

COVERSTORY

MTV AWARD CEREMONY

Glitter and glamour in the Galaxy

TENTS ON A BEACH

New Ford C-Max Presentation in France

WORLD RALLY CHAMPIONSHIP

The heat is on

IT'S PARTY TIME

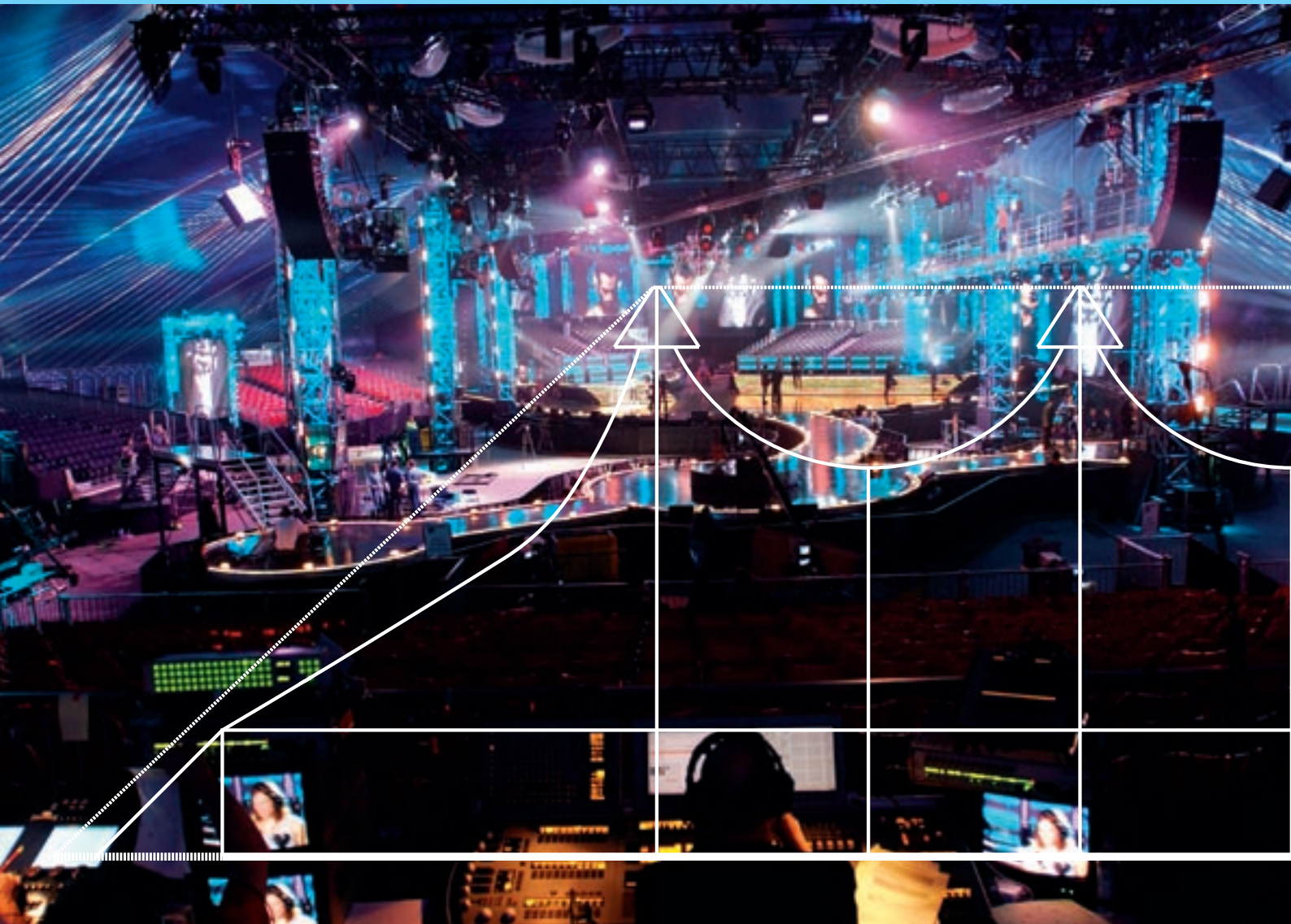
De Boer offers Christmas cheer

DREAM CARS IN FRANKFURT

De Boer provides facilities for the IAA

EVENT ORGANISERS

Belgian parties in De Boer facilities





GALA DINNER L'OREAL - BARCELONA

Eighty years of purebred entrepreneurship

Exactly eighty years ago this year, Klaas De Boer Sr., grocer and café owner in the Dutch town of Hensbroek, had a bright idea. He fashioned a tent from two wooden poles and a tarpaulin. He used it to cover his buffet and dance floor at the time of the annual village festival. It worked beautifully and whet his appetite for more. Out of his profits, he bought an old circus tent. And so the De Boer tent rental company was born in 1924.

The same perceptiveness, practicality and entrepreneurship of those days still exist today. The world around us has changed enormously, of course, but there is still much to be gained in remembering our

beginnings, because every future is built on the past. And if it hadn't been for that first bright idea and the persistence to see it through, De Boer would not have become what it is today.

Over the course of eighty years, the tent has evolved so much that we no longer even talk about tents; they are now temporary facilities. Facilities for use in a wide variety of situations and under practically any circumstances. Especially in the last ten years, temporary facilities have become a multifunctional and professional solution, wherever there are acute spatial or structural challenges to be met.

Coverstory has quickly become a familiar and useful showcase for our company. It is an anthology of our activities, providing a quick, clear overview of what we have to offer. We sincerely hope that this edition of Coverstory will inspire you sufficiently to want to do business with us in our jubilee year. Happy reading!

