

THE EVENT SERVICE SPECIALISTS



WELCOME TO THE 360 WINTER NEWSLETTER

2011 has been a very busy year for 360 Creative Event Services. We have continued to gain new customers and work on some of the most exciting and demanding projects in the world of events. June was our busiest month ever and saw us working on over 250 different events.



We've worked throughout the UK – one day saw us literally at the two extremes of the country, working on floral projects at Offshore Europe in Aberdeen at the same time as we delivered AV and technical support for the Americas Cup event in Plymouth.

Our floral and interiors offering has expanded with the

acquisition of Peebles Florists, we've invested extensively in new audio-visual equipment and vehicles and we continue to refine and improve our processes and systems.

We're also undertaking increasing amounts of work in the Themed Attractions world – our recent Experiment 10 project for Thorpe Park's Fright Nights being a particular highlight.

2012 looks set to be a major year for the UK event industry. Whatever event you are organising 360 has the creative and technical resources to help.

THREE COUNTIES AGRICULTURAL SOCIETY MALVERN AUTUMN SHOW

"I would like to take this opportunity to thank you for your help and support in making this event such an enjoyable experience for our visitors.

Thanks to all those who participated this year, your enthusiasm for this event contributes towards making it the success it is."

Nick Vincent, Chief Executive

THE ROYAL AIRFORCE CHARITABLE TRUST ENTERPRISES, RIAT, FAIRFORD

"I wanted to drop you a line or two to say thank you so much for providing all the floral decor for the Gala Dinner including that for outside, along with the top table and trophy stage.

The choice of colours and the type of flowers used was just perfect and I must say, complemented the pink carpet perfectly – it couldn't have been better so please pass on my thanks to your team for creating such great decor for the gala dinner."

Melanie Blackwell, VIP Events Manager

EUROPEAN TOUR, SENIOR OPEN CHAMPIONSHIP, SURREY

"I just wanted to write you a short note to thank you and all your team at 360 for delivering the floral contract at this years Senior Open Championship.

The tented village never really looks finished until the floral has been installed and it is always with some sense of relief that things look so much better once your guys have been.

Thank you so much again for all your efforts and hard work on the project"

Antonia Beggs, Assistant Championship Director





THE COMPLETE 360 SERVICE LINEUP



360 Event Hire supplies thousands of events every year with the equipment and technical support needed to create effective event environments.

www.360eventhire.com



Whatever your event we have the creative skills and industry experience to develop innovative event concepts and manage the most diverse project challenges.

www.360projectsanddesign.com



Walkthrough attractions, queues and mazes, 360 Themed Attractions combines creative flair with skilled craftsmanship to create unique experiences.

www.360themedattractions.com

INSIDE THIS ISSUE: CONTENTS

DUNGEON MASTERS

FAB 50! FOR 360

360 AT WORLD RALLY IN WALES

360 TECHNICAL ON THE WING

INDUSTRY RECOGNITION

FOUR NEW WEBSITES LAUNCHED

ROCK N ROLL TENNIS

360 HELP CHILDREN IN NEED

EQUIPMENT FOR EVERY EVENT

SERVING A TASTE OF LONDON

360 SERVES UP A SCARE



360 DUNGEON MASTERS

Dungeons are one of the things that 360 does best. When York Dungeon called us in to work on the re-fit out of their existing dungeon maze, we created a completely new design replacing their existing 13 cell maze with a 29 cell maze.

The maze is in a Roman theme incorporating two way mirrors and

gags such as rattling skeletons and ghost projections.

Subsequently 360 was also commissioned to design and fit out the adjacent corridor in a matching style. Here we created a bust of St. Constantine of York, which illuminates as guests pass by to ensure a genuinely scary experience.



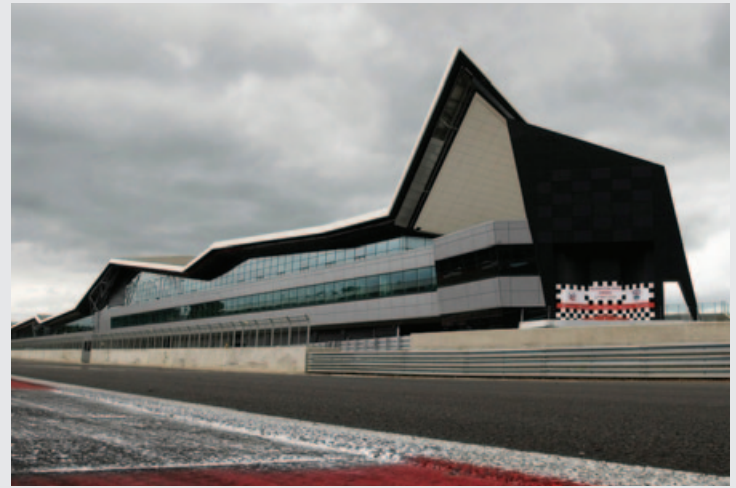
FAB 50! FOR 360

360 has been voted one of the 50 best places to work in the event industry in a survey undertaken by Event magazine.

