



2025-2026

CHOUP'S

**BE VISIBLE HERE
AND EVERYWHERE**

CONTENT

04

OUR VISION

26

THE ROADSHOW

143

HOSPITALITY

147

**THE GLOBAL PROJECT
WITH CHOUP'S**

161

**EXCLUSIVE CLIENT
STRUCTURES**

175

CREATIVITY

181

SERVICES

187

A CONCERN SO NATURAL

189

CONCLUSION

01

OUR VISION

CHOUP'S VISION

➤ I started my business with a **burning passion** for my longstanding field of expertise: exhibition stands. Over the years, I have developed a clear vision and a solid strategy that have enabled the company to thrive. However, I know that this success would not have been possible without my exceptionally talented team.

Each member brings a unique quality to their field of work. We work together to deliver outstanding quality and constantly push the limits to achieve the best results. It is thanks to my talented team, that CHOUP'S had been able to evolve and stand out amongst the competitive market. I am extremely grateful to be able to count of my team on professionals who share my passion and vision

Over the past 10 years I have noticed a change in the relationships between brands and their customers. Customer experience became the top priority in the industry, so I decided to develop our **RoadShow department** which allows us to bring an unique brand experience's to the audience.



New building 2026, 3D projection

We understand that to stand out, it is not enough to have a **quality product** and a **solid strategy**. You also have to offer your customers a memorable experience. That's why we have invested in the RoadShow structures, which help organization and allow brands to reach their target audiences.

Whether at trade shows, fairs, special events or out the city, our RoadShow department will create an **immersive** and **captivating** plan for our clients.

➤ **We have implemented innovative, interactive, and aesthetically appealing solutions that reflect our brand identity. Our team's outstanding hospitality and customer service etiquette ensures our customers with our care towards their brand and make each interaction impactful.**

Our focus on **customer service-experience** has been a resounding-success. We have strengthened our relationships with our existing customers as well as attracted more Choup fans. Thanks to our RoadShow department, we have been able to form stronger connections with our customers and their target audience, allowing us to understand their needs and expectations and adapt our products and services accordingly.

I am proud to say that our company has become a **leader** in the RoadShow industry, thanks to our passion, strategic vision and hard work of our brilliant team, as well as I am grateful that we have recognised the importance of customer experience and developed our Roadshow services to offer unique brand experience for our clients and their audience. We will continue to find more new ways of progress in the ever-changing market.

"In 2025, we have decided to focus and develop our plan for RoadShows.

2026 will be the year of major construction projects and a new range of services."

Edmond Detry

EDMOND DETRY
General Manager

T +32 (0) 496 15 16 16

M direction@choups.be

W www.choups.be



WHO IS CHOUP'S ?

➤ Choup's is a family owned business based in Andenne, Belgium. With extensive European experience in exhibition stands and the RoadShow industry, it is a company created by an enthusiast, constantly evolving

Choup's had been recognised, through its history as a company, by their expertise in modern and custom-made stands for trade shows, exhibitions and conferences.

Choup's is known as **THE BELGIUM EXPERTS** in the industry, we help to bring new brands to life and offer new exposure to the existing brands.

From the initial sketch to the final product, project management plans are prepared to ensure that the results will meet and even exceed our clients' expectations.

Creativity and inventiveness drive us every day to continuously improve the quality of our services.

WHERE IS CHOUP'S ?

One might be tempted to say... everywhere, even though the starting point is in the Namur region, in Andenne. Belgium is the logistical center of Europe, so we naturally understand the subtleties of each culture around us.

› Choup's operates across Europe to meet the demands of our international customers.



Andenne, city of 26,000 residents



WHAT IS CHOUP'S ...

- Choup's is the Belgium's leading company and a European expert in RoadShow services.

Our mission:

We bring your new brands to life and provide innovative visibility for your existing identities.

Our departments:

RoadShow

We offer a wide range of vehicals and structures which can be adapted to even the most challanging of requirements, they will be your best represestitive at your traveling experiance. Our team see's challanging requests as opportunities, an opportunity that will allow them to stand out and showcase their best preformance at work. From design to implementation, we deliver with precise timing to meet our clients' expectations. Our creativity is driven by our commitment to your requirements. Respect for your strategy is our guide

Additional services: Booths, Furniture, Promotional

With vehicals and structures, we also offer servics such as; Stand layout around a Roadshow, we can supply furniture from individual pieces to large qantities and promotional designs with your brands colour palette.

ROADSHOW

Travel Promotions & Commercial Interaction Events.



OUR FOUR VALUES

Four values that drive Choup's success and ensures your brands growth in the market :

CREATIVITY

- Working in a creative field means we cannot afford to remain static. We have been committed to innovation since our inception.
- With each project, we reinvent our profession, avoiding routine. Our clients experience us as true partners, thinking alongside them to elevate their brand activation.
- We are determined to strive in our creativity with each task. We aim for our designs to be exciting and original but remain consistent with the clients brand identity and project concept.
- We are curious about everything and open-minded. We thirst for novelty.
- As a creative company we seek to design a stimulating, innovative and creative environment

INTEGRITY

- We remain direct and loyal in every relationship across our network, including colleagues, suppliers, and our clients.
- We take full responsibility for our actions and mistakes.
- We stand by our word and operate transparently.

CUSTOMER FOCUS

- Customer service and experience is our top priority. We understand that the first impressions are the ones most important - but at Choup's we show our best everyday because we love what we do. Our passion is what builds our relationships with our clients and happy clients result in many positive recommendations. That's why we stand out in the market industry, because to be good at your job you need to care for what you do, and we do.
- Our daily aim is to ensure every client task we undertake is completed successfully, meeting their expectations and exceeding them.
- Before beginning any project, we take time to understand our client's history, their evolution, their goals, and their expectations for our collaboration.
- We will go above and beyond for our clients but as well for ourselves as a job well done is always very satisfactory and it makes us feel proud in what we do.
- We carefully prepare for each meeting to ensure that we can effectively represent our vision for their brand and for the clients to see that we are trustworthy, diligent and that we are here to support them.

FLAWLESS EXECUTION

- We aim to earn 100% of our clients' confidence, which is why everything we do is carefully considered and executed to the highest standard.
- We aim to be with our clients every step of the way, focusing on the details that truly matter.
- We adhere to rigorous processes, carefully track every step, and ensure nothing is left to chance. Chance had no place in our organization.
- We learn from our mistakes, take responsibility for them, and do everything possible to prevent them in the future.
- With each project, we set clear goals for ourselves. We ensure our work is meticulous, verify the accuracy of every detail - no matter how small - and confirm that everything aligns with the project plan.
- We hold our suppliers and partners to the same high standards we set for ourselves.

OUR TEAM AT YOUR SERVICE

Contact: info@choups.be

Sales: sales@choups.be

Finance & Administration: finance@choups.be

Management: direction@choups.be



STRONG MINDS, SMART SOLUTIONS

➤ Our company is proud to have a strong and dedicated team that is ready to take on any challenge. We believe in the power of collaboration and commitment to finding innovative and customized solutions for our clients.

Thanks to our passion and dedication, we are able to offer superior quality services. Trust our experienced team; we are here to help you achieve your **goals**.

THE CHOU'S CARPENTRY WORKSHOP

CUSTOM-MADE TO SERVE YOUR AMBITIONS.

Our carpentry workshop specializes in the design and implementation of custom projects for our RoadShow department and our Stand department. With a team of experienced and qualified carpenters, we are able to create high quality fittings that perfectly match your needs and specifications.

➤ We only use high quality materials and advanced manufacturing techniques. We are committed to provide our clients with exceptional results that will exceed your expectations.

Our goal is to create an eye-catching yet highly functional space that **showcases your products and services** while helping you stand out from the competition at events and exhibitions through carefully planned, customized, and innovative solutions. We are here to provide support and to ensure the project is completed to the highest standard, according to deadlines and your custom requirements.



Proud artist

Benoit is a manager and a passionate joinery specialist at Choup's, leading the carpentry department. His dedication and attention to detail result in exceptional quality. Every project he undertakes is carried out with care and precision, showcasing his expertise and genuine love for the craft. Our strong reputation is built on Benoit's ability to deliver outstanding finished products that meet the highest expectations. Benoit is a true craftsman and team leader whose passion and constant pursuit of excellence make Menuiserie Choup's the evident choice for quality workmanship.

WHEN THE PROJECT COMES TO LIFE

OUR PASSION MAKES PERFECT SENSE.

› The Choup's metal construction workshop is a place where projects come to life.

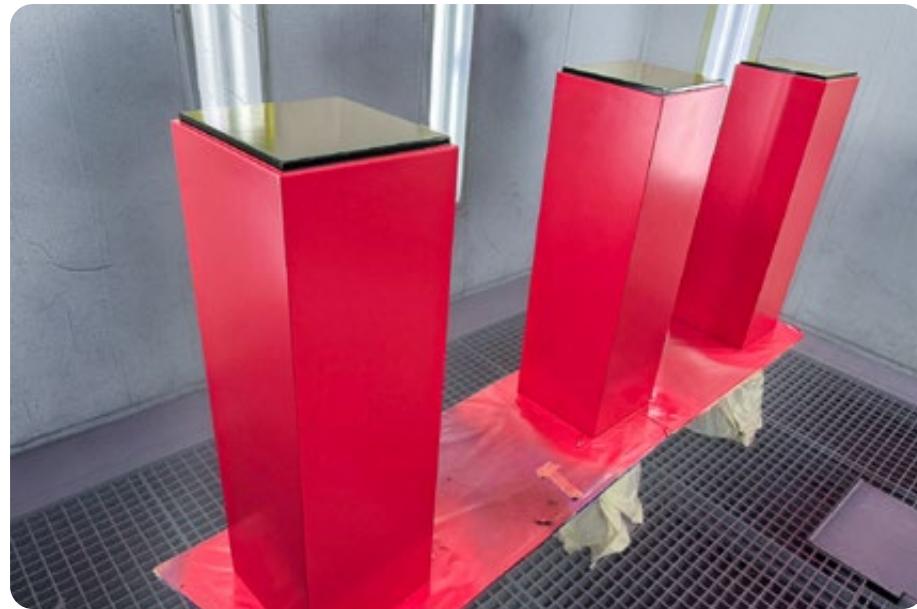
Our skilled craftsmen work with precision and care to manufacture custom structures and accessories based on technical drawings and paper plans. Their welding and cutting expertise allows them to shape metal with exceptional accuracy, resulting in large-scale constructions that are impressive in both scale and technical complexity.

