Modular Brand Spaces.

ayble – A versatile, reusable
exhibition display system
with adjustable shapes and sizes.

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4.5m x 3m **ISC2 ayble stand project**

ISC2

About the company

ISC2 are the world's leading member association for cybersecurity professional, with more than 500,000 members.

Brief

Stand requirement

ISC2 were looking for a reusable exhibition stand firstly to use at InfoSecurity Europe and could then be reconfigured for different size spaces at future events.

ISC2 chose ayble as their preferred system because it offered the flexibility for adapting sized and shape but still with a premium feel to the finished stand.

Event

InfoSecurity Europe 2023

The stand was used at InfoSecurity Europe 2023 held at ExCel London within a 4.5m wide x 3m deep space.

Design

Stand design

The stand was designed to hold a large TV where a corporate info video could play on a loop.

A lockable storage area in the stand design provided space for brochures, promotional items, and personal belongings, as well as device charging.

This ensured that the stand space was kept tidy and clutter free and focussed on a welcoming space for visitors.

There was no height restriction so the height was maximised to 3.75m, but designed so that the stand can be reduced in height at other events with a limited height restriction.

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One system, endless possibilities