

Showplace were awarded the contract to act as the official and exclusive hospitality provider to WRGB.

Subsequently, it was the responsibility of Showplace to sell the packages to teams and sponsors and to run the implementation plan for the facilities it planned to create. This involved the creation of passes (in line with the organiser's pass structure), hospitality packs and written itineraries for each day and each venue across the four day event.

Against this background Showplace were also designing and building the event's main press facility and the principle sponsor's conference facility (both of which involved catering and fitting out) and devising the VIP bespoke hospitality and helicopter programme for teams and sponsors.

This activity expanded to include the provision of all drive and ride experiences – including a photographic souvenir for each guest – hotel and travel bookings and the acquisition of merchandise for those clients who requested it as a part of their package.

At the height of the events success, Showplace delivered 1500 hospitality packages across seven separate venues, catered for 700 conference guest and co-ordinated over 1000 flying minutes of helicopter transfers and tours.