The experience we have gained over the years, combined with access to modern tools, now allows us to create engaging and highly detailed structures. The workshop's creations are the centerpieces at major events, captivating spectators with their aesthetics and functionality.

It is truly remarkable that we can transform metal into life, **turning dreams into reality** through the skill and expertise of our craftsmen.

Whether for event structures or accessories, the metal construction workshop is a place where imagination meets technical expertise to create event-based works of art.







➤ To add the finishing touch to your creations, our paint shop offers a **wide range of finishes**. Whether on **wood or metal**, we apply durable and precise coat finishing, tailored to meet both your aesthetic and technical requirements.

CHOUPE'S LOGISTICS

A SPACE FOR EXPRESSION

› Logistics at Choup's is an essential pillar for ensuring the success of our clients' events. In this dedicated space, the expression of warehouse staff is synonymous with their ability to meet the deadlines assigned to them. Their skills and organization enable them to prepare and load the equipment necessary for the success of events.

Our warehouse staff are true masters in their domain; their structured and organised warehouse allows them to save valuable time during preparations.

Their experience and solution-orientated mindset enables them to handle any situation and find appropriate solutions, even in the most unforeseen circumstances. They seamlessly multitask within logistical constraints, customer requirements and the unpredictability of transportation to ensure that everything runs smoothly.

The warehouse staff's daily enthusiasm to their work reminds us of the importance of caring for both our clients and our team members. Their dedication makes them true heroes of logistics.

In short-term, in our company, our logistics team is a well-oiled machine, with our warehouse workers giving their all to ensure the success of our customers' events.



**EVEN OUR OBSESSIONS
ARE CONSTRUCTIVE**

A WIDE EUROPEAN AUDIENCE

➤ Our company has an international presence, mainly in Europe, where 93% of our activities take place. This international presence demonstrates our ability to reach and satisfy a solid audience outside our borders.

Although we are activly working in various of European countires, our flagship market remains in France. We are determined to strengthen out position in the french market by investing in more resources and by implamenting specific stragteies to win hearts of our French consumers.

We understand the needs within the French market and so we strive to adapt to their specific requirments by providing high quality serive and offering innovative solutions to our customers.

➤ Our ambition is to become the undisputed leader in our field of expertise in France.



◆ ◆

02

THE ROADSHOW.

FOR CHOUP'S, IT WAS AN OBVIOUS CHOICE

➤ **The RoadShow is a communication strategy used by companies to promote their products and services through a series of events organized in different cities, regions or countries.**

This approach to business events and shows allows companies to reach a broader audience by offering an interactive and personalized experience of what the business represents. The RoadShow provides numerous advantages, including opportunities to meet the target audience in person, understand their needs and gather valuable feedback.

It will also help to strengthen the brand awareness and create a memorable experience encourages recommendations within the industry and attracts potential clients.

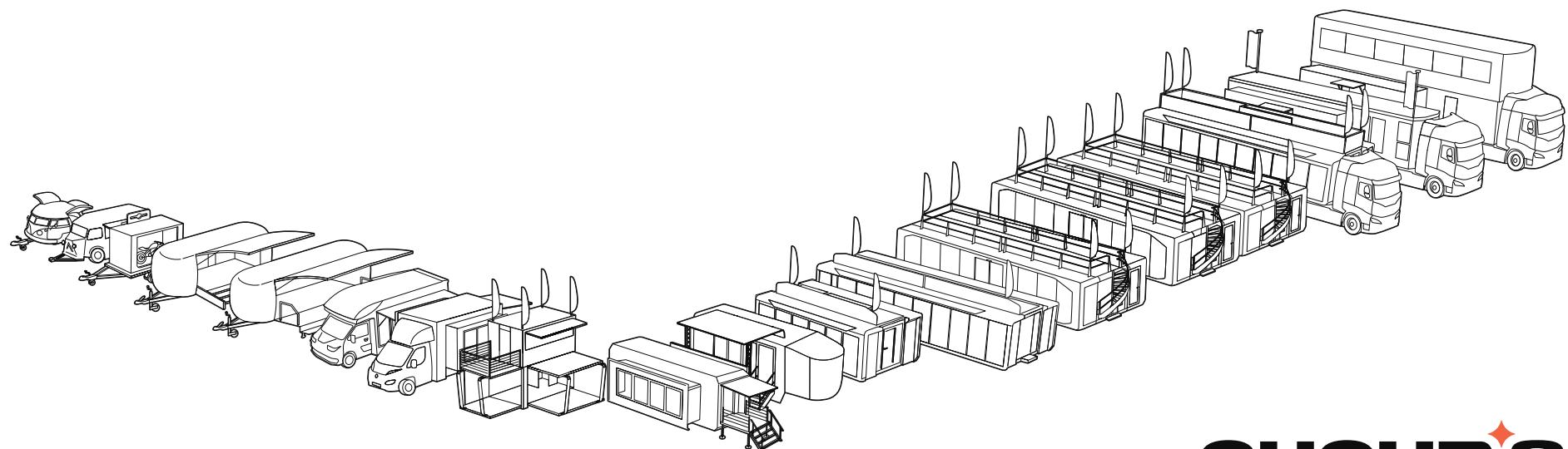
In addition, RoadShows offer companies the opportunity to adapt to specifications in each market and offer exactly what the local audience need.

RoadShows is an effective way of a communication strategy that allows companies to promote their products in an engaging way to their targeted audience as well as strengthen their brand image.

For Choup's it was obvious to launch The RoadShow department, to be able to offer these services to our customers. We wanted to offer a complete solution by organising an event to promote their products and services and increase their viability among their target audience.

OUR MODELS

A WIDE RANGE TO MEET ALL YOUR NEEDS.



CHOUP'S



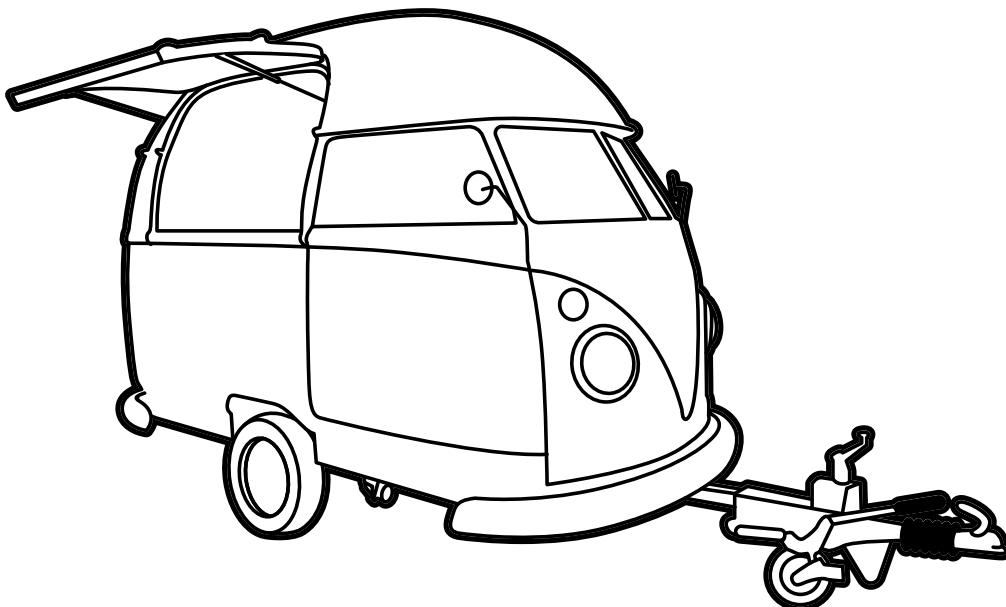
A REMINDER OF A TIME OF FREEDOM



B license
"Self-drive"

3.5 m²

A replica of the legendary T1, this vintage trailer offers an ideal promotional space for sampling or an information point for brands. Made of fiberglass, the T1 trailer is lightweight and can be easily transported with a standard driver's license.



3,5 m²



Setup : 15 minutes / 1 person



Class B license



- Opens on both sides and at the rear



3.5m² of usable space

Equipped with electricity and, depending on the model, a counter and sink, the T1 helps you promote your brand.

