

CASE STUDY: FIAT Staff and Dealer Conference at FIVE

Over two days in January 2009, FIAT Group staff and dealers came together at the FIVE venue in Farnborough for their Staff and Dealer Conferences 2009. Here they also celebrated the first birthday of the FIAT 500, an event which coincided with the first birthday of the FIVE venue itself.

The Italian car group used half of the 4,000 sqm of available indoor venue space to house a dramatic showcase not only for the innovative FIAT 500, but also to display some of its other automotive brands including Alfa Romeo, Ferrari, Maserati, Abarth, New Holland and Iveco. The versatile internal space was divided into three, comprising a refreshments area, plenary seating for 300 facing a stage and presentation screen and an experiential exhibition including a selection of FIAT vehicles in various styles and settings. The design was to highlight not only the company's new and groundbreaking products, but also its related sales and services marketing support programmes.



FIVE's completely unbranded venue is situated on around 100,000 sqm of additional outdoor event space. Around half of the site is laid to hard-standing which FIAT put to excellent use with a fleet of further vehicles on display around the venue flanked by eye catching branded fencing, flags, billboards and graphics displayed on the FIVE building itself.



The event was put together by Lodestar Events who said "FIAT needed a space that would allow us to create an immersive brand environment that we could design without compromise. FIVE suited our needs perfectly and combined together with their responsive and flexible team we produced a highly successful event. Thanks for all your help - we'll be back!"

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