

Scan Display creates SA's biggest temporary exhibition for a business event

Scan Display Solutions is building the biggest temporary exhibition 'hall' ever used for a business event in South Africa. The 4 500m² structure will host the trade show component of the inaugural South African Automotive Week (SAAW), to be held in Port Elizabeth from 3 to 5 October 2007.

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The PE-based organisers of SAAW, Inkanyezi Event Organisers, appointed Scan Display as the official service contractor for the event. Inkanyezi has a long association with Scan as Scan's distributor in the Eastern Cape for the past seven years.

SAAW is the largest industrial event yet staged in Nelson Mandela Bay, drawing delegates from 70 international companies and trade organisations. It is expected to raise over R38 million for the Eastern Cape and will contribute to trade and business development in the Southern African automotive industry.

Scan Display will be erecting ten air-conditioned marquees in the parking lot of Port Elizabeth's Boardwalk Casino and Entertainment World to accommodate over 200 local and international exhibitors. Scan was forced to build a wooden deck on the parking facility to eliminate its steep gradient.

Scan is also responsible for the exhibitors' shell scheme and the event branding in the exhibition hall.

This is not the first time Scan has created an exhibition in a temporary structure. At the 2002 World Summit on Sustainable Development, Scan built an exhibit for the City of Johannesburg on the Wanderers Club's grounds. To date, this is SA's largest temporary exhibition for the consumer market.

For more information on SAAW, visit www.saaaw.co.za.

For more information on Scan Display Solutions, visit www.scandisplay.co.za.

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Scan Display is a leader in the African exhibition, events and display industries, specialising in award-winning exhibition stands, exhibition and event infrastructure, mall activations and display products.

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