

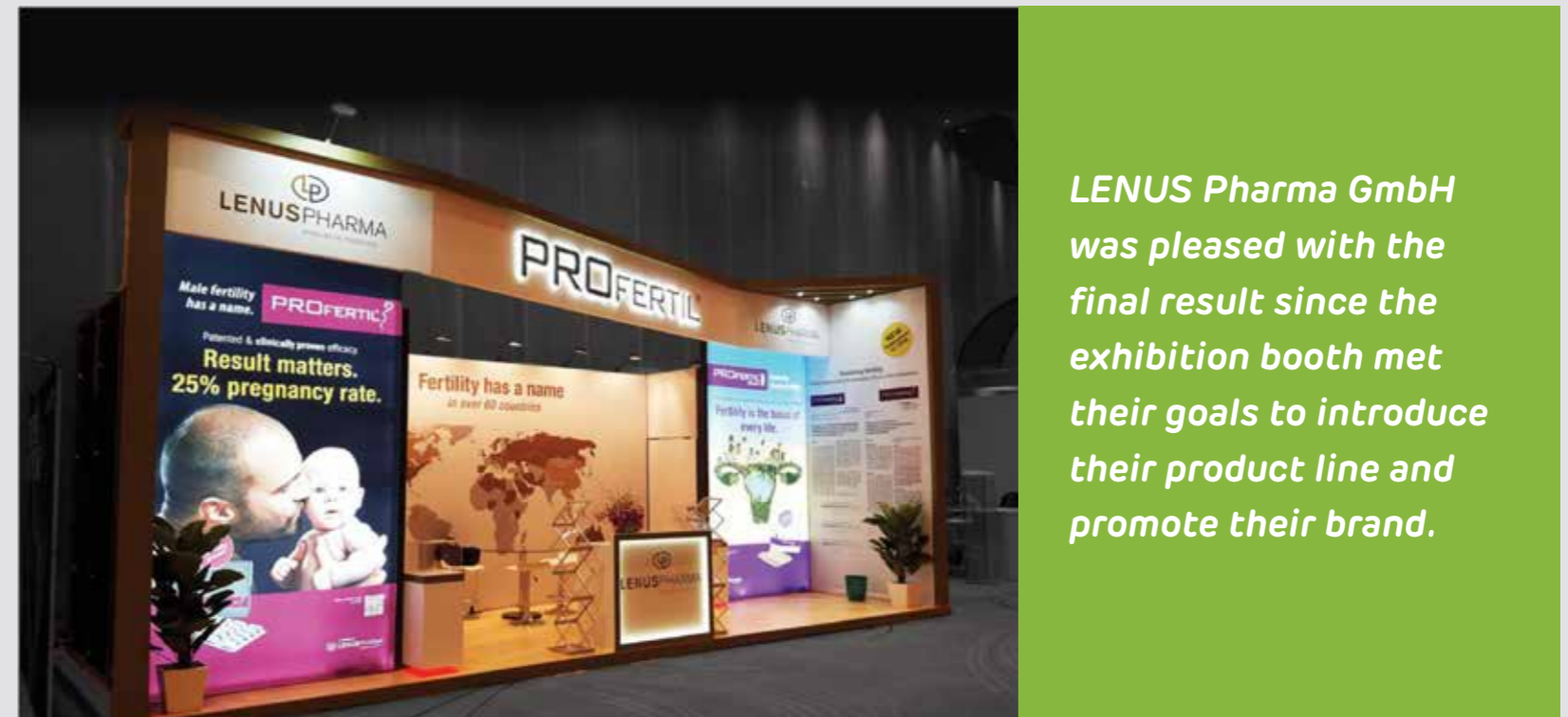
Fertilizing Brand Awareness : LenusPharma

LENUS Pharma GmbH is a pharmaceutical company based in Vienna that specializes in dietary products that are sold worldwide. They approached Expo Display Service to design and build a 27m² booth to promote their brand at Hotel Grand Hyatt, Dubai for MEFS 2017.



LENUS Pharma GmbH wanted to introduce their new product line PROfertil and engage in a productive discussion with the attendees of MEFS. To promote PROfertil, Expo Display Service designed a hybrid exhibition booth to accomplish the following requirements:

- It's quite common in hotels to disallow wet work installations. To resolve this every component in the booth was portable and pre-engineered
- We provided a custom made fascia; pre-fabricated using engineering techniques to remove any need for wet work.
- To center brand awareness on PROfertil, we designed edge-lit 3D fonts on our custom fascia and utilized back-lit banners on the side walls of the booth.
- We also designed in-lit podiums with glass tops to showcase PROfertil
- Storage area for staff was integrated with the booth design, to give a clean, professional look.



LENUS Pharma GmbH was pleased with the final result since the exhibition booth met their goals to introduce their product line and promote their brand.