



EXHIBITIONS EVENTS EXPERIENTIAL MARKETING

*We transform concepts
& designs into effective
communication*

BY



VISUAL LAB

About Us

Visual Lab is a full service live events company providing innovative and eye- catching exhibition stands and memorable experiential events across the Middle East and worldwide.

Our capabilities stem from a multidisciplinary team of architects, designers, fabricators, installers and project managers with the knowledge and ability to deliver nearly anything imaginable, anywhere in the world.

Visual Lab directors, along with every member of the team, have all worked within the exhibition industry and many have marketing agency and client side' backgrounds. The team, therefore, recognises the significant investment that goes into an exhibition, and understands the need to maximise your return on investment. However, our background means that we also understand how stressful an exhibition, and the time surrounding it, can be. That is why we take your brief, then design and build unique and creative environments.

These increase footfall and provide the perfect platform to meet your customers, thereby increasing brand awareness and ultimately, increasing sales.

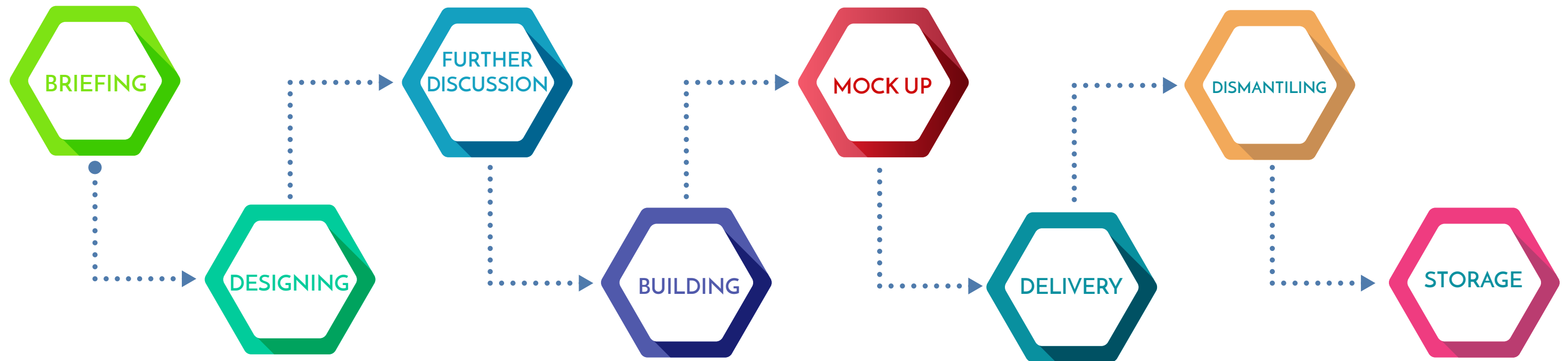


VISUAL LAB

A Susmit Dey Company



Work Flow



BRIEFING

During the first Meeting with the Client, we develop an exhaustive briefing which includes the requirements of the client related to its brand image, product details, budget and any expectations for the upcoming exhibition.

DESIGNING

Brainstorming ideas and coming up with interesting designs taking into account the Client's brief, Our team then elaborates the drawing and renders the best ones which are then sent to the client.

FURTHER DISCUSSION

Once the client has gone through the design we have an in-depth meeting for further discussion if any changes required before finalizing the design.

BUILDING

All of the elements needed for the stand construction are built under the supervision of our technical team and project managers.

MOCK UP

Few days before the trade show the clients are invited for a mock up at the warehouse, where they can have an actual look at the stand structure and the elements used in their stand.

DELIVERY

The day before the exhibition starts, we handover the stand to the client. And we are on-hand to offer our support throughout the exhibition.



VISUAL LAB

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Creative Design Studio

Visual Lab designers apply their many years of experience using state of the art tools to give you the perspectives needed to understand how the final structure will look. Sketches, colour visuals, working drawings, we'll put everything needed together to build your stand which will reflect your brand and attract more attention.



