







Partners' Prestige Night 2026

CASE STUDY

PRISM ADVERTISING
BRAND ARCHITECTS AND DESIGNERS OF DEMAND

Creating a Premium Partner Experience Around Innovation, Engagement & Connection

Client: Ariston
Event: Partners’ Prestige Night 2026
Date: 20 September 2026
Venue: InterContinental Dubai Festival City
Attendance: 200 guests

The Brief & Challenge

Ariston partnered with PRISM Advertising to conceptualize and execute Partners' Prestige Night 2026, bringing together retail partners and key stakeholders for an evening focused on strengthening relationships, sharing business perspectives and showcasing the brand's latest innovation.

The challenge was to create more than a conventional corporate event — delivering a seamless experience that combined networking, partner engagement, product visibility, entertainment and the launch of NUOS H within one premium and cohesive guest journey. Every touchpoint needed to reflect strong Ariston branding while allowing guests to interact with the brand naturally and meaningfully.



VENUE ENTRANCE

A branded arrival experience set the tone from the first guest touchpoint.

PRODUCT DISPLAY STANDS

Ariston product visibility was built into the guest journey through standalone display units and branded product zones.







LED SCREEN & GAME AREA

A branded LED screen featuring customized content, complemented by interactive game activations to enhance networking and guest engagement.





REGISTRATION AND RAFFLE ENTRY

Guests were welcomed through a simple registration flow, with raffle participation integrated as part of the arrival experience.



PARTNER WELCOME







Brand Architects and Designers of Demand

PRISM ADVERTISING

PARTNER NETWORKING













Brand Architects and Designers of Demand

PRISM ADVERTISING

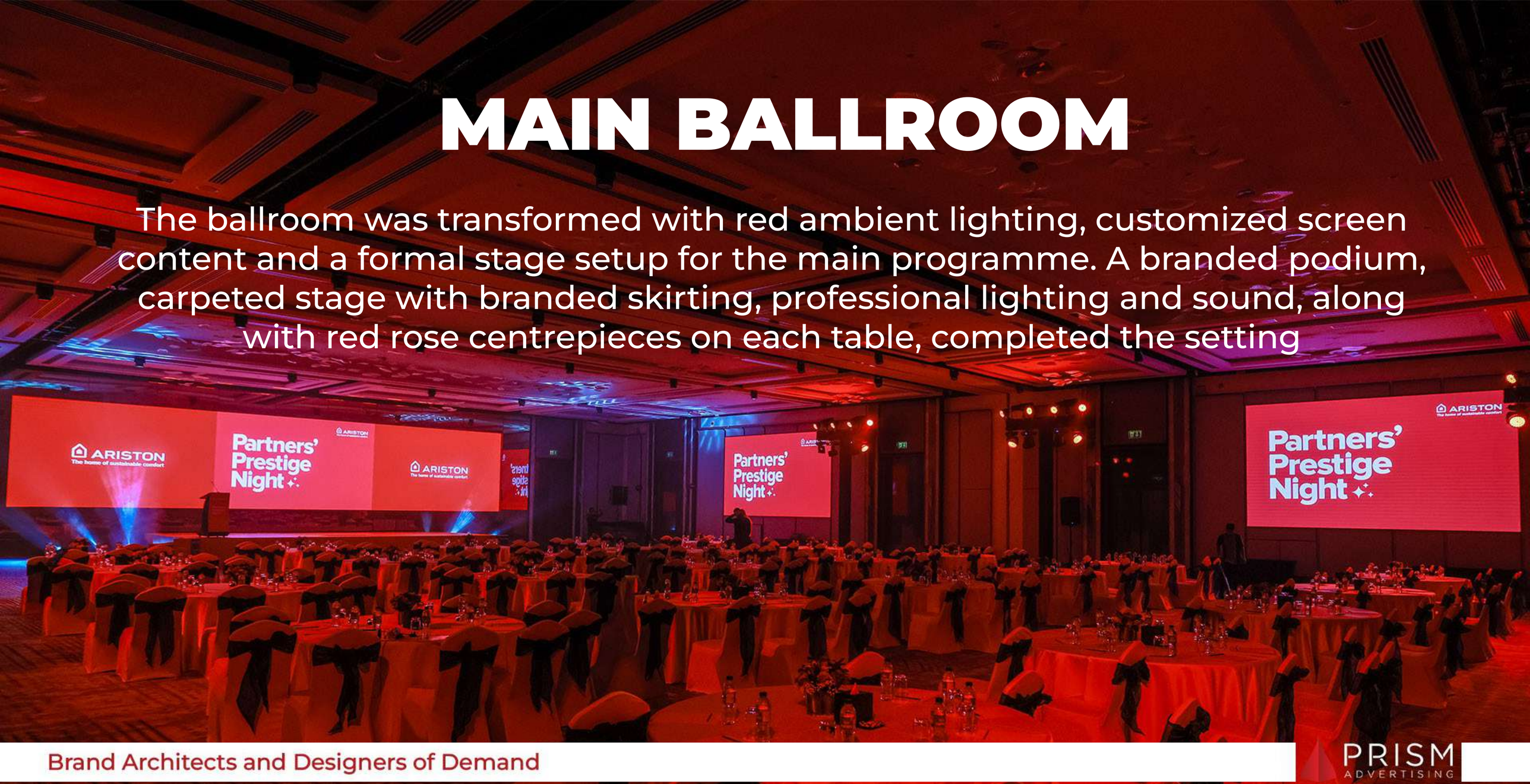


INTERACTIVE ENGAGEMENT

Game led touchpoints helped guests connect informally during networking.

