EXPO DISPLAY SERVICE
EDS Middle East LLC

Distinctive exhibition stand to attract maximum attention at Gitex for **Zoho Corporation Pvt. Ltd**

Zoho is a young company providing operating system for businesses. Zoho provides companies with integrated applications required to run a company effectively, all this on one platform!

In Oct 2017, Zoho participated in Gitex 2017 – The leading international exhibition for multimedia and communication in Dubai.

Zoho approached EDS Middle East to rent an exclusive exhibition booth for Gitex 2017. Zoho specifically asked for a unique solution to stand out in the pool of exhibitors showcasing in Gitex 2017.

- **To make Zoho the center of attraction at Gitex 2017, we provided a completely backlit design for their 7x4 meter booth.**
- **Zoho categorically wanted to highlight its product – Zoho Books. We kept Zoho Books as the main focus, and highlighted the services it provided.**
- **Fabric was used instead of vinyl to avoid creasing. The printing on fabric was achieved using dye sublimation printing technology to ensure the graphics were bold and engaging.**
- **A counter that doubled up as storage unit was provided to Zoho, to utilize the space and make the booth look spacious and roomy. We also supplied them with a table and matching chairs to entertain visitors.**

Zoho was extremely content with the finished product which ensured maximum attention from the visitors and resulted in increased footfall.