T1
PROJECTS**DJ BARDY**

@bardy_music



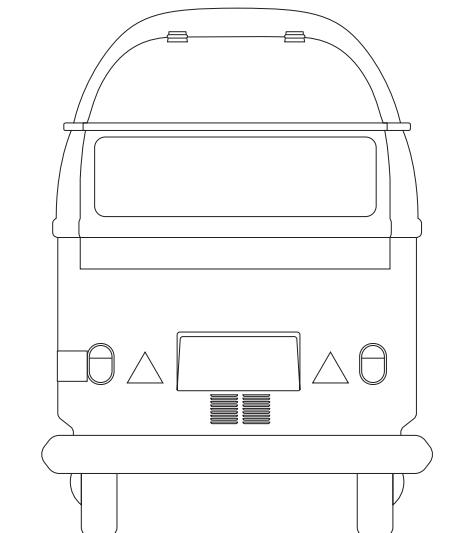




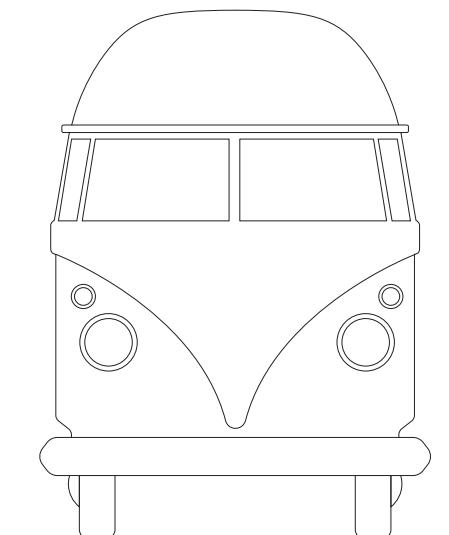
TECHNICAL INFORMATION & PLANS

Technical Specifications

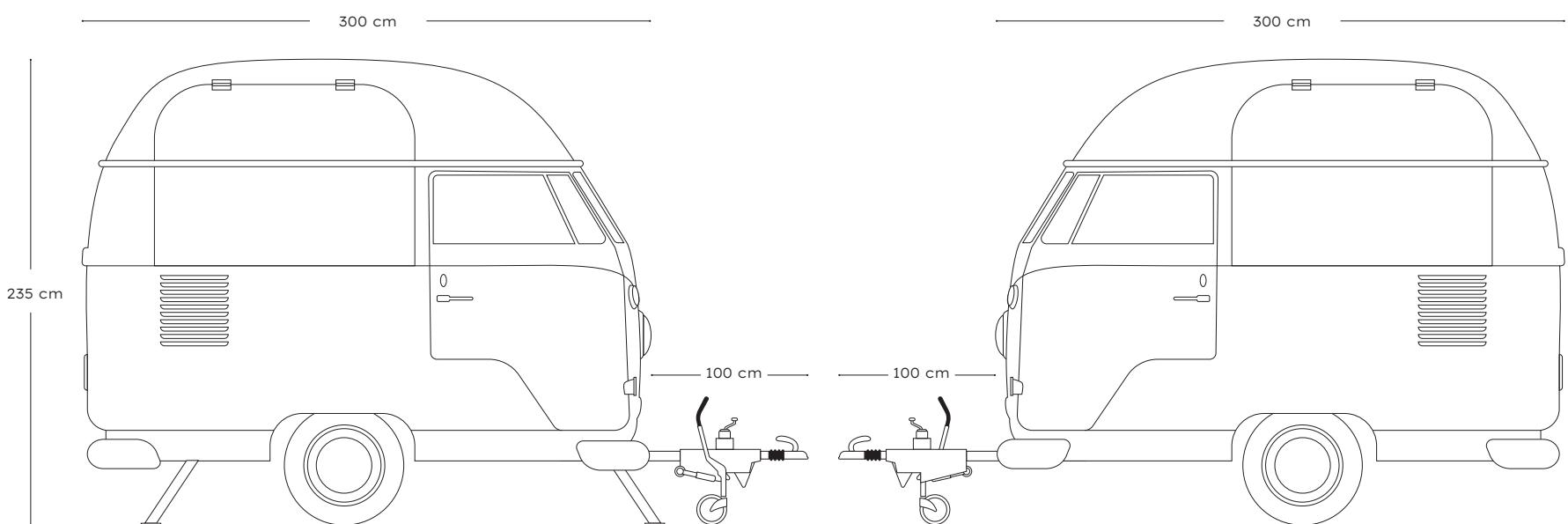
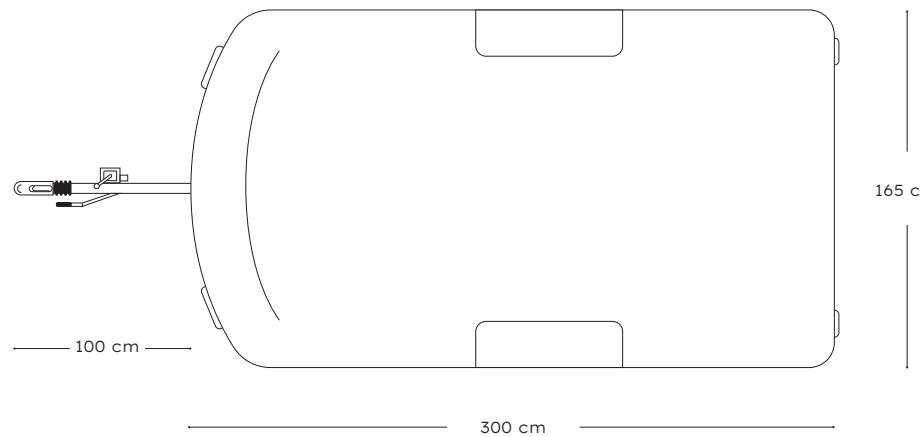
Name	The T1
Manufacturing	European
License	T1 license
Dimensions	L: 4 m - W: 1.65 m - H: 2.35 m
Surface	Interior surface area: 3.5 m ²
Electricity	220V 16A sockets
Sound	Sound system on request
TV	TV on request
Awnings	Side openings (2 sides) and rear
Customization	Can be painted or fully decorated (adhesive)
Assembly	Quick assembly: 15 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decoration Outdoor sound system Outdoor lighting



165 cm



235 cm



CITROËN HY

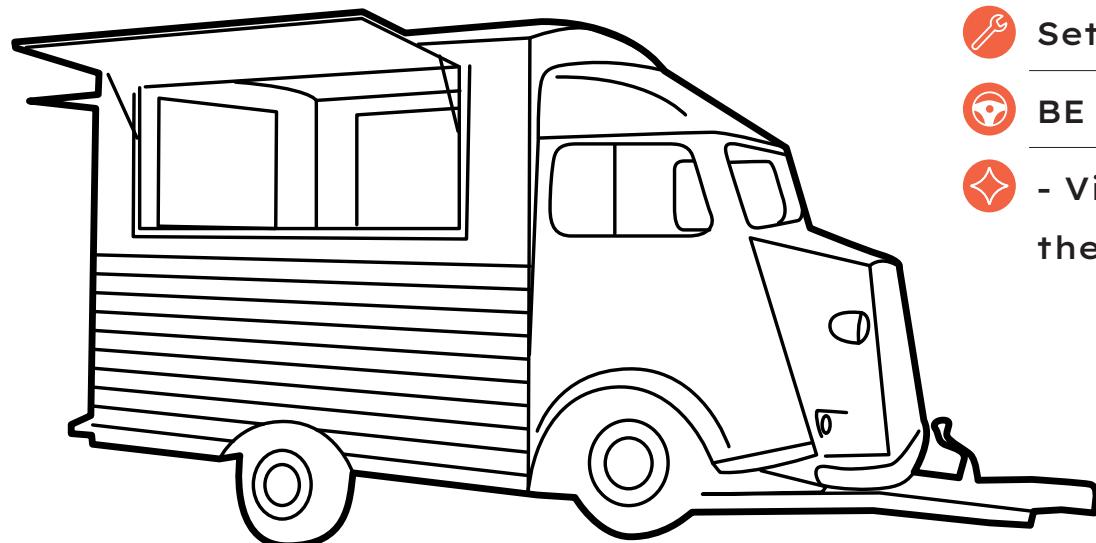
NOSTALGIA THAT ATTRACTS ATTENTION.



**BE license
"Self drive"**

8 M²

A replica of the HY, this vintage trailer offers space for brand promotion that is not limited to the cargo area but also extends to the entire cabin space. Made of fiberglass, the HY trailer is lightweight and can be easily transported with a standard driver's license.



8 m²



Setup : 15 minutes / 1 person



BE license



**- Vintage look - Bodywork faithful to
the original**



Sweet France...

The Citroën HY, ingrained in our memories, evokes an appealing nostalgia. Its vintage look and timeless charm transport us to a bygone era, arousing an undeniable fascination.

SHOWSTREAM

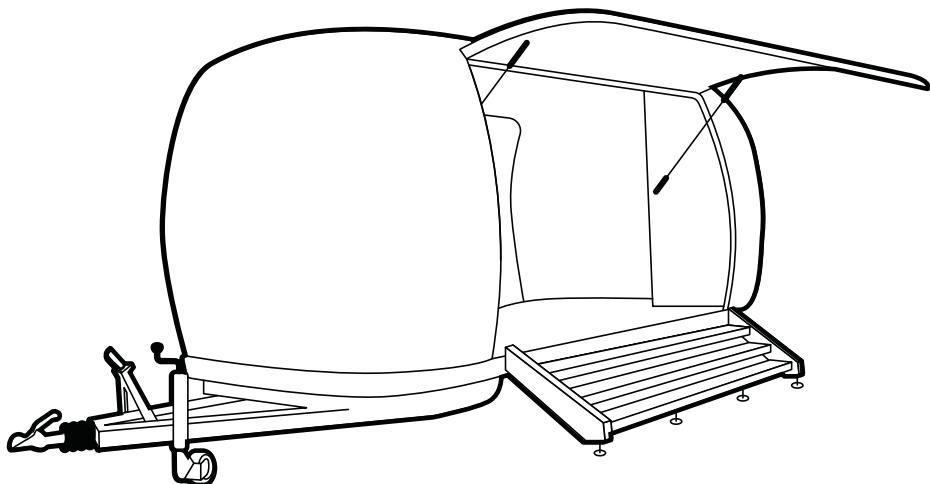
SHOWCASING YOUR BRAND.

Airstream 2.0

16 M²



BE license
"Self drive"



ShowStream is a brand activation space that brings brands closer to their audience.

Wide access allows the public to enter the brand's showroom and immerse themselves in its universe. Its modern "Airstream" style gives it a natural appeal.



16 m²



Setup : 20 minutes / 1 person



Sound system on request



TV on request



Self-drive rental / BE license

16m² of usable space

A customer experience that is as close as possible to the consumer. Available for self-drive.