Management Team
De Boer Group



Glitter and glamour in the Galaxy

Tartan carpets, hundreds of photographers and lashings of glitter and glamour set the scene for the 2003 MTV Europe Music Awards in the Scottish city of Edinburgh. Top pop stars such as Beyoncé, Kylie Minogue, Justin Timberlake and Travis were there for a stunning show in the New Galaxy, which was transformed into an ultra-modern concert hall for the occasion. The stars of the moment were gathered in anticipation of the awards for best performing artist, best album and best newcomer. Pop goddess Christina Aguilera presented the awards.

De Boer has been providing auxiliary facilities for the MTV Awards since 1994: changing rooms for the performers and dancers, VIP catering areas, the media centre, foyers and entrance areas, for example. This year for the first time at this spectacular musical event, De Boer also provided the most important hall: the auditorium. In total, 16,500 square metres were required. Edinburgh was keen on

staging the event within the city limits, but had no suitable location available. And where better for the stars to appear than in the 60 x 107 metre Galaxy? It was equipped to function as the auditorium and an enormous TV studio, where the stars awaited their big moment. A massive one billion TV viewers watched and waited with them. And when the big moment arrived, Justin Timberlake was

MTV presented us
with a real challenge



Where better for the stars to appear than in the Galaxy?

declared the fastest-moving star in the pop firmament. With no fewer than three separate awards, he was the big winner for 2003.

LEVEL GROUND

A special occasion calls for a special centre. Antoine Mulders, chief construction supervisor for De Boer, describes the Galaxy as a very stable structure, constructed in one block. However, the event organisers wanted something out of the ordinary; they wanted everything on one level. "That's unusual. Normally we build facilities that 'follow the terrain,'" says Mulders. "That means that we place the supports on the uneven underground, and just make the floors even. So any unevenness in the terrain is hidden. The ground where the MTV facility was to be placed had an incline of no less than 1.30 metres. The MTV Award organisers wanted the entire facility to be on one level, for optimal viewing from every angle. That was a real challenge, and it cost us quite a bit of extra time." Whereas the Galaxy is normally set up within four days, this time it took over a week. "MTV really presented us with quite a challenge. First of all, together with Frits De Boer, we took very precise measurements. Then all

sorts of calculations were made to assess the strength, the scaffolding was put in position and the foundations were fixed in cement. Once the foundations were ready after the first week, our colleagues from the Netherlands and Belgium arrived to place the Galaxy itself."

SHARP EDGES

Erecting the Galaxy took place with the greatest possible precision. The roof of the impressive structure was assembled on the ground and then hoisted into place with the help of a large electric winch. "The scaffolding had pretty sharp corners," Mulders remembers. "We had to raise the roof very carefully to make sure that nothing was damaged. We always take good care of our materials, but this situation called for even greater care as the Galaxy is unique. Everything went fine. The facility was as solid as a house – and entirely level, which was exactly what the organisers wanted."

MUSIC LOVERS

This was the first time for the 29-year-old Antoine Mulders to be involved with the MTV Awards as chief construction supervisor for De Boer. He shows no lack of affinity with music and this event. "I've been employed at De Boer since

1995 and I've worked on a lot of projects. As a music-lover, the MTV Awards were particularly enjoyable for me. It's a very important and famous prize. If you win an MTV Award, you've made it as a performer and you're a leader in the market. Naturally, this means that the media pay it a lot of attention. It's really an honour to do this work. It's just a pity we couldn't attend the award ceremony itself," says fan Mulders. "That's something I would really like to experience." [🔗](#)



PHOTOGRAPHS SUPPLIED COURTESY OF MTV EUROPE

Visitors impressed by biggest ever temporary conference site

An enchanting conference site is bound to be inspiring. That must have been the guiding principle for the management of Hewlett Packard when they chose Disneyland Paris for their annual sales conference. Around 4,000 managers from all over the world spent three days at this amusement park at the beginning of November. De Boer provided very special facilities with the help of an international team. It was the biggest conference site ever built by De Boer.



In the space of two weeks, De Boer created a congress hall of 11,000 square metres. The conference took place in three linked Delta facilities. The Delta is an ultra-modern, modular system, easily adaptable to the specific wishes of the user.

TAILOR-MADE CONGRESS HALL

A professional fully-equipped auditorium with the capacity to host 4,000 people was among the facilities built for the Hewlett Packard sales conference. Ingrid Petram, project coordinator at De Boer, comments: "A very special version of the Delta facility was needed to hold so many people. Specially for Hewlett Packard, we produced a congress centre measuring 65 x 60 metres with a height of 9 metres. That meant that even the visitors to the congress who sat up in the gallery had an excellent view of the podium. We couldn't have any columns in the auditorium that would obstruct their vision. We were very careful to take that into consideration in the design phase."

PROJECTING 65 LINEAR METRES

The auditorium contained a podium with huge projection capabilities. The 65 metre wide and 9 metre tall walls and the ceilings were furnished in black to

exclude light. This enhanced enjoyment of the spectacular lighting and sound effects of the presentations for the 4,000 participants.

In addition to the auditorium, a 65mx105m Delta facility was required to house the restaurant and the exhibition space. This area was also given a high, 6 metre ceiling to create a very spacious effect. Visitors were able to wander around the separate exhibition area next to the restaurant, admiring the latest technological Hewlett Packard product and getting the latest low-down on new developments in the computer sector. The luxurious reception foyer (4 metres high), the covered walkway, the heating and furnishings were all provided by De Boer.

