



“ THIS WAS A WORLD DEBUT FOR ONE OF OUR PRODUCTS ”

THE FLYVISION STORY: HOW INDEX HELPED OUR COMPANY LAUNCH OUR NEW PRODUCT.

Flyvision's revolutionary award-winning Compass Table at the MEIDAA Awards is based on an illusion that will stop and hold consumers in their tracks. Whether employed In-Store at PoS, at exhibitions or built into custom-designed showcases for exclusive artifacts, Flyvision delivers unparalleled display impact.

Flyvision used INDEX to launch a new high-end innovative product which integrates new technologies into every-day business practices. The risks associated with this were the usual risks a business would expect to encounter; however, they were focused and determined to awe visitors with their first one-of-a-kind product.

INDEX attracted the types of people they were looking to introduce their product to. To prepare, they made sure their stand design was unusual and eye-catching. "We did not want to have a usual "box" design, but rather a mysterious tent, that drew attention and in which the lit items can be seen even better".

They felt that their stand design helped them achieve most of their objectives as they had a large amount of visitors, enquiries and interest. "The darkness of our tent made people curious and the only way for visitors to find out what was inside, was to actually go in and have a closer look. Curiosity is always a good lure."

Since it was their product launch, in the run up to the exhibition, post-show strategy they concentrated on giving as much on-hand information as possible to raise interest, further questions and more business meetings. After a successful show, it is very important to have a pre-event strategy. Flyvision received over 400 business cards and they made follow-up emails, arranged meetings with potential clients and business partners, plus updated their website and social media channels with the relevant information.

When asked what their advice is for companies with the same objective, their response was "Come up with something spectacular, something noticeable and be prepared for questions". After doing their research about a platform that would best help them achieve this objective, they found that INDEX fitted the profile as it is a growing exhibition with a diverse portfolio of visitors and produced the best opportunity to introduce their product.

“ LUCKILY THERE WERE MORE HIGHLIGHTS THAN PITFALLS. IT WAS AN HONOUR FOR US THAT HH SHEIKH HAMDAN BIN RASHID AL MAKTOUM PERSONALLY VISITED OUR STAND. WE WERE ALSO AWARDED TWO PRIZES FOR TWO OF OUR PRODUCTS, SO WE WERE VERY SATISFIED WITH THE RESULTS THAT THE EXHIBITION GAVE US. ”



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DUBAI WORLD TRADE CENTRE

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