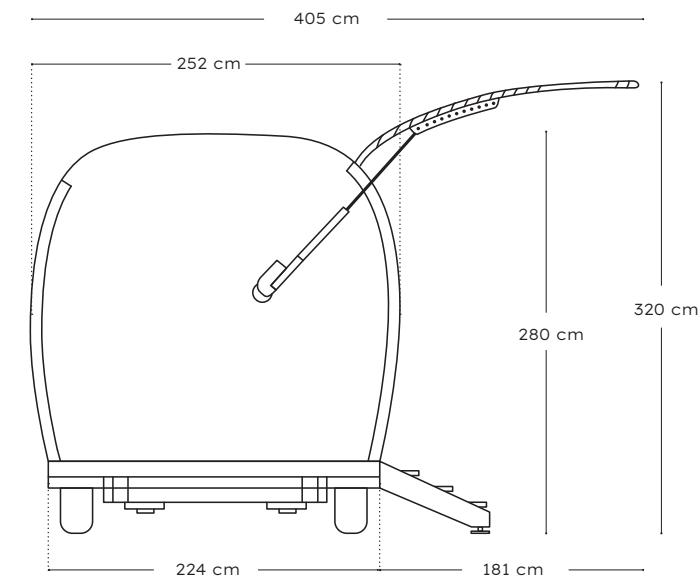


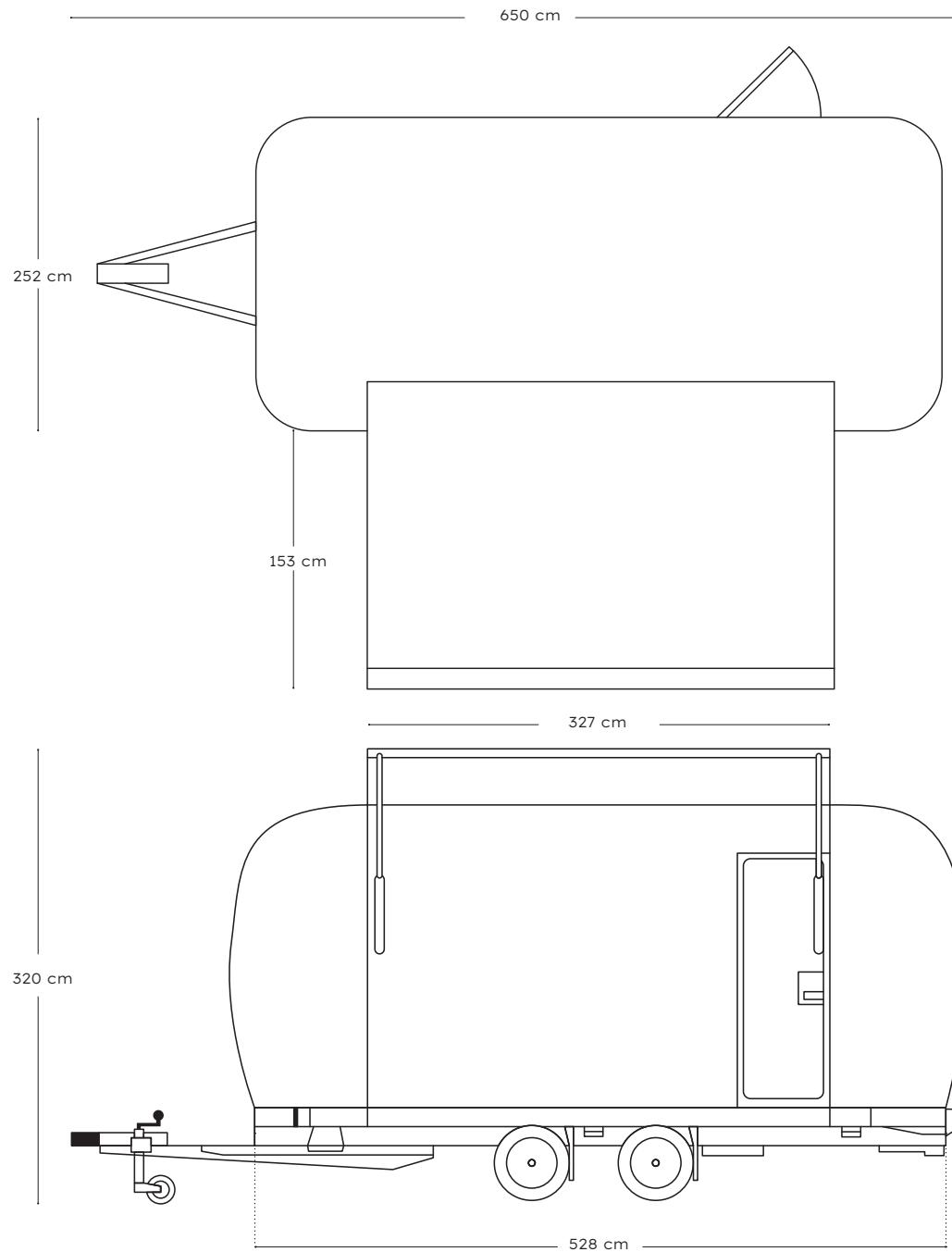
SHOWSTREAM

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowStream
Manufacturing	European
License	BE license
Dimensions	L: 6.5 m - W: 2.55 m - H: 3.20 m
Surface	Interior surface area: 16 m ²
Floor	Ultra-resistant floor
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Sound system on request
TV	TV on request
Doors	Large side opening + service door
Stair	Large side staircase
Customization	Can be painted or fully decorated (adhesive)
Assembly	Quick assembly: 20 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decoration Outdoor sound system Outdoor lighting





SHOWSTREAM XL

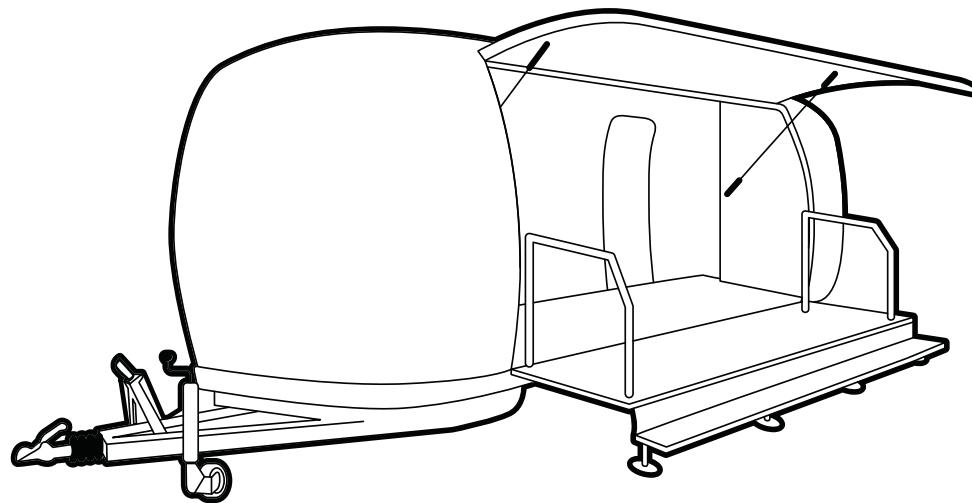
GET READY FOR A WEALTH OF CUSTOMER EXPERIENCES

Airstream 2.0

20m²
+ 6 m² OF TERRACE



**BE license
"Self drive"**



The ShowStream XL has everything a big staircase has, 20 m² + 6 m² of terrace space, it offers an XL brand experience. Agile, it can be quickly deployed at any type of event. Manage your own tour with a BE self-drive license.

 **20m² + 6m² terrace**

 **Setup : 20 minutes / 1 person**

 **Sound system on request**

 **TV on request**

 **Self-drive rental / BE license**



26m² of usable space

The ShowStream XL can be deployed anywhere and ensures proximity to the audience.

In the city, at a trade show or in the mountains, it finds the ideal playground everywhere to optimizing brand marketing.

