

Temporary Showrooms 2013/14

Geodesic Domes



Great ideas don't just happen.....

.....they need some help



Geodesic Domes

Geodesic temporary event domes are an attractive and striking solution to creating space that can be used to showcase products at their best.

Using transparent panelling and membranes we're able to create a highly visual feature that shows the product with eye-catching lighting and branding, allowing very special exposure in high footfall environments.

Features include:-

- Transparent membrane or a tough synthetic glass surface
- Low carbon, LED show lighting internally for high visual impact
- Integrated remote CCTV security systems
- Premium hard floor or revolving floors
- As a temporary structure, no planning regulations (conditions apply)
- A stunning, strong, engineering based structure design

Advantages:-

The transparent, geodesic domes will create a mobile show room that can be deployed in different locations on different occasions. They allow products to be presented to best effect for a period of time, creating news, focus and high profile exposure in places that would not normally be available.

Benefits:-

This mobile showroom will attract the target consumer and engage a wider audience. Depending on your objectives and the location, it creates a dramatic and focussed increase in your marketing.

In Town centre and pedestrian friendly locations, the showroom can be staffed and opened to public access to allow increased public interaction.

Traffic Safety

In highways locations, traffic safety is a paramount consideration in deployment. Consulting highways authorities, we use locations that minimise distractions to traffic at junctions and traffic signals.

We work with the highways authorities to find locations which are appropriate and to define the lighting and presentation of the product to appropriate levels.

Highways

Highways locations offer attractive and high visibility. In some carefully selected cases they will have a very high rush hour drive time marketing exposure.

We have a selection of locations that have been discussed with the highways authorities and which offer exceptional opportunities to show product at its best.

Using lighting that will complement the product and not distract drivers, it will sell itself provide a feature that enhances the environment and creates huge interest.

Security

Security of the dome and the product on show is designed in each location.

CCTV is deployed to each location with a number of remote cameras. Depending on location they will be mounted in and outside of the dome, with a real time cellular link.

In a highways location, we look for positions that are not readily accessible to pedestrians or on a pedestrian route.

Venues that are to be left unattended in publically accessible locations are built using a tough synthetic glass hard surface finish which allows a high level of security similar to a conventional showroom.



1KC

Making Great Things Happen....

'A stunning and beautiful way to present your product which no one will forget and which enhances an environment. It can only add to a public space - day or night'



'An efficient addition to your showroom - especially for those special launch moments'



Town Centre Environments

Lighting

At night, tastefully lit, the geodesic dome can add an attractive, modern feature to the town centre and become one of the attractions that makes the town 'come alive' to those who are visiting after sunset.

The high foot-fall environment of a town centre is an ideal location for a temporary show room environment. Using tough synthetic glass structures the space can be completely secure, then for high footfall periods, it can be opened up and staffed accordingly.

A High Impact Space



A geodesic dome is a "space age", modern feeling space which gives a feeling of "the future - here and now".

In the daytime, the unique and interesting structure creates a modern engineering feature.

At night, the structure comes alive using low energy, LED technology fixtures to focus attention on the product on show.



Insurance

Each location will have its own insurance requirements.

We work with a number of specialist brokers and underwriters who will evaluate the location, the period of time that the installation is in place and give a quote accordingly.

The contents of the venue will need to be insured separately, though the same brokers will be pleased to provide a quotation.

We will explore the insurance options as we look at putting together a specific location.

Hosting Sites

We always look for sites which would make good temporary showroom venues.

- It needs will have a good footfall and / or passing traffic.
- If it's near a highway, then we need to consider traffic safety.
- It will ideally have a power supply available to use.

We work to put together partners with sites that can be used and companies who have a message or product to deliver.

A geodesic dome with engaging product to show can also be a draw for a host site. Collaborative projects between a host venue and a product supplier can create a marketing opportunity for both, putting the product into an established venue with their own footfall while also specially inviting targeted visitors who will have interest in the product.

Twice the reach and a shared workload.

Examples of hosting sites that might find this beneficial might include:

- Country Houses
- Hotels
- Heritage Venues
- Private Clubs
- Local authority spaces



Branding

The temporary showroom venue presents an entirely flexible branding capability with options that can present a backdrop inside the venue, banners at the base, LED / LCD / Plasma screens or many other ways of getting your message over.

Flooring

Inside the showroom there are a number of flooring options. The standard is a premium finish floor, which can then be finished with paint, carpet or a surface of your choice.

We also have available a rotating floor system to allow additional movement and the ability to show your product to best effect.



Pricing

Geodesic temporary structure domes come in a range of specifications.

Depending on location, there are also land rental prices and insurance premiums to be agreed.

Also depending on location, elements of transport and installation will alter.

From time to time, there may be further deals / incentives available which will affect pricing.

In order to allow you to assess the cost benefit of different times in a location, we cost a location on the basis of the installation, removal and first week's rental. Further week rental charges are then listed separately.

The following example price structure has been based on a 6m geodesic temporary structure with a standard premium floor, a standard sample lighting package, power installation assuming an available power supply connection on site and CCTV with remote cellular system:

Installation, removal and first week:	£14,000.00
additional weeks:	£ 2,800.00
Ground Rental Charge depending on location:	£ POA
Insurance depending on assessed risk:	£ POA

* Prices do not include VAT which will be charged at current rates

* Prices are based on estimated transport costs to a midlands location, other locations will differ

* E&OE

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