything I heard from our customers and colleagues was positive.

Thank you for all your hard work!!



I wanted to thank you and your team for the excellent work you did us in the design, build and management of our stand at UKRC this year.

The stand design DSA proposed was highly creative, far more so than those tendered by other potential suppliers and looked wonderful when built and equipped. We found your constant willingness to contribute good ideas and guidance to all aspects of stand presentation and to work with our other marketing and PR partners at every stage a real help.

The process building up to the show was managed extremely professional and executed with precision and competence at every stage, even though we were making some decisions quite late.

I can honestly say that I was initially sceptical about investing what was for us, quite a considerable sum of money in this way, but I am left with no doubt it was good value and money wisely spent. The profile it gave Medica has accelerated us far past our competition in the eyes of the professional community in which we work.

Lastly, I am relying on you to pass the thanks of all the Medica staff to each and every one of your team. You are a great company to work with and every step was a pleasure. You combine the solid value of experience with vibrancy and energy and it is greatly appreciated. We look forward to the next event!



As I'm sure you've heard from Adam and the team the show was a roaring success for us and everyone on the team was really pleased with how the stand came out!

Thank you very much for your team's efforts in creating such a perfect stand for us!