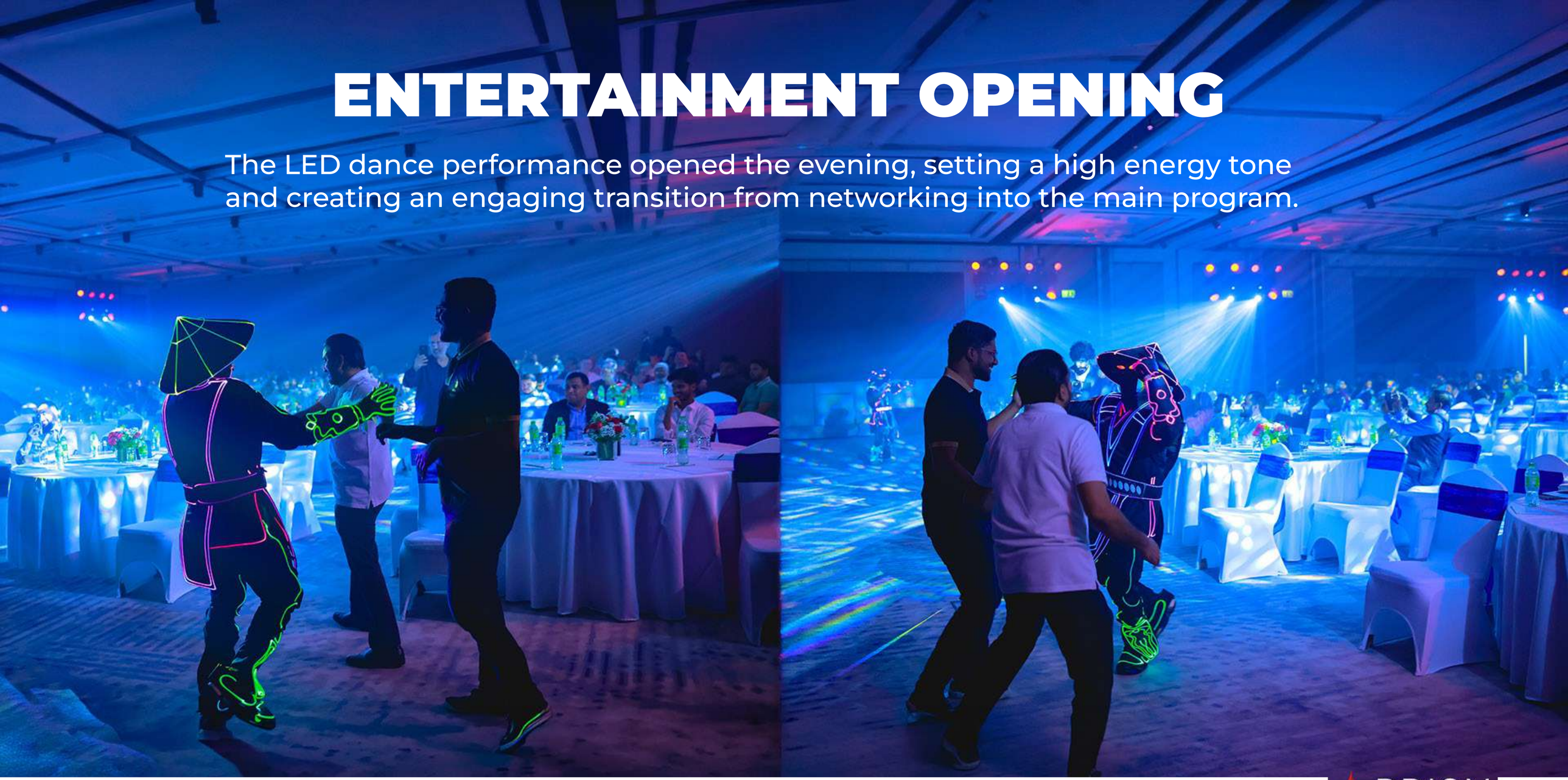
MAIN BALLROOM

The ballroom was transformed with red ambient lighting, customized screen content and a formal stage setup for the main programme. A branded podium, carpeted stage with branded skirting, professional lighting and sound, along with red rose centrepieces on each table, completed the setting



ENTERTAINMENT OPENING

The LED dance performance opened the evening, setting a high energy tone and creating an engaging transition from networking into the main program.



