

Scan revs it up for MPH 07

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Scan Display Solutions was the exhibition services contractor for the MPH 07 show hosted at the Coca-Cola dome last weekend. More than 30 000 Gautengers flocked to the innovative motor show to see a collection of the world's most desirable performance cars.



The show is an established major event on the UK motoring calendar, taking place at London's Earls Court and Birmingham's NEC. It was brought to South Africa for the first time by JCRM Events.

Scan provided the services for the exhibition supporting world-renowned Jeremy Clarkson's live motor-theatre show. Scan's team laid 9 000m² of rolled carpet and provided the shell scheme, exhibition lighting, furniture and plasma screens.

In addition, Scan played an integral role in the overall look-and-feel and branding of the event. To ensure that the local event replicated the UK shows' brand identity, Scan's exhibition architect, Paul Hugo, visited the UK event in November last year.

Andrew Stewart, Scan's Sales Director, says the show organisers were impressed with Scan's execution of the job: "Scan looks forward to being involved with MPH 08."



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