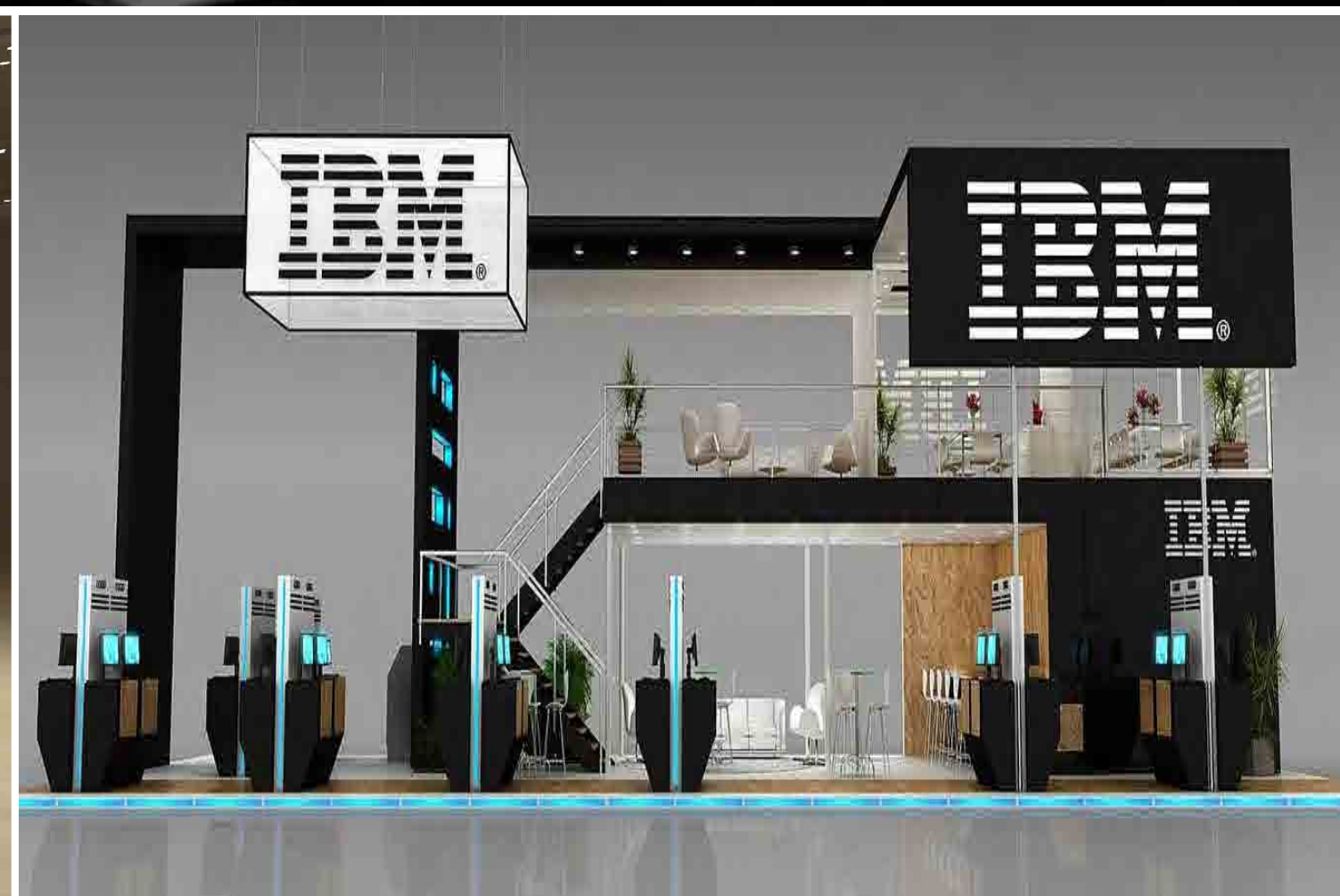
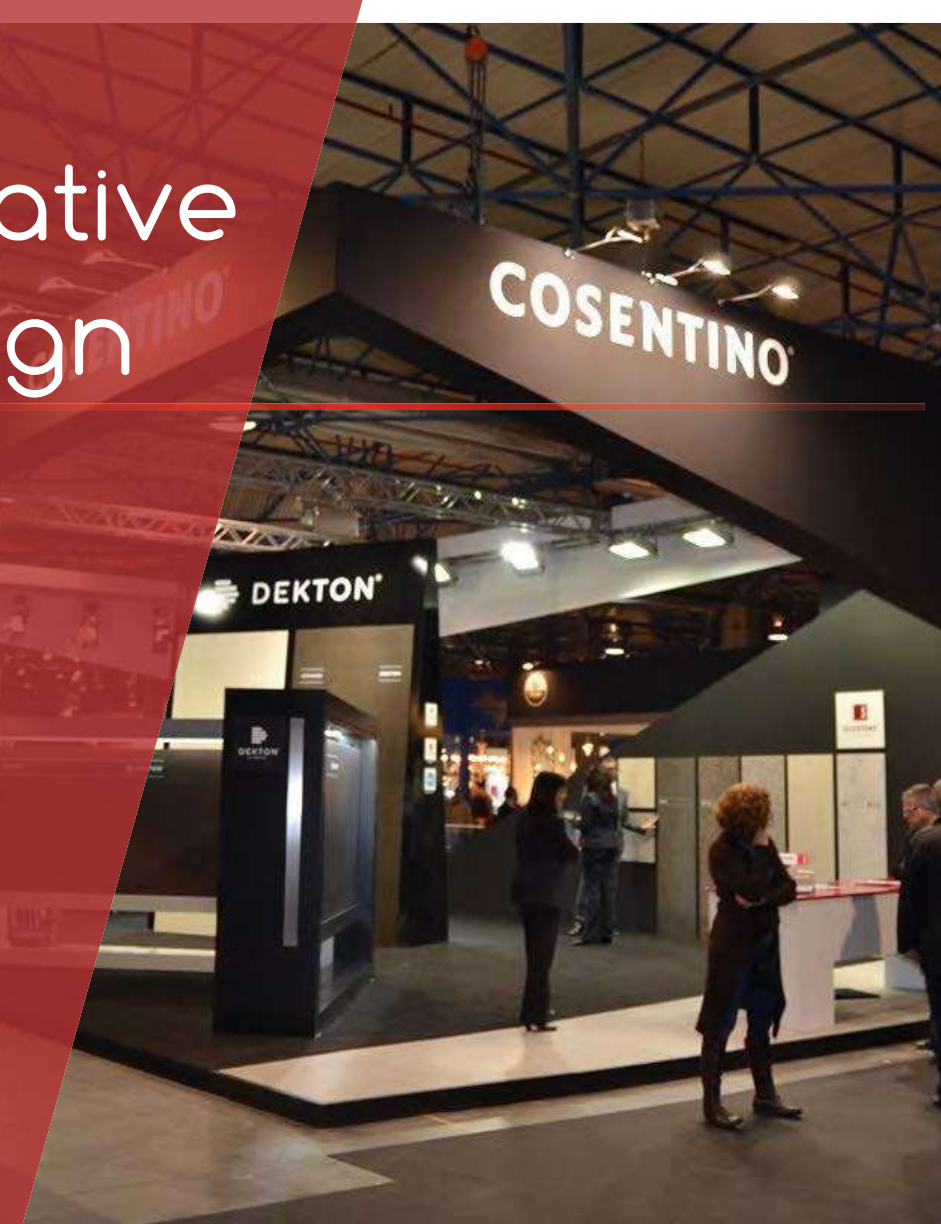
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Creative Design