The Fab 50 is the result of six months work to find the 50 best companies to work for in the event industry. A huge list of firms was eventually whittled down to the 50 that had the highest average rating across a series of questions asked to employees.

The questions ranged from level of job satisfaction to chances of job progression and satisfaction with wages. More than three employees had to reply for a firm to qualify.

The 50 best companies were invited to the The Swan at the Globe to celebrate their company's inclusion in the list and 360 was delighted to be included.



360 TECHNICAL ON THE SILVERSTONE WING

The new wing at Silverstone created a huge media buzz when it opened in time for this year's British Grand Prix.

The brand new pit and paddock complex – named 'The Wing' – represents phase two of the British Grand Prix venue's ambitious redevelopment programme.

360's technical team at Silverstone assisted throughout the build process with technical support for a huge variety of power, lighting, sound and vision projects including:

- Installation of the Podium Sound system
- Installation of cabling between two Race Controls, Start Lights and Control Gear
- Pit Exit Lights and Control Gear TV systems to all garages, pit lane, paddock area, hospitality areas
- Race Control Area Speakers to new grandstands and new spectator viewing areas
- Installation of new amplifiers and control equipment
- Networking existing sound system to new areas

- Installation of bespoke cabling for Moto GP and World Superbikes into new Race Control Time Keepers and Paddock areas



'This year has seen the introduction of The Wing to many of our high-profile events; including MotoGP, World Superbikes and the Formula 1 British Grand Prix, in addition to BSB, BTCC, WSR, and not forgetting the ever increasing number of Club meetings, contained within our calendar, which are still successfully running from the National pits and paddock. The operation of such events would not have been possible without the help of contractors and suppliers alike, who have worked incredibly hard to provide the level of service required to deliver such large scale events.'

Alex Lacey, Head of Events

360 AT 2011 FIA WORLD RALLY CHAMPIONSHIP IN WALES



The 2011 Wales Rally GB marked the final round of the 2011 FIA World Rally Championship.

The event attracts the world's elite rally drivers who descended on Wales for this legendary sporting encounter. The 1,850 km rally visited a far greater area of Wales this November, with an opening stage on the legendary Great Orme forays to the classic forest stages of North and Mid Wales, culminating on

the spectacular Epynt military ranges near Brecon.

360 had a crew of 12 men working for a full week on the event. Based at 7 different race locations, including Great Orme and Cardiff Castle. 360 provided 3 of our LED Screens, 3 x Commentary Vehicles used PAs and Plasma Screens throughout ensuring the spectators didn't miss a moment of the action.

360 SHORTLISTED FOR INDUSTRY RECOGNITION

It's been a busy year on the awards front for 360 as we've been nominated and shortlisted in half a dozen prestigious event industry awards.

As a company just a little more than a year old, it's a great recognition of our achievements and the quality of our work to be sharing the stage and



the plaudits with some of the biggest names in the industry. Awards we've been shortlisted for include:

AEO Excellence Awards: Official Contractor of the Year. Service Supplier of the Year.

Event Magazine Awards: Best Event Industry Supplier. Best Exhibition Feature Area.

We're also shortlisted in the first ever Event Production Awards scheduled for early in the New Year.

Thanks to everyone who have nominated and voted for us in these awards.

FOUR NEW WEBSITES LAUNCHED FOR 360

360 has launched 4 new websites to better match our products and services to our clients.

Alongside the new look group website www.360ces.com, there are now websites for each of the company's divisions: Projects & Design, Event Hire and Themed Attractions, which provide users with a quicker and more focused insight to the services 360 offers. Within each site are common links to news and group company information as well as a central hub.

Our new websites are;

- www.360ces.com
- www.360projectsanddesign.com
- www.360eventhire.com
- www.360themedattractions.com

The Hub aggregates all of 360's social media content from LinkedIn, Twitter, YouTube and Flickr into one central resource allowing site visitors to connect quickly and easily via whichever social profile you prefer and gain up to the minute information on 360.



ROCK N ROLL TENNIS AT THE O2 ARENA

The World's best 8 tennis players and doubles teams converged on the O2 Arena in November, for the Barclays ATP World Tour Finals.

360 worked closely with IMG, the official corporate hospitality partner on the dressing and fit out of a number of VIP and hospitality areas. From floral, decorative planters, reception furniture and tournament graphics to HD plasma screens, lighting and PAs, 360 was kept busy creating and maintaining the hospitality environments and reception areas for this hugely prestigious and exciting tournament.

