

DEPARTMENT OF DEFENSE: EXHIBIT PROGRAM (2017-2023)

A Case Study on
Strategic Success



PRESENTATION BY  **XS**^{nxt}
WORLD WIDE
EXCITINGLY EXPERIENTIAL





INDUSTRY: DEFENSE

Why the United States Department of Defense went for the same booth design for all their shows?





INDUSTRY: DEFENSE



ABOUT DEPARTMENT OF DEFENSE (US)

Headquartered at Pentagon, one of the world's largest office buildings, the Department of Defense (US DOD) has quite a few distinctions to its credit. The government department is one of the largest employers on the world and is head of US military.

Why Choose Our Yearly Exhibit Program:

- End-to-end management
- Maximum brand visibility
- Seamless management
- Cohesive brand image
- Optimal Return On Investment

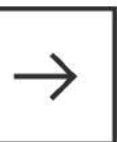


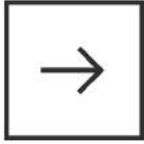
CHALLENGE: CONSISTENT BRAND PRESENCE ACROSS 95% OF DEFENSE SHOWS

The DoD actively participates in nearly 95% of major defense industry events – from the Paris Airshow to Dubai's IDEX.

THEIR GOAL?

To forge **strategic partnerships**, promote US defense technology, and maintain a **strong global presence**. However, achieving **brand consistency** across numerous shows with varying footprints presented a logistical challenge.





SOLUTION: **ONE DESIGN FOR 16** **SHOWS - EFFICIENCY** **AT ITS FINEST**

With our strategic exhibit management experts, the Department of Defense sought a solution that prioritized efficiency and brand consistency.

THE ANSWER:

A **single, powerful booth design** that could be adapted to various sizes while **maintaining core branding elements**, amenities, and a comfortable meeting environment.





WHY CHOOSE STANDARDIZED DESIGN?

01

Reduced Costs & Lead Time

A single design meant lesser planning and production for each show, leading to significant cost and time savings.

02

Focus on Engagement

By minimizing booth setup hassles, they could dedicate more resources to high-level delegate meetings, a crucial aspect of their exhibition strategy.

03

Global Brand Recognition

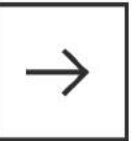
The standardized design ensured consistent brand messaging across all events, solidifying their image as a leading force around global markets.



BUILDING STRATEGIC PARTNERSHIPS

- **Prioritized high-level meetings** over booth aesthetics.
- **Streamlined and standardized designs** for global brand consistency.
- **Comprehensive project management** and cost-efficient reuse.
- Focus on **strategic ROI, insights, and partnerships.**
- Became their trusted **global exhibit partner**

SCALING SUCCESS ACROSS THE GLOBE



Featured Highlights: Top 3 Projects from our Extensive Department of Defense Portfolio



FAMEX 2023

80 sqm



LAAD 2023

72 sqm



AERO INDIA 2023

72 sqm

SCALING SUCCESS ACROSS THE GLOBE



Featured Highlights: Top 3 Projects from our Extensive Department of Defense Portfolio



EUROSATORY 2022

54 sqm



FIDAE 2022

75 sqm



FIA* 2022

100 sqm

*Farnborough International Airshow

SCALING SUCCESS ACROSS THE GLOBE



Featured Highlights: Top 3 Projects from our Extensive Department of Defense Portfolio



LAAD 2019

72 sqm



FAMEX 2019

72 sqm



AUSA 2019

74.5 sqm

SCALING SUCCESS ACROSS THE GLOBE



Featured Highlights: Top 3 Projects from our Extensive Department of Defense Portfolio



IDEX 2018
66.25 sqm

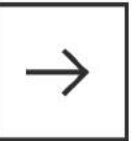


ILA BERLIN 2018
77.5 sqm



BAHRAIN AIRSHOW 2018
74.5 sqm

SCALING SUCCESS ACROSS THE GLOBE



Featured Highlights: Top 3 Projects from our Extensive Department of Defense Portfolio



PARIS AIRSHOW 2017

94.5 sqm



LAAD 2017

56 sqm



IDEX 2017

85 sqm



THANK YOU