Creative Design



Exhibition Stand Build

We're here to make your life easier.

We provide you with a customised approach to corporate stand contracting.

Whether it's working with you to shape ideas, handling the build of your space, or doing it all - you'll always have the expert support you need when you work with us.

Our dedicated project managers deliver a memorable event for your customers & guests, and a stress-free experience for you.



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Exhibition Stand Build





Interior & Retail Kiosks

Between custom kiosk carts and entire offices, we plan, design, construct and install the entire space unique to your needs. Our attention to details and our modern techniques in designing your office space or kiosks is highly recognised. The building process can be a bit difficult for some but we can help you.



VISUAL LAB

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Interior and Retail Kiosks



Build up and Mock up



Shell Scheme Set-up & Upgrade



Events & Conference



Be it corporate event, product launch, fashion show, conference, concert, sporting occasion, Ramadan or gala dinner

Audio Visual

Our focus is on delivering innovative technology, from projectors, LED screens, video walls, microphones, cameras and everything in between.



Advertising Display

From large scale outdoor advertising, display stands, roll-ups & pop-ups, marketing collateral and signage, our production team is able to deliver the highest quality product within the deadline and budget.



Graphic Printing

We build visual extensions of your brand and corporate identity that achieve your marketing goals. We specialize in high- resolution large format printing for production of trade show booth and display graphics. In-house capabilities include large format, inkjet printing, laminating, vinyl application, CNC routing and fabrication. We' ll make your branding shine.



VISUAL LAB

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AND MANY MORE!

ASK US! IF WE CAN, WE WILL HAPPILY JUMP IN TO SUPPORT YOU

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Al Karama

Dubai, UAE

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