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GENERAL DYNAMICS

Ordnance and Tactical Systems

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STORIES THAT MOVE

GENERAL DYNAMICS AT IDEX



General Dynamics at IDEX

GRABBING ATTENTION IN ABU DHABI

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Challenge

To solidify General Dynamics Ordnance and Tactical Systems' presence in the global defense market and promote their wide array of products at The International Defence Exhibition and Conference (IDEX) in Abu Dhabi.

Solution

A striking design that showcased several General Dynamics products as well as introduced their new Flyer vehicle to the Middle Eastern and Asian markets.





The exhibit was designed to capture the attention of a broad audience, from enlisted soldiers to program managers.

We strategically placed highlighted products in areas that were guaranteed to attract visitors—such as near hallways and entrances—without affecting sightlines or booth access.

Product displays, which included Hydra70 Rockets and the GAU-19/B Gattling Gun, helped educate global defense officials on the wide range of General Dynamics products.

A distinct display area was developed to feature the Flyer vehicle. We designed supporting video and product displays to showcase the vehicle in a semi-realistic “warfare” setting.

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A handgun and rifle display was also built to unveil the new partnership between General Dynamics and Smith & Wesson. The weapons were unavailable to measure while the display was being created, so we used research and best guesses to build it anyway. Final adjustments were made right on the show room floor when the guns arrived—ensuring a perfect fit.

To bring the product promotion cycle full circle, meeting spaces were incorporated into the design to allow General Dynamics representatives to conduct business with some of the world’s most powerful defense organizations.

