



## Case Study

# Samsung Techwin

### Purpose

To introduce and launch a new, high performance security camera to guests for trade. The client wanted a unique venue with option to exercise team building exercises / added value for guests.

### Facilities Used

Hall 5, Giant Screen, National Circuit & National Pits garage block

### Audience

120+ customers

### Duration

1 day build and 1 live day

*“The Wing was an ideal venue to introduce our new high performance security cameras and many of our guests have told us that they were impressed with the standard of the hospitality provided, including the excellent breakfast rolls – it’s the little things which can quite often make a big difference!”*

*The professionalism, friendliness and ‘nothing is too much trouble’ attitude of every one of your colleagues will be a major factor in our decision to book your superb facilities for future launch events.” – Samsung Techwin*