INTERNATIONAL TEAM

An international conference calls for an international team of organisers. Under the leadership of Joop Sepers, 25 team members from three different countries worked on the realization of the Hewlett Packard facilities. "For two weeks, it was a matter of everyone in the team putting their best foot forward. Happily for us and the client, we had a local French De Boer agent to support us. Eric Bidon

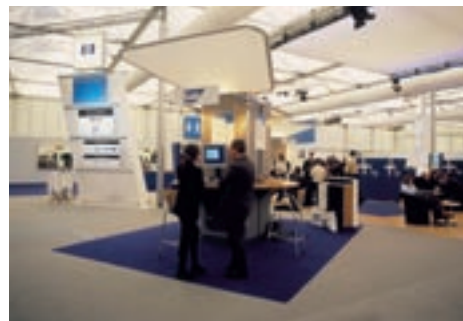


speaks the customer's language both literally and figuratively. He maintained the necessary contacts with Disney and MICE International, the Hewlett Packard marketing agency organizing the event. All in all, it was a successful conference and everyone was satisfied, including Hewlett Packard. What else could we wish for?", says Ingrid Petram.

Mick Fussey, Head of Technical Projects at Mice Group PLC, was pleased with the way things went. "Both we and De Boer wanted to achieve the best possible results for this event. That's why we worked really hard together to get what we wanted. We certainly had a few unforeseen hitches to deal with during the preparations. Two gigantic downpours and a hefty storm made construction a bit difficult at times. But our teams kept a cool head throughout it all and were still able to complete the project successfully, on schedule."

IMPRESSIVE

The facility provided by De Boer for this event met the demands in every respect. According to Fussey, "I found the space of this construction really impressive. Everyone was surprised by the scale and how had we were able to



cater to so many people simultaneously, whether for meetings and sessions or for meals. The facility functioned perfectly during the entire event. We were able to position all our equipment, including three enormous 3 x 30 metre banners on the outside of the building. It was a very special experience for us. We've handled quite a few events of this size, but never before in a temporary facility. The primary advantages are how flexible you can be in terms of location and being able to adapt the scale precisely to requirements. One disadvantage is that everything has to be brought to the site, from electricity to sanitary facilities. And you are a little more vulnerable to unexpected circumstances like bad weather. Nevertheless, I have to say we overcame the rain and storms well together. In retrospect, it was a very successful project that pleased the client." ☺



Celebrating delivery of High-Speed Train link

Crowded trains – including on the Underground - will soon be a thing of the past, if English travellers and Prime Minister Tony Blair have anything to say about it. That's why the UK is currently investing heavily in its railway infrastructure. This led to the opening, last September, of the first half of the UK's stretch of the high-speed track for the London to Paris route. The realization of this part of the project went entirely according to plan, and according to Blair it is a perfect example of infrastructural changes yet to come.

As of 2007, a large number of commuters will be making daily use of the Eurostar, as it is called. With a speed of almost 280 kilometres per hour, trains will soon race through the tunnel, reaching the other side within 2 hours and 15 minutes. The opening of the first 74 kilometres for this enormous logistical challenge was achieved exactly on plan and within budget. And that was cause for a

celebration that took place at Leeds Castle in Kent.

TEMPORARY TRAIN STATION

From London, Paris, Lille and Brussels, 3,800 international guests were transported over the new length of track to a temporary train station at Sandling near Ashford, Kent. This temporary station, one of De Boer's facilities, was a strategic choice, according

to Irene Beatty of De Boer UK. "It lay exactly between two high-speed routes and wasn't far from Leeds Castle, the party site. Trains raced past the temporary station at regular intervals, creating high winds. The facility we placed there had to be able to withstand that. And it did – we kept our feet on the ground and weren't blown away. Actually, the guests barely noticed the train traffic at all." The temporary station was 250 x 50 metres and was equipped with a partially transparent façade. The platform and interior furnishings of the facility were provided by third parties.

LEEDS CASTLE

De Boer placed no fewer than eight different structures within the attractive grounds of the castle. The two largest (30 x 90 and 25 x 90 metres) were used for the celebration dinner where the guests toasted

'De Boer succeeded in creating an attractive celebration site at Leeds Castle'





the delivery of the high-speed link. To ensure smooth catering at the exclusive dinner consisting of several courses, three rooms served as fully equipped, professional kitchens. Here a team of 200 people prepared all the meals, snacks and beverages with first-class professionalism. Also included among the facilities was space for an exhibition, and De Boer also provided structures for an outdoor terrace, a lobby, a walkway and the toilets.

LIVE CONNECTION

The highlights of the celebrations were the opening by the Minister of Transport Alistair Darling and a speech by Prime Minister Tony Blair. BBC TV personality Natasha Kaplinsky established a live link by satellite from Leeds Castle to Tony Blair at Waterloo station in London and Darling at the temporary station at

Sandling. In this way, all the guests were able to watch Minister Darling cut the ribbon. Both Blair and Darling expressed their appreciation for the way in which the first part of the high-speed track had been laid. As they said, this first part of the high-speed track serves as an example for other routes.

FAST MOVING

The organisation of the official opening ceremony was managed by the event specialist, Moving Venue Management (MVM). Richard Beggs, managing director of MVM, said that this was one of the biggest and most challenging projects in the history of the agency. "The success of this event depended on good planning, communication and logistics. It was an enormous challenge to bring guests from the different locations by Eurostar to

the castle. We also had to be absolutely sure that the catering and facilities would be top of the line. That's why we called in De Boer UK. They succeeded in creating an attractive celebration site at Leeds Castle within just eight days. The temporary station at Sandling was up in just a day. They managed everything with a team of 125 extremely motivated people. We had a very tight preparation period, but De Boer got it together on time, and I think that's really admirable."

