

CASE STUDY: FIVE enables visitors to go 'Beyond Boundaries'

On 4 & 5 July 2009, FIVE played host to Beyond Boundaries Live – a consumer show dedicated to people with disabilities. 82 exhibitors showcased the latest and trendiest mobility aids, which included a 'Pimp My Wheelchair' feature. Also on display was a static luxury holiday caravan converted for wheelchair access, as well as therapies and sports activities. There were also several exciting physical challenges for visitors to get involved in – the indoor climbing wall and the scuba diving tank were particular favourites among the 3000-plus visitors.



This exciting event utilised the 3,150 sqm within FIVE's main hall, as well as some of the adjacent hard-standing outdoor areas to erect a marquee, housing further exhibits and activities.

Following the event, Mark Brewster of organisers Mash Events said: "One of our key requirements was to have flexible space and the appropriate location to attract a wide audience of visitors. In terms of facilities for visitors with limited mobility, FIVE was easily accessible and it was easy for wheelchair users to get around the site. FIVE's functionality and ease-of-use also led to a lot of good feedback from our exhibitors."

FIVE Sales Manager Barbara Crow also commented: "The utilisation of FIVE for Beyond Boundaries Live perfectly demonstrates FIVE's unique flexibility and suitability for exhibition use – which is not only great for organisers, but for all their exhibitors and visitors too."



For further information on events at FIVE, please contact:

FIVE
ETPS Road
Farnborough
Hampshire GU14 6FD

Telephone: +44(0)1252 532800
Fax: +44(0)1252 376015
Email: fiveenquiries@farnborough.com
www.farnborough.com/five