SHOWSTREAM XL

PROJECTS



SODASTREAM

Agency: La Boîte de Prod



NGROUP

Nostalgie Récupel

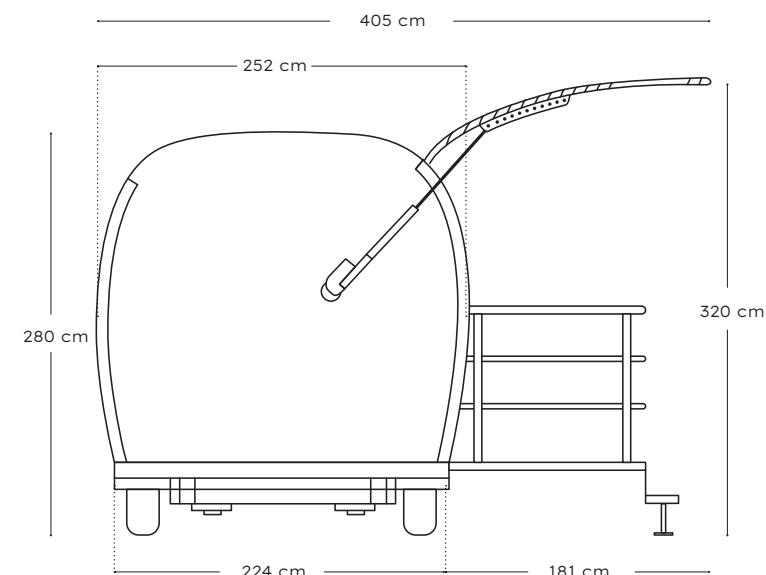


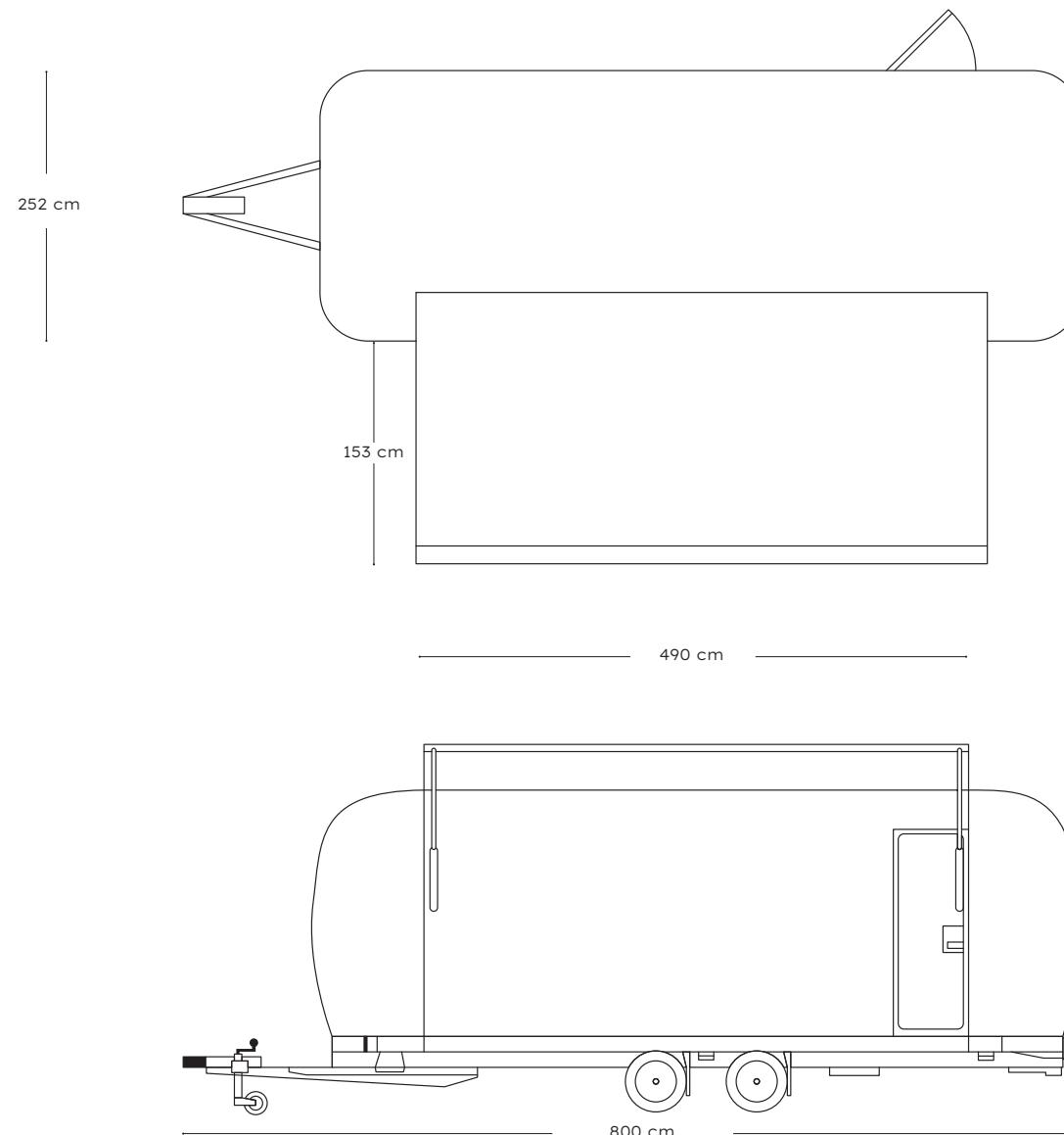
SHOWSTREAM XL

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowStream XL
Manufacturing	European
License	BE license
Dimensions	L: 8 m - W: 2.55 m - H: 3.20 m
Surface	Interior surface area: 20 m ²
Floor	Ultra-resistant floor
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Sound system on request
TV	TV on request
Doors	Large side opening + service door
Stair	Large side staircase
Customization	Can be painted or fully decorated (adhesive)
Assembly	Quick assembly: 20 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decoration Outdoor sound system Outdoor lighting





SHOWWHEELS

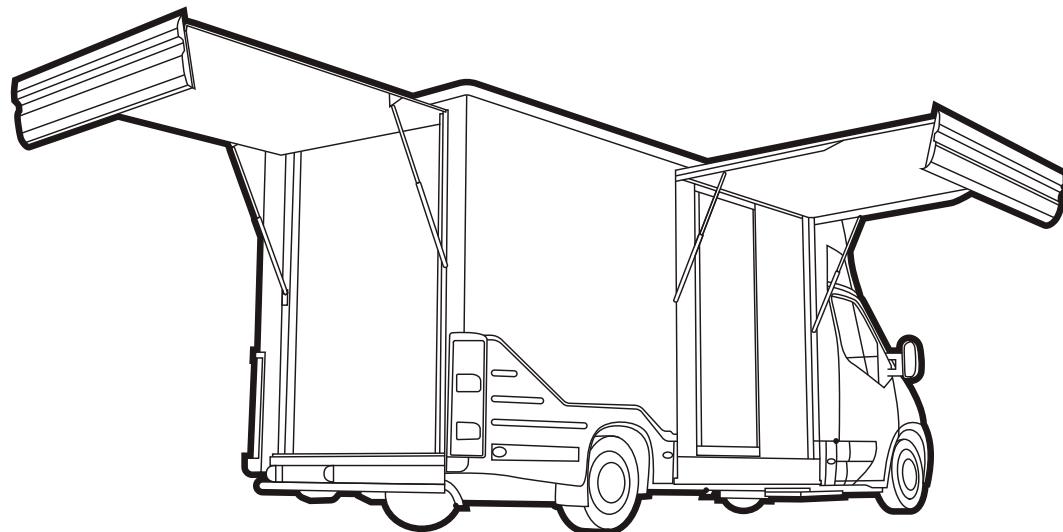
THE ROADSHOW GOES ANYWHERE



B license
"Self-drive"

9 M²

Managed entirely independently by brands, ShowWheels is the ambassador for face-to-face brand/customer interactions. A small, compact showroom that's big on agility. Available for self-drive, it allows you to optimize your opportunities for customer encounters.



9 m²



Setup : 15 minutes / 1 person



TV on request



Integrated sound system



Self-drive rental / Class B driver's license



9m² of usable space

Micro ShowRoom for maximum impact !

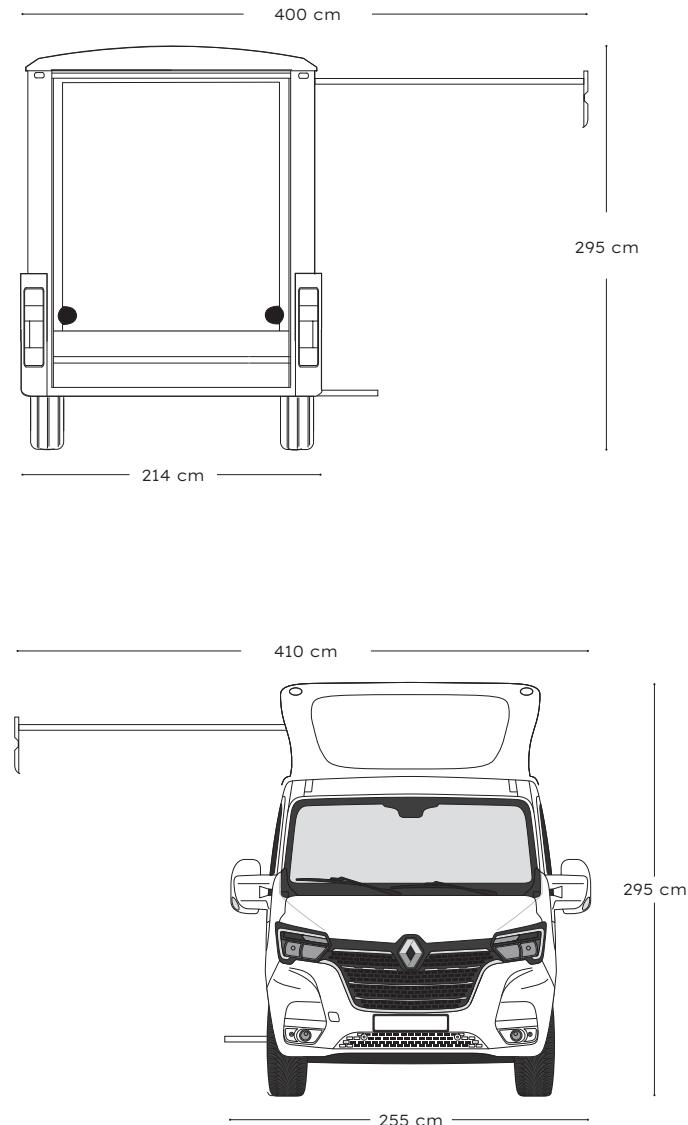
An intimate experience for your customers, offered with simplicity and efficiency.