Beggs looks back at the opening and the preceding preparations with satisfaction. "All in all, about ten months of intensive preparations preceded the event. The time flew by. When I look back now, those ten months seem like a weekend," says Beggs. [👉](#)



With a speed of almost 280 kilometres per hour, trains will soon race through the tunnel



New Ford C-Max Presentation in France

The launch of a new car model is a grand event to which customers, dealers and manufacturers alike look forward for months. The location of such events is therefore chosen with care. Quite rightly, because the new model must of course be seen to its best advantage. In such cases, manufacturers increasingly call on De Boer. This year, one occasion on which De Boer was selected to provide the temporary facility was for the introduction of the Ford C-Max.

The Ford C-Max project was coordinated by the French De Boer agency under the management of Eric Bidon.

The presentation of the dynamic, sporty Ford C-Max took place at the fashionable resort of La Baule. "Our challenge was to build the tents on a windy beach where there were no solid foundations. That wasn't all that easy because, of course, we didn't want to detract from the quality and safety of our temporary facilities. Nevertheless, thanks to the inventiveness contributed by the employees of De Boer, we managed to produce a first-class facility at a first-class location," says Bidon.

ATLANTIA, LA BAULE

Various De Boer structures were utilized for the launch of the new Ford C-Max. For a week all French Ford dealers could

admire the new model in a spacious aluminium hall. The car was placed on a rotating platform so that the Ford C-Max could be examined from all angles.

Sports models produced by competing car manufacturers were placed in some of the presentation rooms beside the Palais de Congrès Atlantia. This gave the Ford dealers a good opportunity to compare existing models with the new C-Max and to come to their own conclusions. They could discuss the matter at length with each other in an adjoining restaurant, especially created by De Boer. The restaurant consisted of seven Acropolis pavilions with a terrace overlooking the beach.

CIRCUIT

A test circuit was available on the nearby airfield for trial runs as the dealers naturally wanted to experience for themselves what it was like to drive a C-Max. A technical information centre was created within an arrangement of Pagoda tents adjacent to the circuit.

Both Ford and De Boer France were very pleased with the Ford C-Max launch. The new model was seen at its best in optimal surroundings, according to an enthusiastic spokesman of the Ford company. ☺



Various structures were utilized for the launch of the new Ford C-Max

Royal Horticultural Society celebrates its Bicentennial

For four days each May, the grounds of the Royal Hospital in Chelsea come alive with the sights and smells of the finest collections of flowers in the world. Nothing compares to the showgardens, each one created with attention to detail by some of the world's leading garden designers.

The Royal Horticultural Society has recently unveiled plans for an updated layout for the Chelsea Flower Show 2004. Plans for the world famous show, which runs from 25 - 28 May, are already well under way, with a reconfiguration of the site for 2004. The new Great Pavilion, a magnificent single structure, joins the two previous separate East and West Pavilions. At nearly 12,000 square metres,

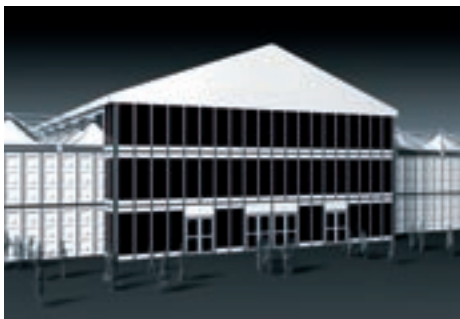
this modern, modular structure made from hi-tech polyester PVC by De Boer, is the size of two football pitches. A special glass frontage is designed to create a spectacular entrance area.

Inside the Great Pavilion there will be over 100 floral displays from leading UK and international growers. Among these, a special display celebrates the Year of Gardening 2004, unveiling the RHS Bicentenary Plant Collection.

gardening charity dedicated to advancing excellence in horticulture and promoting gardening. The annual Chelsea Flower Show, organised for the first time in 1913, is the annual showpiece of the RHS where the latest developments in gardening can be explored. Given its size and reputation, Chelsea is known as the greatest flower show on earth. The new Great Pavilion will definitely contribute to this status in 2004 and the years to come. △

EXCELLENCE

Founded by seven friends on 7 March 1804 as the Horticultural Society of London, the Royal Horticultural Society now has more than 330,000 members across the globe. In the past 200 years the RHS has grown from being a purely learned society into the UK's leading



The heat is on

The World Rally Championship (WRC) is considered one of the most challenging and demanding of the world's motor sports competitions. It is no wonder that spectators flock to the tour to see the action live, and the ever-expanding television coverage allows thousands more to watch the tough competition from their homes all over the world. The number of fans is increasing all the time, making the World Rally Championship the world's biggest live spectator sport. De Boer is present at several of the most challenging WRC races around Europe during the summer.

The heat is always on in this endurance test for both driver and car. The stages are fast in spite of rough roads, although craters, gravel and rocks claim cars and high temperatures take their toll on the driver and co-driver, who often have to make impromptu repairs to their damaged cars in full racing overalls under an oppressive midday sun.

TENTED CENTRE OF THE EARTH

The race starts under the Athenian Acropolis, site of the world-famous Parthenon, quickly escapes the traffic-locked city and heads west to the coastal town of Itea. The World Rally Championship Headquarters for the Greek race is close to Delphi; centre of the earth, according to the Ancient Greeks.

The stages are fast in spite of rough roads



The Rallye de France is considered one of the most dangerous events on the WRC calendar.

De Boer provided the facilities for the VIP Rally Country Club, including all interior decorations. A terrace providing a spectacular view of part of the race was also built by De Boer.

King of the Mountains Colin McCrae and co-driver Nick Grist mastered the harsh terrain and secured first place in their new Ford Focus RS WRC02.

