

Customer : Odisha Mining Corporation Limited
Industry/Sector : Industrial & Manufacturing
Exhibitions : World Mining Congress
Where: Poland



Case Study

OMC achieved high footfalls with its Exquisite Custom Built Stand



OMC was founded on 16th May 1956 as a joint venture between Govt. of India and Govt. of Odisha. It is now a wholly State-owned Corporation of Govt. of Odisha. The major minerals mined by OMC are chrome, iron and manganese ore.



The Insta Advantage:

Insta Worldwide Group is a leading point of contact solutions provider for experiential marketing spaces. We understand brands because of our 4000+ clientele globally which include industry specific market leaders.

Our strong presence is marked by our state of art facilities, manufacturing offices in 7 Indian metros and a network of trusted vendors across India.

We're a global player for International Shows with 100% owned subsidiaries and manufacturing units in USA, Europe and the MENA region.

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Challenge Accepted:

- OMC didn't have any plan on how to exhibit, so the entire concept was to be created from scratch
- OMC was participating for the first time; hence its expectation and stakes to make a good impression were high

Engaged:

- Insta proposed to make an Investor Pavilion instead of an OMC booth
- They created 'cube' concept signifying 108 sites of OMC by creating 108 cubes on roof
- The booth was well lit and designed, enabling successful brand visibility
- To signify transparency in OMC, Insta created the entire pavilion in white color

Scale:

- Insta created an attractive **Custom Built Stand** in an area of **300 m²**

Result:

- OMC received the **Gold Award** for the **best stand design** in the event
- It was the most visited booth in the entire exhibition
- The overall design and theme was recognized and appreciated