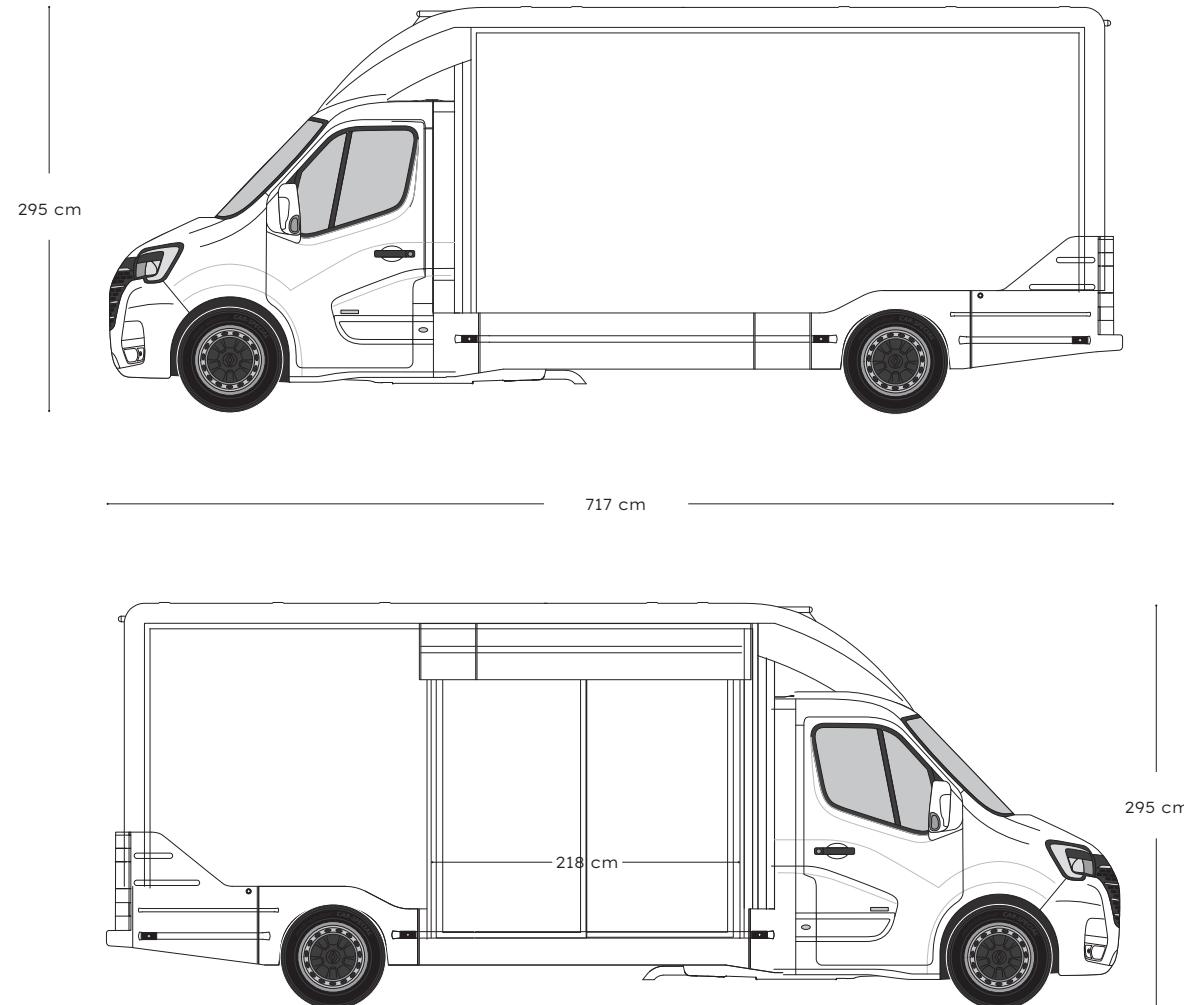
SHOWWHEELS

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowWheels
Manufacturing	European
License	Self-drive rental - Class B license
Dimensions	Open: L: 6.50 m - W: 4 m - H: 2.20 m / Closed: L: 6.50 m - W: 2.20 m - H: 2.20 m
Surface	Interior surface area: 10 m ²
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Built-in TV
AirCo - Heating	Integrated air conditioning and heating system
Windows	Panoramic windows
Stair	Rear staircase
Extras	Automatic leveling with jacks
Customization	Can be painted or fully decorated (adhesive)
Assembly	Quick assembly: 15 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decoration Outdoor sound system Outdoor lighting



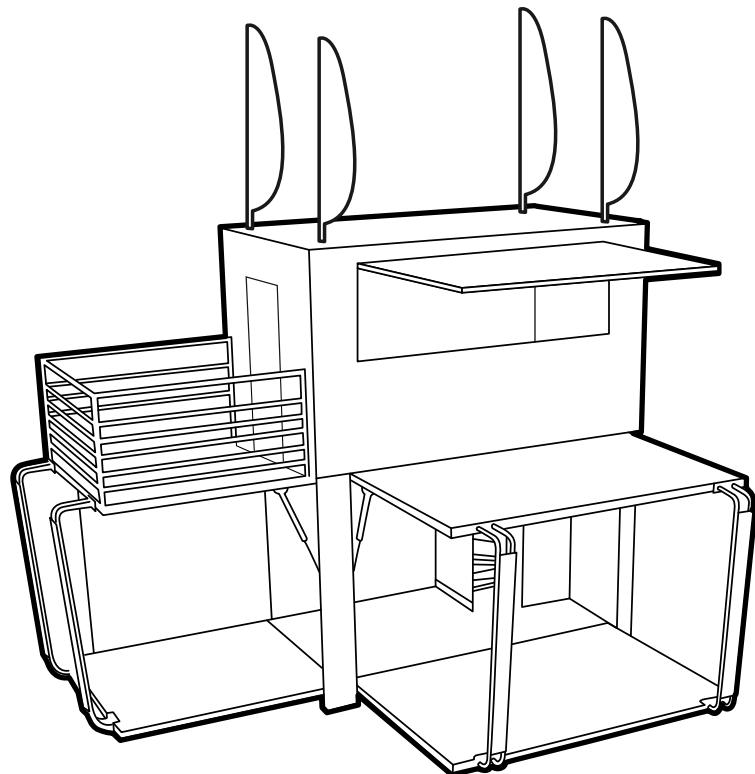


CUBEBOX

GAIN HEIGHT

**WORLD
EXCLUSIVE**

24 M²
+ 14 M² TERRACE



The CubeBox takes you higher... A versatile RoadShow structure that unfolds on the ground with additional space upstairs and, on some models, a terrace.

Modular and easily transportable on a trailer, it offers an adaptable space solution for all your needs.

- ◆ **24m² + 14m² floor & terrace**
- ◆ **Setup : 40 minutes / 1 person**
- ◆ **Integrated sound system**
- ◆ **Built-in TV**
- ◆ **Built-in refrigerator**
- ◆ **BE license -3,500 kg**
- ◆ **- Double floor & terrace depending on model - Reusable interior and exterior fabric visuals - Choup's **worldwide** exclusive!**

38 m² of usable space

Its charisma imposes its presence with pride. Its modular and functional space adapts to all circumstances.