The meanwhile seven times winner of the Acropolis Rally, the last three wins in succession, also secured his fifth World victory on this occasion, reaffirming the mark he has made on World Rally racing.

RALLYE DE FRANCE / TOUR DE CORSE - 2003

Started by a couple of friends in 1956 as the Rally of 10,000 circuits, this traditional asphalt rally has come to claim a prominent place on the WRC calendar, and is considered one of its most dangerous events. The very demanding mountain where the action takes place towers over Corsica's capital, Ajaccio, birthplace of the island's most famous historical figure, Napoleon Bonaparte.

TWIST AND TURN

In the last 20 years, only 4 non-French drivers have been able to claim a victory in this bastion for French asphalt specialists. This year, a fifth made his mark. Norwegian Petter Solberg took his Subaru WRC and co-driver Phil Mills around the island's twisting and winding roads, narrowly managing to avoid the sheer cliffs that border many of the roads. It was no mean feat, and they secured the number one place only after a close call, where they very nearly plunged down one of the harrowing cliffs during the shakedown.



De Boer built several structures at different locations for this rally, including one structure for the press organisation. De Boer also supplied a large facility to accommodate the hospitality area and an office for the rally organisation.

Playstation organised a Playstation Tournament during the rally, the final of which took place in a facility specially built for Playstation. De Boer took only 4 days to complete the entire project.

CARDIFF RALLY - NOVEMBER 2003

The Rally of Great Britain in Wales turned out to be the World Rally Championship decider once again. Wales has a long Rally history, with the first RAC race held in 1932, and it was down to the fog-laden Welsh hillsides and short daylight hours of the British winter to test the rally car drivers to the fullest. Mist, rain, fog and deceptive twilight conditions make visibility virtually non-existent on the slippery forest roads.

Petter Solberg and his Welsh co-driver Phil Mills kept the crowds on their feet right up until they crossed the finish line to claim first prize and the World Rally Championship. The Rally GB secured its prominent position as one of the most

popular legs of the World Championship by recording a record visitor attendance – 150,000 tickets sold - over the four-day weekend.

De Boer provided structures at four separate locations across south Wales for the Rally. Alu Halls and hospitality chalets were placed in the harbour of Cardiff, in Felindre and Rheola on behalf of Corporate Innovations. Here, guests were able to enjoy the races while being served snacks and beverages. Naturally, there is a commercial aspect to the popularity of the Cardiff Rally. Anyone who wanted to have a tangible, official souvenir of the event found their way to Performance Clothing. This company offered its wares in Cardiff in two Alu Halls and in a chalet at the Service Park in Felindre. Finally, in Cardiff City Hall, De Boer built a 15 metre Alu Hall on behalf of the Cardiff City Council for all race fans, and a 10 metre Chalet for Performance Clothing, where they could sell souvenirs to the public.

All of the facilities mentioned were fully equipped by De Boer. All the hospitality facilities were furnished with grey hangings, carpeting, heating and lighting. The entire construction took ten men only 5 days to complete. [🏠](#)



It's party time as De Boer offers Christmas cheer

Santa and his helpers weren't the only ones being bombarded with requests in the run-up to Christmas – De Boer's UK operation was also being called on to deliver Yuletide cheer.

The company's Banbury-based office witnessed an ever-growing order book from party organisers who have realised the benefits of hosting their festive celebrations in temporary structures. And with many thousands of partygoers celebrating their Christmas in a De Boer structure, the company's efforts have even been recognised at one of the United Kingdom's most prestigious awards ceremonies. Fortesqueue's Event Management, a regular De Boer client, received the 'Venue of the Year' accolade at the 2003 CEA Awards for a series of parties hosted in a De Boer structure in central London.

SOLUTION

Richard Trembl at De Boer's UK offices explained: "More and more event organisers have come to realise that

temporary structures offer the perfect solution for hosting imaginative parties in the run-up to Christmas. Our structures offer the space and flexibility that many party organisers have failed to find in permanent locations."

Richard, who is one of a number of De Boer account managers involved in the Christmas party season, added: "The boom in business has been so great that we now seem to be as busy in November as in many of the peak summer months."

The most recent Christmas season saw De Boer's structures being erected across the UK, including at some of the country's most stunning locations. Various Christmas parties were hosted in central London – including the Honourable Artillery Company and the Royal Hospital,

Chelsea – as well as in Oxford, Reading, Portsmouth, Basingstoke and Aldershot.

DREAM

The contract with Fortesqueue's involved De Boer supplying a President Double Decker and a Jumbo structure at London's famous Lincoln Inn Fields. Fortesqueue's, which has a reputation for organising bespoke events, used state-of-the-art lighting techniques to transform

Many thousands of partygoers celebrated their Christmases in a De Boer structure



'Temporary structures provide the perfect space for clients looking to create the most stunning and memorable celebrations'

the structures into a dream landscape for parties, awards ceremonies and conferences.

The so-called 'Primary Colours' party concept allows clients to hire the contemporary venue for the night but to select their own lighting colours – from rich blues and flaming reds through to a contemporary 'white' Christmas! Fortesque's Ben Harrop explained: "Our incredible lighting special effects provide an exclusive colour backdrop which gives a bespoke feel to the evening." He added: "Temporary structures give clients the benefit to stage a bespoke event specifically to meet their requirements."