HOST & SPEAKER SESSIONS

The formal programme brought together Ariston’s team and partners for a focused series of presentations covering the company’s direction, current market realities and future opportunities. The sessions highlighted Ariston’s business outlook, partner support, market challenges and long-term growth strategy, before leading into the reveal of **NUOS H.**





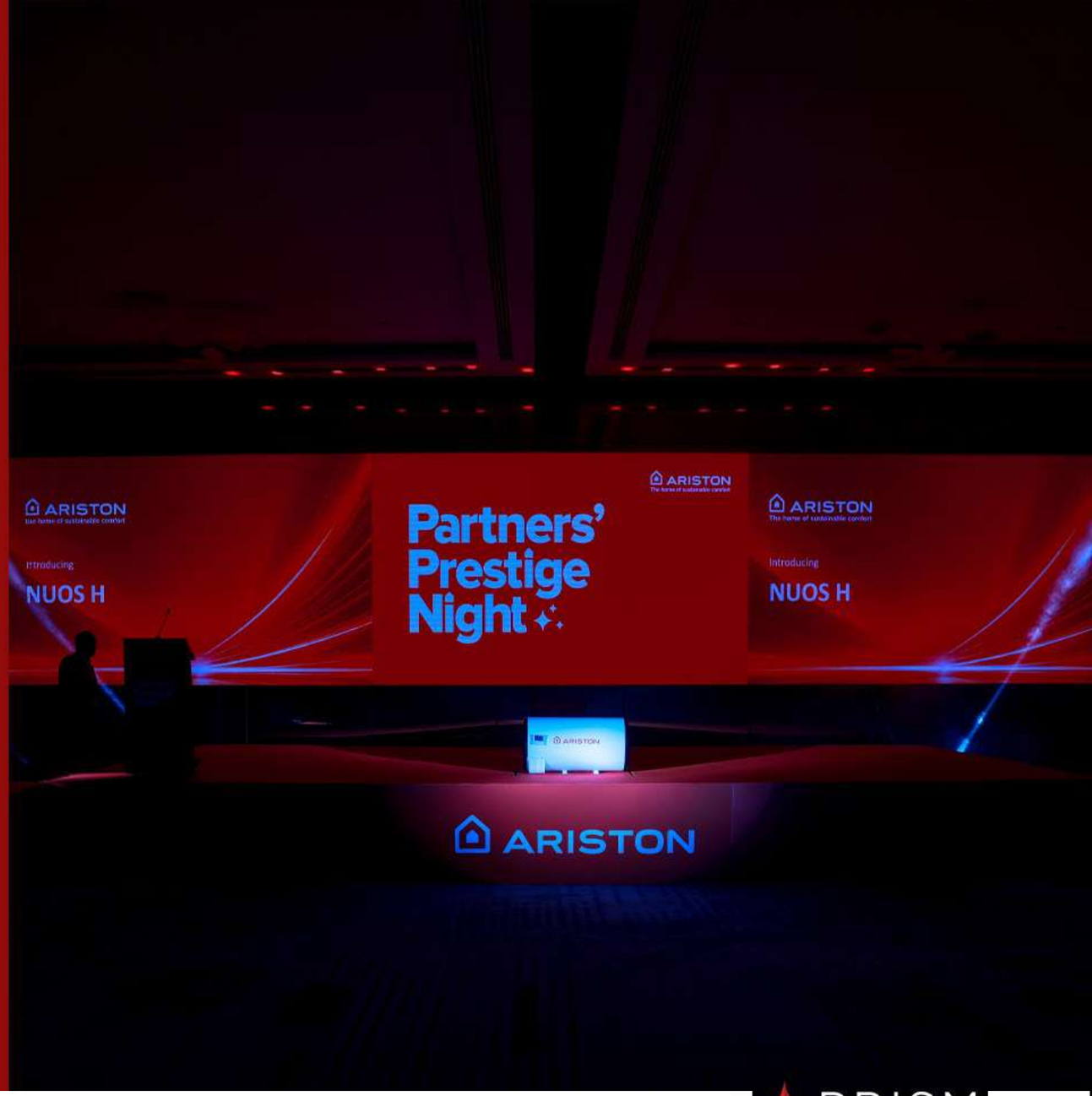


“HOW WELL DO YOU KNOW ARISTON?” GAME & PRIZE DISTRIBUTION

The interactive session encouraged guests to test their knowledge of Ariston in a fun and engaging way, with spot prizes awarded for correct answers.

NUOS H PRODUCT LAUNCH

NUOS H was unveiled through a dedicated launch moment, combining immersive visuals and stage production to create a memorable product reveal.











CELEBRATING THE LUCKY WINNERS!

The evening also featured exciting raffle draws and spot prizes, adding an element of surprise and rewarding lucky guests throughout the event.









DINNER, NETWORKING & NUOS H EXPERIENCE

The evening continued with dinner, giving partners the opportunity to enjoy the hospitality, connect with one another, and engage with the Ariston team in an informal setting. Guests also had the chance to explore the NUOS H up close.







GIVEAWAYS

As a closing touch, branded giveaways were presented to guests, creating a lasting brand reminder and extending the Ariston experience beyond the event.