CUBE BOX

PROJECTS

SUZUKI

Experience Tour





TARMAC
Festivals

CUBE BOX

PROJECTS

SUZUKI

Alpine Adventures



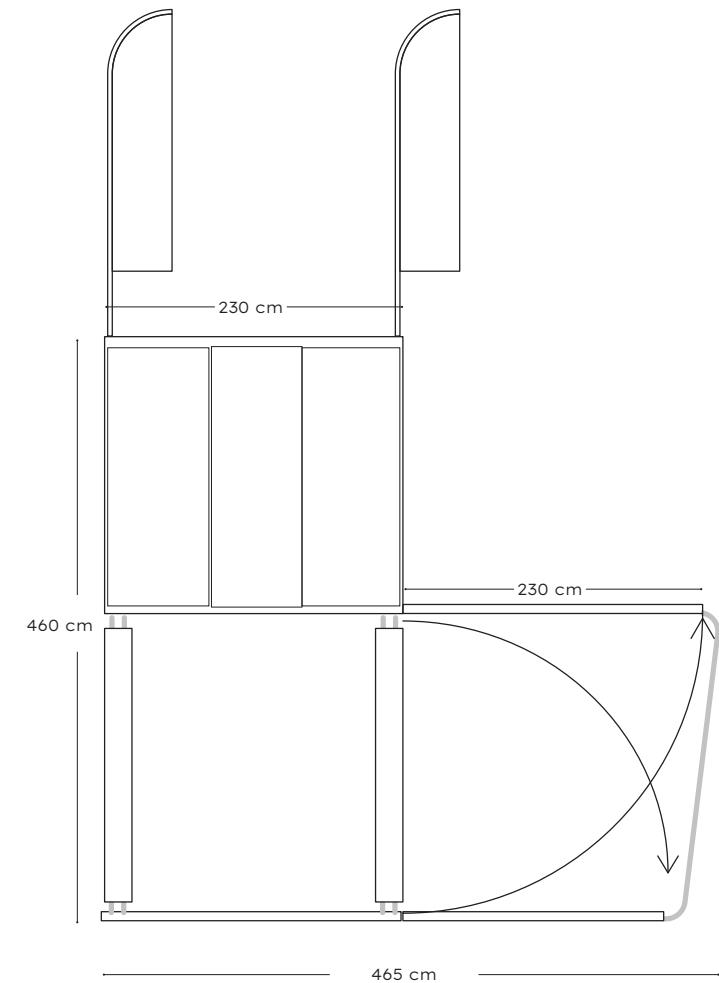


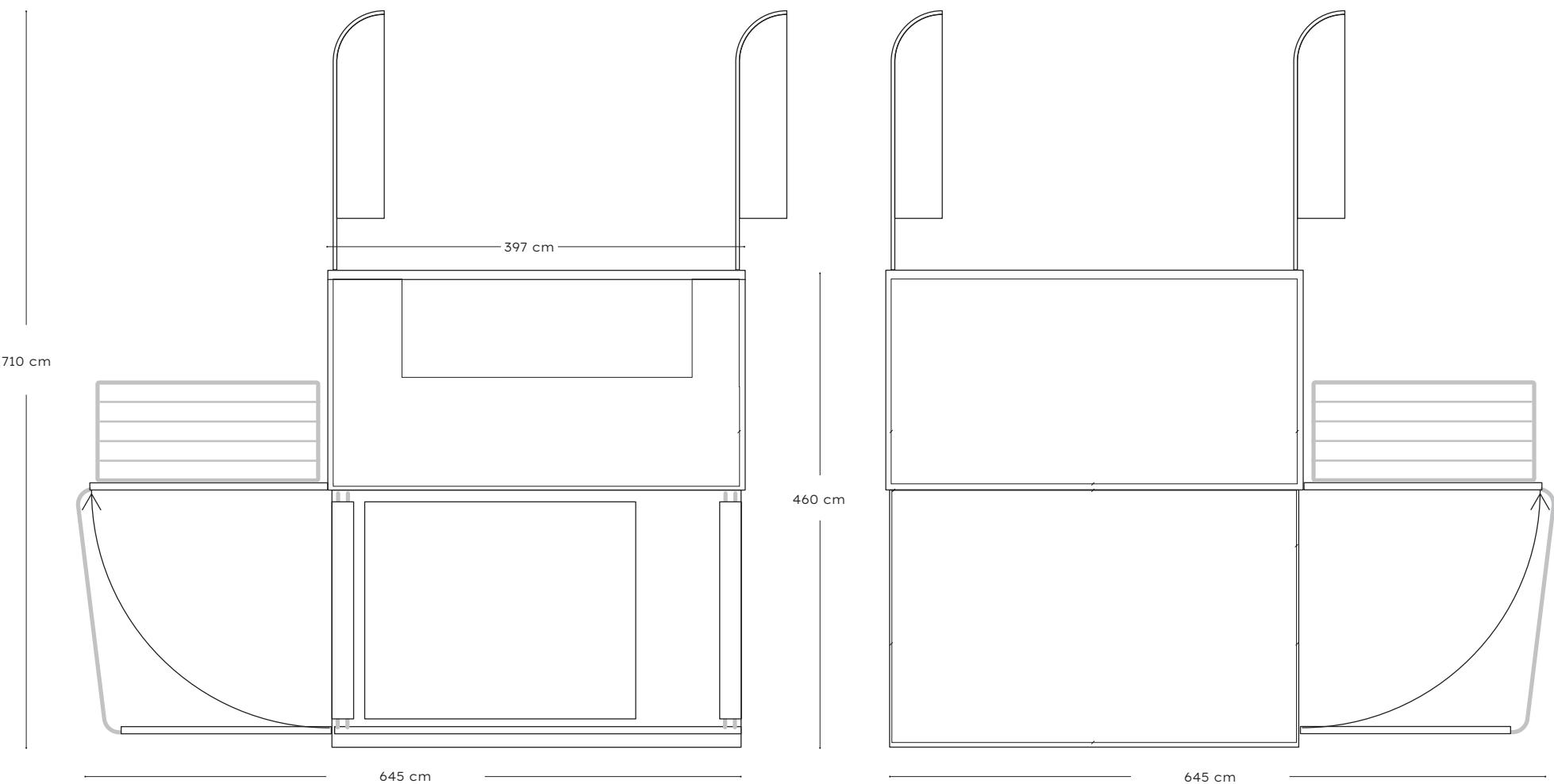
CUBEBOX

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The CubeBox
Manufacturing	European
Dimensions	L: 6.45 m - W: 4.65 m - H: 4.60 m
Surface	Ground floor area: 24 m ² + first floor 14 m ² Upper floor interior surface area: 9.2 m ² Upper floor terrace area: 4.6 m ²
Explanation	Structure placed on the ground
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Built-in TV
Stair	Spiral staircase
Extras	Facade canopy on the floor + removable guardrails (visible guardrails or panels) Depending on the model, with refrigerator and coffee machine
Customization	Can be painted or fully decorated (adhesive) Frame for reusable interior display (2 x 4 m stretched fabric ²) Frame for reusable exterior display (2 x stretched fabric 8 m ²) 4 x flag holders on the roof
Assembly	Quick assembly: 40 mins / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting



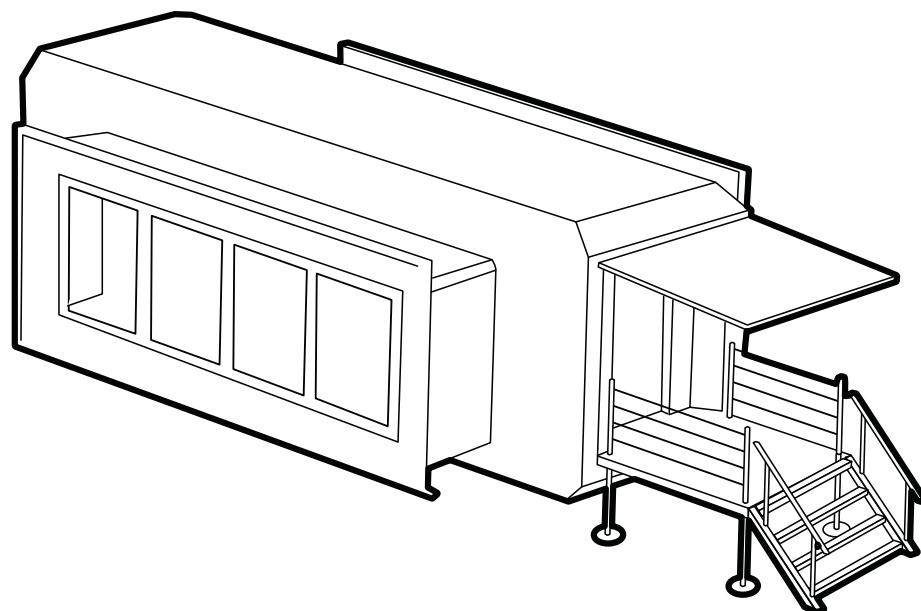


WELCOME TRAILER

IT HAS EVERYTHING A BIG ONE HAS

Flexible use

30 M²



The WelcomeTrailer is an invitation to share a powerful brand experience. Its large size, expansive windows, and terrace access offer exceptional exposure for a light vehicle.



30 m²



Setup : 20 minutes / 1 person



Air conditioning & heating



Integrated sound system



Built-in TV



30m² of usable space

Its XXL surface area makes the WelcomeTrailer the largest RoadShow unit in the light vehicle range. Entering any city is a breeze thanks to its BE license category.

WELCOME TRAILER

IT HAS EVERYTHING A BIG ONE HAS



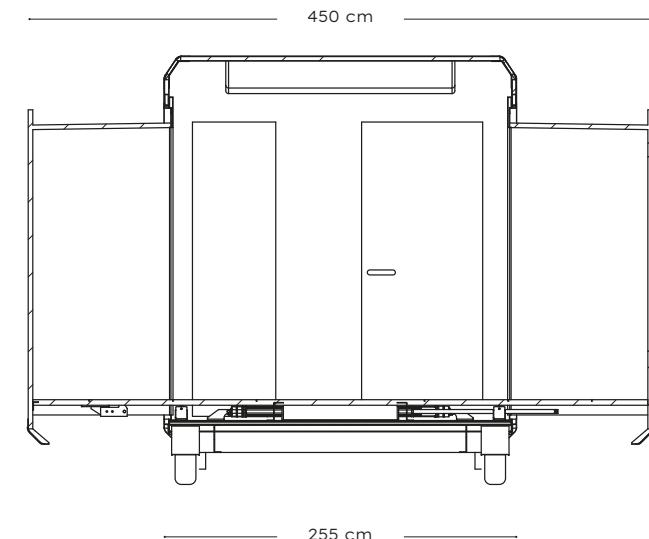


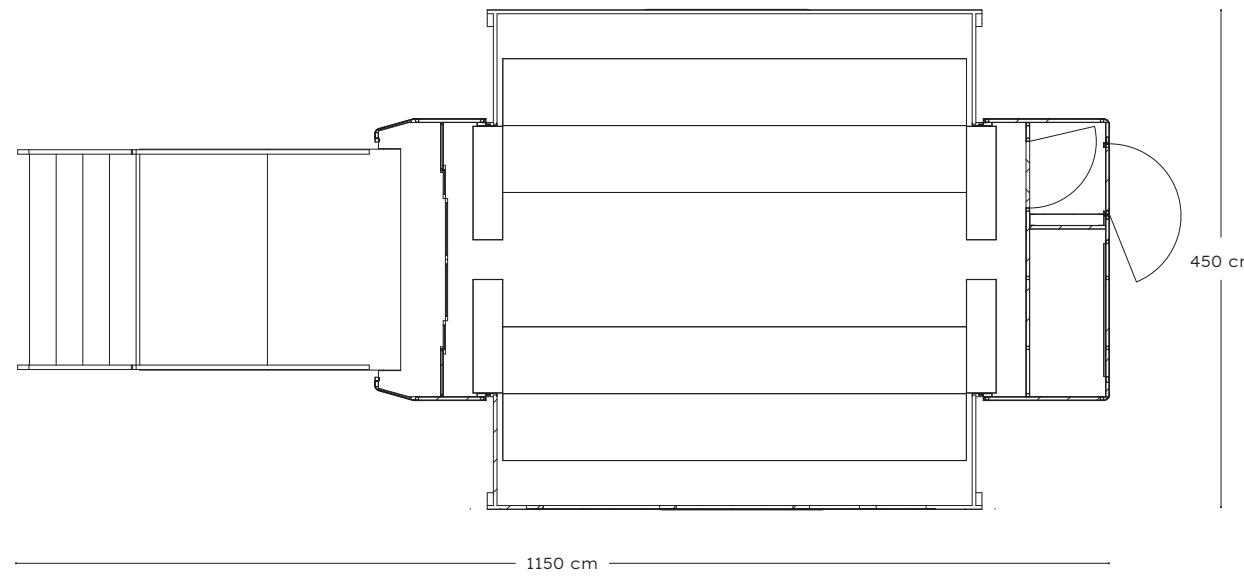
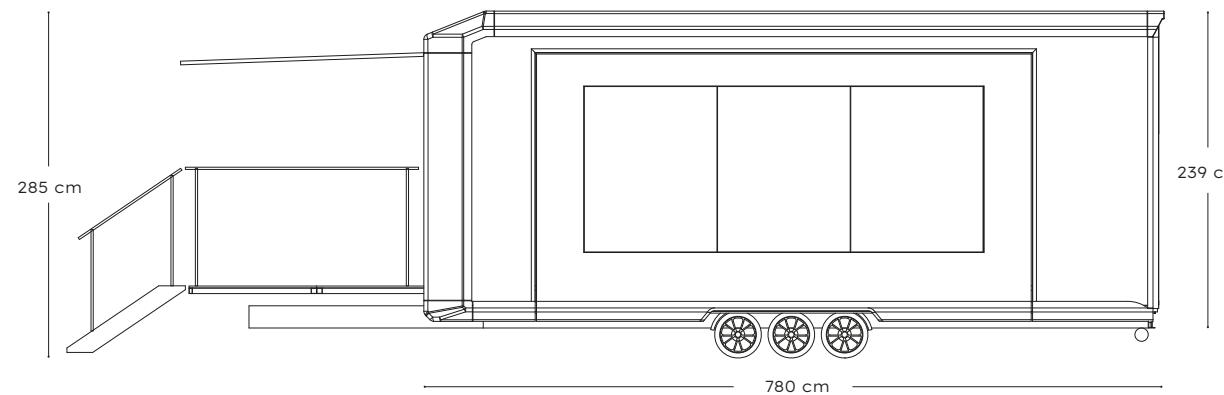
WELCOME TRAILER