THEME

Imaginative theming has also played a key part within a number of De Boer's other structures. The festive assignment at the Honourable Artillery Company involved two structures being transformed via a 'Heroes' theme – with bar areas paying homage to movie and sporting legends. De Boer's imaginative use of 'structures within structures' allowed the creation of a mezzanine level, even providing partygoers with the chance to ride on a dodgem! Across at Chelsea's Royal Hospital, Christmas celebrations followed

a 'garden' theme, with green-fingered guests partying in a number of clearspan and Acropolis structures. De Boer's structures were put to good use near Oxford as a new client offered a season of dazzling themed parties for festive revellers. Meanwhile, De Boer has once again been called on to provide a home for temporary ice rinks, enabling revellers to skate their way towards Christmas. The rinks were created inside De Boer's structures at two separate locations – at Gleneagles in Scotland and at Dublin's RDS Centre. The Gleneagles contract involved De Boer providing an Alu Hall structure, with the Dublin assignment involving a Jumbo structure as well as a selection of chalets and other structures.

CHRISTMAS PARTY

Meanwhile for the third successive year De Boer has linked up with event management company Caroline Wheatley Associates (CWA) to provide Christmas party venues for more than 23,000 people at three sites across Hampshire. At Rushmoor Arena in Aldershot guests partied to a spectacular 'Lord of the Rings' theme created within De Boer's structures. Revellers at Dummer Cricket Club near Basingstoke enjoyed an American-style Speakeasy theme while the

Portsmouth venue was transformed into 'Christmas in Las Vegas'. David Wheatley of CWA said: "Our on-going relationship with De Boer has resulted in continued expansion of existing and new sites for the 2003 season and they have given us the potential to develop further new venues in 2004."

Meanwhile at Trunkwell Mansion House near Reading, Berkshire, De Boer provided temporary structures to accommodate 400 guests at 15 nightly parties in the run-up to Christmas. And in the New Year additional structures were erected on the site as British Gas staged its annual celebration for 1100 guests.

The various Christmas contracts have proved great news for De Boer, its clients – and partygoers. Tom Osborne, De Boer's Account Manager handling the Fortesque's contract, said: "Christmas has always been a magical time, but the link-up between De Boer and many of Britain's leading event organisers means there's now virtually no limit to what can be achieved for festive parties. Temporary structures provide the perfect space for clients looking to create the most stunning and memorable celebrations." △



Dream Cars at the IAA in Frankfurt

Long before it opened, car enthusiasts were looking forward to the 'Internationale Automobil-Austellung' (IAA) in Frankfurt, reputed to be one of the leading events in the automotive world.

Naturally so, because as the year progressed, more and more manufacturers announced new launches for the forthcoming exhibition. And no fewer than one million visitors came to see the new models and updated versions of existing cars at the 60th show in September 2003. Manufacturers also presented their vision of the next generation of cars to come in the form of their 'car concepts'.



The 60th presentation of the IAA adopted the motto "The Fascination of Cars". And that fascination was clearly in evidence in the huge number of new models, facelifts, activities and novelties. For many visitors, one day was simply not enough to be able to see everything, and real car enthusiasts spent several days there.

AUDI LE MANS QUATTRO

The IAA is big; very big. Basically all the familiar brands are represented, vying for attention with the launch of new models or updated versions of existing cars. Manufacturers don't rent stand locations here, they take an entire building. Or have professional facilities provided by De Boer.

Audi, for example, introduced their latest sports car, the Le Mans quattro, in a

The IAA is big;
very big.

A glass façade gave an open view of the outside world.

De Boer construction in the neighbourhood of the exhibition complex in Frankfurt. As the newest high-performance sports car from the house of Audi, the Le Mans quattro only existed before as a sketch. It celebrated its much-acclaimed, 610 horsepower première as a spectacular prototype of innovative automobile power at the IAA in Frankfurt. The centre-piece of the event was a press launch that would confirm this flagship as second to none with De Boer commissioned to prepare a stage worthy of this new King of the Road.

DELTA

In the shortest possible time, a Delta construction (25x25m), known for its high coverage capacity, was erected to house the hospitality area and another one (20x25m) to accommodate the technological press area. A glass façade gave an open view of the outside world. And with visitors needing a culinary break every now and then, an appropriate kitchen was furnished in four large chalet tents, each 36 sq.m. in size. Members of the press were also able to marvel at the level of craftsmanship behind the mechanical form in the graphic workshop area, presented in one of the spacious chalet facilities.

FROM DREAM TO REALITY

Ensuring that such dream cars are not just dreamed of, but become reality, is one of the main objectives of the Daimler-Chrysler Bank. This bank does everything in its power to make the dreams of its customers come true. At the IAA, many innovative leasing models and financing plans were demonstrated, showing how short and - above all - accessible the road to a dream car can be. The demonstration took place in a 25mx25m De Boer Delta facility - 6 metres tall offering enough space and height to give future DaimlerChrysler drivers a preview of the joys of floating in Seventh Heaven.

GOOD FRIENDS

This was the first time that De Boer was invited to provide facilities for the IAA. Yet De Boer is by no means a stranger to the automobile sector. Stefan Bartosch was the project leader for De Boer at this international car show. "Manufacturers who want to present a new model to their dealers, the public and of course, the press, regularly call on us. They often have all sorts of launch plans that are difficult to accommodate in existing presentation spaces. We build facilities that match the client's wishes and plans. In the past, for instance, we

have provided facilities for all of the well-known German brands. Our presence at the IAA is something of a crowning glory for us," says Bartosch, a keen car enthusiast. Next year, De Boer will be there again. Daimler has already asked De Boer to provide their facilities for the occasion.

The 60th Internationale Automobil-Ausstellung in Frankfurt was a superlative event for the automobile industry, beating all previous records with over a million car enthusiasts visiting from all over the world. It took place in surroundings that made it possible to experience fascination with cars, not least because of the innovative potential offered by temporary structures. 