360's circular bar and circular seating units were also used in the Main Marquee.

Key areas of the project included VIP Suites, VIP Club Lounge, The Racquet Club and The Main Marquee.

8 articulated lorries were used as part of a 7 day build as the O2 was transformed into a rock n roll tennis spectacular.



THE 360 TEAM LENDS A HAND FOR CHILDREN IN NEED



The 360 team donned their pyjamas as part of their fundraising activity for Children in Need this year.

The comfy costumes provided the perfect get-ups for a series of games. A tug of war, 3 legged race and the traditional egg-catching competition focused the action on fun and fundraising. As always at any 360 event – birthday, celebration or charity,

dozens of delicious home-made cakes were on hand to keep energy levels high and the coins rattling in for an amazing cause.



360

360 SERVES UP A SCARE

Thorpe Park celebrated 10 years of its Fright Nights this Halloween and 360 was the creative force behind the latest Fright Night Experience - Experiment 10.

The walkthrough experience is described as "a government test lab where the latest project, Experiment 10, has taken a sinister twist. Beware of the mutated test victims as you experience your deepest, darkest phobias. You'll be gassed, confined and left screaming for a

way out of Experiment 10's deadly grasp."

360's design for the attraction makes innovative use of shipping containers and isolation chambers and is attracting exceptional (if very scared) feedback from visitors, theme park review sites, the media and celebrities.

If you want a little taste of fear yourself then check out the video on the 360 YouTube Channel, which you can find in the Hub section of our website.

THE ANSWER'S YES!!

NOW... WHAT'S THE QUESTION?

At 360 we strive to deliver beyond your expectations. Our customer service team are available to answer any questions and help you in any way possible.

Just call **08451 360 360** or email **hello@360ces.com** we are waiting for your question!

EQUIPMENT FOR EVERY EVENT

360 has more than 6,000 individual event hire products. So you can rest assured that whatever event environment you want to create, 360 has got it covered.



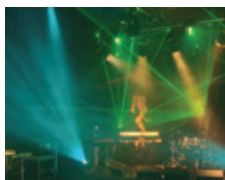
Vision equipment hire

Screens are an essential part of the infrastructure and landscape at any modern event. 360 specialise in getting your visual message onto a screen in any and every event environment.



Sound equipment hire

Ensure your messages are heard. From conferences to sports events, festivals to county fairs it's essential that your audience can hear your messages. Indoors or out, sound solutions from 360 are a vital part of your event communication.



Power and lighting

Power supply and power distribution are essential components for every event. 360 has the generators, distribution and power management tools needed to drive your event. We hold vast stocks of event lighting equipment.



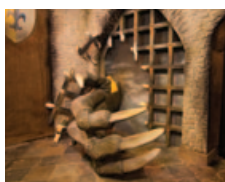
Floral and Landscaping

Our own purpose-built nursery and expert florists ensure that we are the UK's leading event florist. From stunning table displays to modern planters with verdant foliage, vibrant flower arrangements to stately trees.



Projects & Design

From initial concepts to finishing touches, our attention to creative detail will transform your event environment. Our dedicated Project & Design team will bring your brief to life as well as provide creative vision and technical support wherever needed.



Themed Attractions

We're renowned for themed environments, maze construction, queuing systems and bespoke walkthrough attractions. From detailed dressing and signage to cladding, flooring and landscaping, we have the skills and expertise to deliver enticing exhibits or enhance the overall visitor experience.

360 SERVING A TASTE OF LONDON



Brand Events' Taste of London has firmly established itself as a highlight of London's summer event scene.

This summer Regent's Park hosted 50,000 people across 4 days in an event showcasing world-class chefs, 40 of London's top restaurants and over 200 hand-picked foodie exhibitors. 360 was on hand to assist with a range of design, build and fit out work.

The BA VIP Lounge saw 360 design a stunning contemporary environment with white soft seating and private booths throughout. Elemis Treatments were also incorporated with a bespoke

area in the Lounge. Bungalow 8 sponsored and managed the bar, which included a spectacular wall of TVs as a backdrop.

360 conceived and designed a "Secret Garden" maze as a show feature, incorporating intriguing props such as a Cherub Water Feature and Secret Garden Key. Once the maze was successfully manoeuvred the guests entered the Secret Garden where various restaurants and bars hosted tastings. 360 created a Swing Seat surrounded by summer flower displays as the perfect centre piece.

The show entrance consisted of a graphical archway with a centre piece of a giant 5m high Pink Fork which featured in numerous photo shots of the event.

And just to show that all this inspirational creativity was matched by hard physical work, the project required over 5 artic loads of equipment and 20 man days to complete.



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- EVENT HIRE
- PROJECTS AND DESIGN
- THEMED ATTRACTIONS

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