Belgian parties in De Boer facilities

It is probably no secret that the Belgians like to party. And individuals and companies alike call on De Boer for party facilities. So it's no wonder that our Belgian subsidiary is increasingly in demand for all kinds of parties. Recently they've carried out a lot of work for leading event organizers in Belgium and Luxembourg.

New Spirit has been organizing events in Luxembourg and neighbouring countries for almost 14 years. They frequently call on De Boer Belgium to take care of the facilities. "As event and adventure organisers, we find De Boer's temporary facilities ideal," says Carlo Arendt, Director of New Spirit. "With this kind of structure, we can let ourselves be imaginative and see our

A pleasing,
atmospheric
environment is
essential for a
successful party

ideas realised in even the most unusual of locations. This has allowed us to pull off some challenging feats, in the middle of a forest, for example, or in the hills. The more difficult the location, the greater the challenge - and the more this seems to motivate our employees and the people from De Boer!"



The transparent structure allowed everyone to fully enjoy the magical December atmosphere and all the decorations

MAGICAL

The December festivities for PricewaterhouseCoopers (PWC) are a good example, according to Arendt. "We've been organising a 3-day festival for PWC every December for the last four years. It started out as an end-of-year party, but has meanwhile turned into a three-day festival. Customers, suppliers, employees and their families are all invited!" On one of the three days, the children enjoy a Santa Claus ('Sinterklaas') party in one of De Boer's facilities. For the remainder of the time, the space is used for a Christmas market. Over 3,000 people enjoyed the festivities this year.

"We called on De Boer to provide facilities that would meet the wishes of the client. It worked well. The guests strolled along a covered, transparent walkway through different pagoda tents, where craftspeople displayed their Christmas specialities. The 'Santa Claus' tent was a great success. And the transparent structure allowed everyone to enjoy the magical December atmosphere and all the decorations to the fullest!"

OXYGEN

De Boer Belgium worked in close co-operation with event and communications bureau Oxygen of



Luxemburg recently, to realise a number of different events, including opening ceremonies for new office centres and staff parties for some well-known Luxembourg companies.

The Oxygen team, under the leadership of Claude Sauber, offers 'made to measure' parties, customised to match the image of each client. "No matter how good the party concept is, a pleasing, atmospheric environment is essential for a successful party," in Sauber's opinion. "It's all about customisation. De Boer understands this; they deliver excellent facilities, entirely adapted to our requirements. Recently, for instance, we made a joint success of the staff parties held by Luxair, the Luxembourg airline company, and the electric company Cégédél. We come up with the concept, De Boer realises it. In practice, this is a formula that is worth its weight in gold."

A CELEBRATION FOR DEMOCO

Democo, a large construction company in Hasselt, celebrated its 25th jubilee at the end of September. The company also opened new offices at the same time. Good reason, in management's view, for a little party. A little party? It turned into a two-day celebration, facilitated



by De Boer. Close to 1,400 customers, business partners, politicians and employees were invited for a personal tour of the new offices and a spectacular anniversary celebration.

PRICE-PERFORMANCE RATIO

De Witte & Co was the communication company in charge of publicity surrounding the jubilee and office opening. They also managed the organisation of the party. Director Bart de Witte had this to say: "News got around fast when we were looking for a suitable location for the party. Several companies interested in providing us with accommodation made us offers. On comparison of the various quotes, we selected De Boer as our facilities provider. They weren't the cheapest, but they offered the best price-performance ratio. On top of that, De Boer does a lot of work in our area and I've had very positive results with them in the past."

BIZARRE

A party area of 1,000 square metres was created for the occasion, linked to the new offices through a covered passageway. The catering area was an 80 sq.m. room. The lighting, sanitary facilities and heating were also delegated to De Boer. "You can leave all that in the safe hands of De Boer," says an enthusiastic Bart de Witte. "Cooperation between us went smoothly. Something usually works out differently than you expected when you're organising such events. You take that into account. But this time, everything went perfectly. And that's thanks to careful preparations during the preceding year and our cooperation with De Boer." ☺



Paris Airshow at Le Bourget

Just hearing the name of Le Bourget gives aircraft fans a turbulent feeling. Because this is an airshow where a large number of exhibitors show the very latest in aviation technology from fighter jets to airliners. It is also where the latest in air travel developments and products are presented - the latter in a pavilion provided by De Boer.

Le Bourget Airshow is a trend setting show that has now taken place 45 times. It is the place to view and admire aviation innovations and sign purchase contracts. This summer, 145,000 members of the public passed through the turnstiles joining no less than 95,000 trade visitors and 154 official delegations. During the months leading up to it, a good deal of negotiation goes on behind the scenes between buyers and sellers. The show is then an excellent occasion to celebrate the results.

ESA PAVILION

Commissioned by the architect Daniël Patriarcke, De Boer Belgium provided the ESA - European Space Agency - pavilion at the Le Bourget Airshow for the first time. "The architect and organisers wanted a professional facility that could be built and dismantled quickly. Our Delta Double-Decker facility was erected



within a week. It saved the organisers a lot of time – so it's no wonder, really, that we were asked to provide the pavilion," says Patrick Creyf, director of De Boer Belgium.

DETAILS

The Delta Double-Decker is a modular system that could be furnished entirely according to the architect's wishes. A great many detailed drawings and discussions preceded construction. As Creyf says: "Everything was worked out in minute detail. There are a lot of possibilities because of the modular nature of the Delta. In the end, the client decided on a two-storey pavilion with two external balconies. The surface of the ground floor was 25mx45m. The second floor was 25mx15m. This is where the Galileo project was presented, among others – the European counterpart of the American GPS."



Both the client and Creyf are happy with the way the project went and how the facility was produced. "It was a very special event to be involved in," says Creyf. "We left our business cards with the organisers and are looking forward to participating again in two years' time." 

With a history of 45 presentations, the Airshow at Le Bourget can truly be considered a trend setting event.



Company News



De Boer and France

De Boer is busy making a name for itself in the international arena - very successfully, if the continued growth of international commissions is anything to go by. In France, for example, De Boer is increasingly gaining ground. In the past year, a large number of projects was handled by De Boer.



Holland Heineken House: 'Orange' Meeting-place during the 2004 Olympics

For many sports fans, the Olympic Games constitutes by far the most amazing sports event in the world. In 2004 it will be the turn of Athens, cradle of the Games, to host the historic competitions. Around 10,000 athletes from all over the world will deliver their sporting best here in an effort to win those fiercely coveted medals, and of course the honour that accompanies them.

Preparations for the Olympic Games are well under way. And an important 'Orange' task has been assigned to De Boer in Athens. Together with Heineken, NOC*NSF and Trefpunt, organisers of sport & leisure marketing,

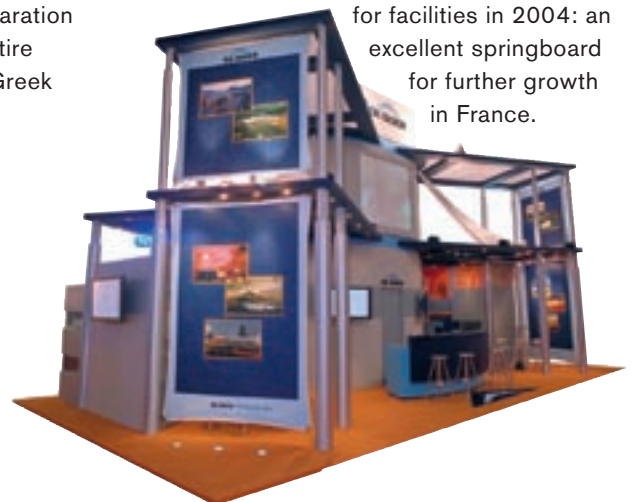
De Boer is creating a high-profile facility for the Dutch athletes, supporters, media and NOC*NSF sponsors: the Holland Heineken House. This attractive space is where the national contingent will gather to celebrate every Dutch success. The spacious presentation hall will also be provided by De Boer.

De Boer is no stranger to Olympic facilities. De Boer constructions were part of the terrain in Atlanta, Nagano and Salt Lake City. And in preparation for the Games in Athens, an entire training complex was built for Greek athletes in 2002.

A few noteworthy examples are the launches of new car models by BMW (Nice) and Ford (La Baule) and sporting events such as the Jumping CSIO de France, the 24-hour race at Le Mans and the WRC rally in Corsica.

Naturally, De Boer intends to pursue activities in France in the future. And where better to make a name for yourself than at the No. 1 French events exhibition: HEAVENT Expo in Paris. In a brand new custom design stand, developed in cooperation with stand builders Koedood, De Boer presented itself to the professional French events market.

The result was a large number of requests for facilities in 2004: an excellent springboard for further growth in France.



Agenda

Once again, in 2004, De Boer accommodations can be found all around the world. A small selection from the calendar for the first half of the year provides a good impression of the range of events.



**ECCENTRIC –
KNOKKE, BELGIUM**
19 to 23 May 2004

The second edition of 'Eccentric' in Knokke is taking place. Via DLB Concept the most beautiful holiday resorts, prestigious hotels, magnificent boats and masterpieces of the luxury sector will be presented in splendid and atmospheric marquees. Through the use of exquisitely decorated stands, the organisation creates a suitable environment for the exclusive products in this salon.



**MOTO GRAND PRIX –
JEREZ, SPAIN**
30 April to 2 May 2004

Together with last season's champion Valentino Rossi, De Boer will be present at all the races of the European Moto Grand Prix during the next racing season. The hospitality accommodation for the organisation and main sponsors will be created by De Boer, the spectacle and hot action on the track will most likely be down to Rossi again!



**HOME & GARDEN 2004 –
VELSEN, THE NETHERLANDS**
16 to 20 May 2004

At the end of May 2004, De Boer will provide the accommodation for the annual Home & Garden event. Outstanding stands, is a good way of typifying the Home & Garden event. Many thousands of visitors plan this spring event into their diaries well in advance, to be sure that they can attend this year as well. As in previous years, the fair will be taking place on the magnificent Beekstein estate, in South Velsen.



**DTM –
HOCKENHEIM, GERMANY**
16 to 18 April 2004

The spectacular Deutsche Tourenwagen Masters, which is generally recognised as the best touring car series in Europe, will take place again in 2004 on the Hockenheim circuit. Of course, the specially prepared Opel, Daimler-Chrysler and Audi cars will do their utmost again this year to win the coveted title and give the spectators a fantastic show. De Boer will travel with the teams throughout the whole racing season.



**CHELSEA FLOWER SHOW 2004
LONDON, UK**
25 to 28 May 2004

De Boer introduced the Delta Structure for the 'Floral Marquees' for the first time during the Chelsea Flower Show 2000. These temporary exhibition halls will once again form the heart of 'the greatest flower show on earth' in 2004.



**FARNBOROUGH INTERNATIONAL –
FARNBOROUGH, ENGLAND**
19 to 25 July 2004

Since 1996, De Boer has been supplying all the temporary accommodation for the biggest air show in the world, which takes place every two years in Farnborough. In 2004 again, there will be many thousands of square metres of temporary accommodation in place, to provide the organisation and the spectators with the perfect places for plane spotting.

Colophon

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