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The WelcomeTrailer
Manufacturing	European
License	BE license
Dimensions	L: 11.5 m - W: 2.55 m - H: 2.85 m
Surface	Interior surface area: 27 m ²
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Sound system
TV	Built-in TV
AirCo - heating	Integrated air conditioning and heating system
Windows	Panoramic windows
Double glazing	Double glazing
Doors	Automatic doors
Stair	Removable staircase (3 directions)
Customization	Can be painted or fully decorated (adhesive)
Assembly	Quick assembly: 20 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decoration Outdoor sound system Outdoor lighting



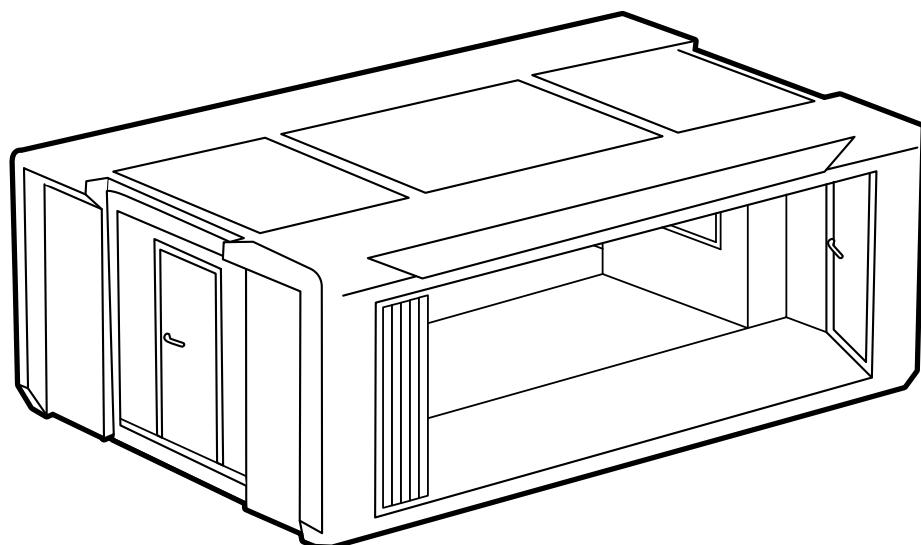


SHOWBOX

INTERMEDIATE SIZE

Wide opening

35 M²



The ShowBox structure is perfectly suited in terms volume and presentation. With its 35m², it offers an incredible operating surface. It is easy to access as it is placed on the ground and only one step is needed to access it. Its large front bay window provides a , allowing visitors to fully discover the products displayed inside.



35 m²



Setup : 30 minutes / 1 person



Air conditioning & heating



Integrated sound system



Built-in TV



Accordion-style bay window opening

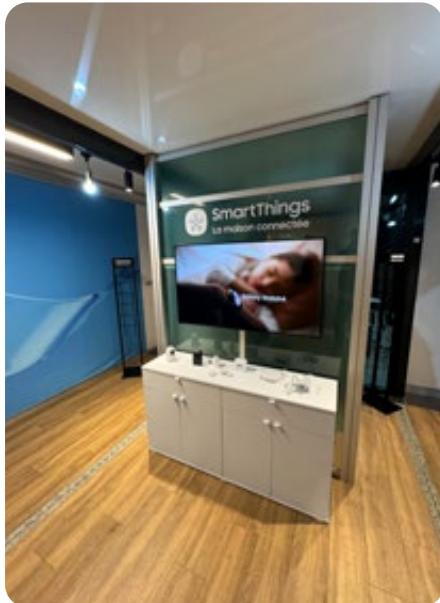


35 m² of usable space

Its design and proximity offer an incredible, immersive, and personalized brand experience, creating a memorable impact on visitors.

SHOWBOX

PROJECTS



SAMSUNG

Agency: Marquetis Agency



CITROËN

World premiere - C3 Tour

Agency: AMI

◆ 68



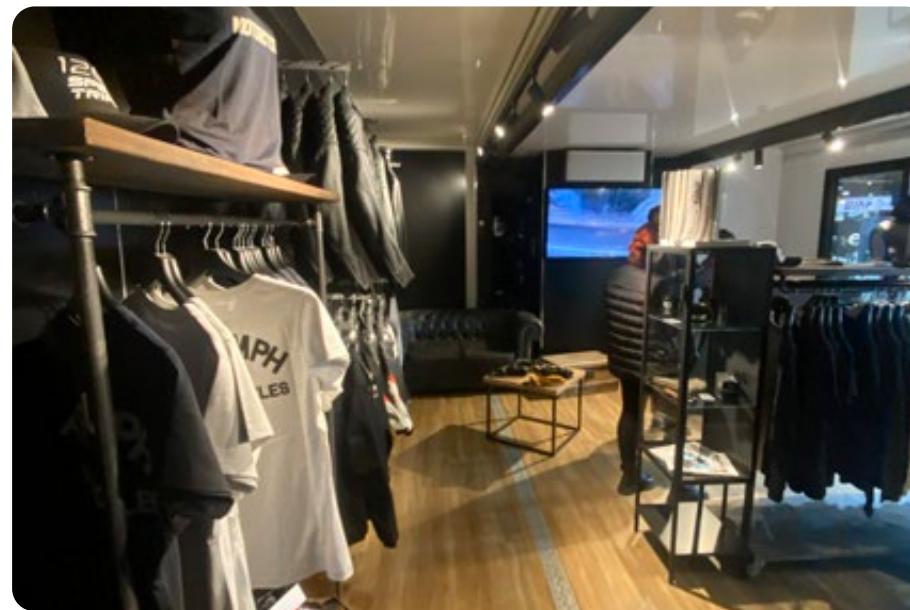
SHOWBOX

PROJECTS



BELOT
Ronquières Festival





TRIUMPH

Two-Wheel Show - Lyon

SHOWBOX

PROJECTS

BYD

Nieuwpoort Beach Festival

Agency: Folks





NOSTALGIE

Nostalgie MagicTour

SHOWBOX

PROJECTS





OLYMPIC GAMES

Olympic Torch Relay - France TV

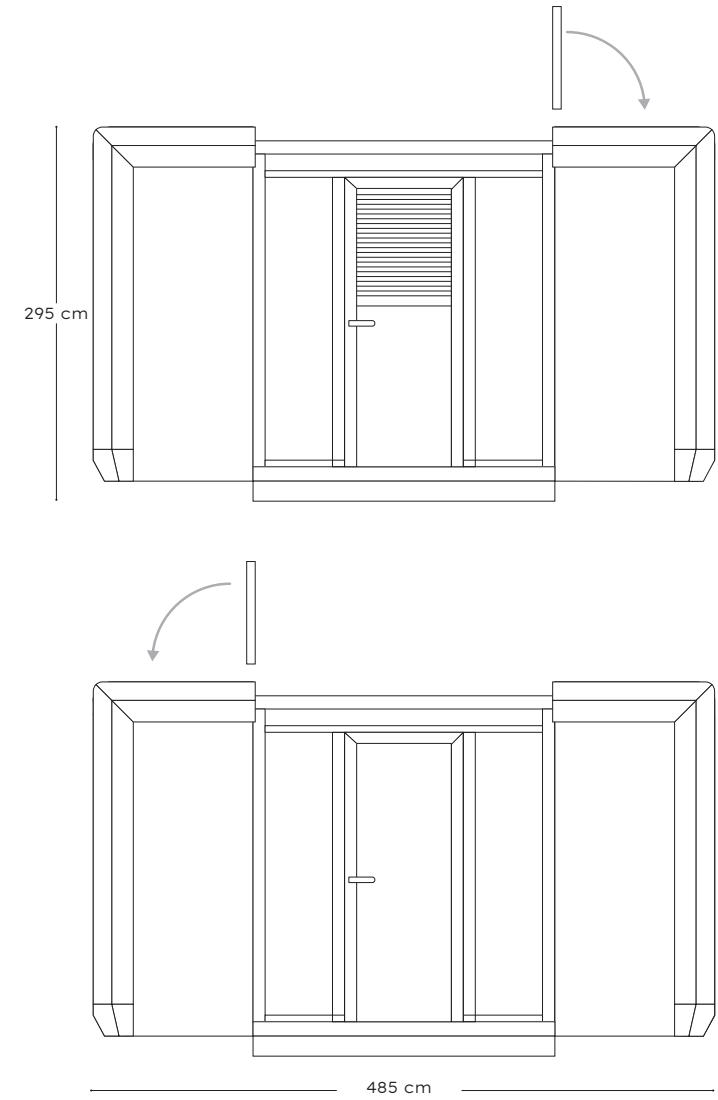
Agency: ØCONNECTION

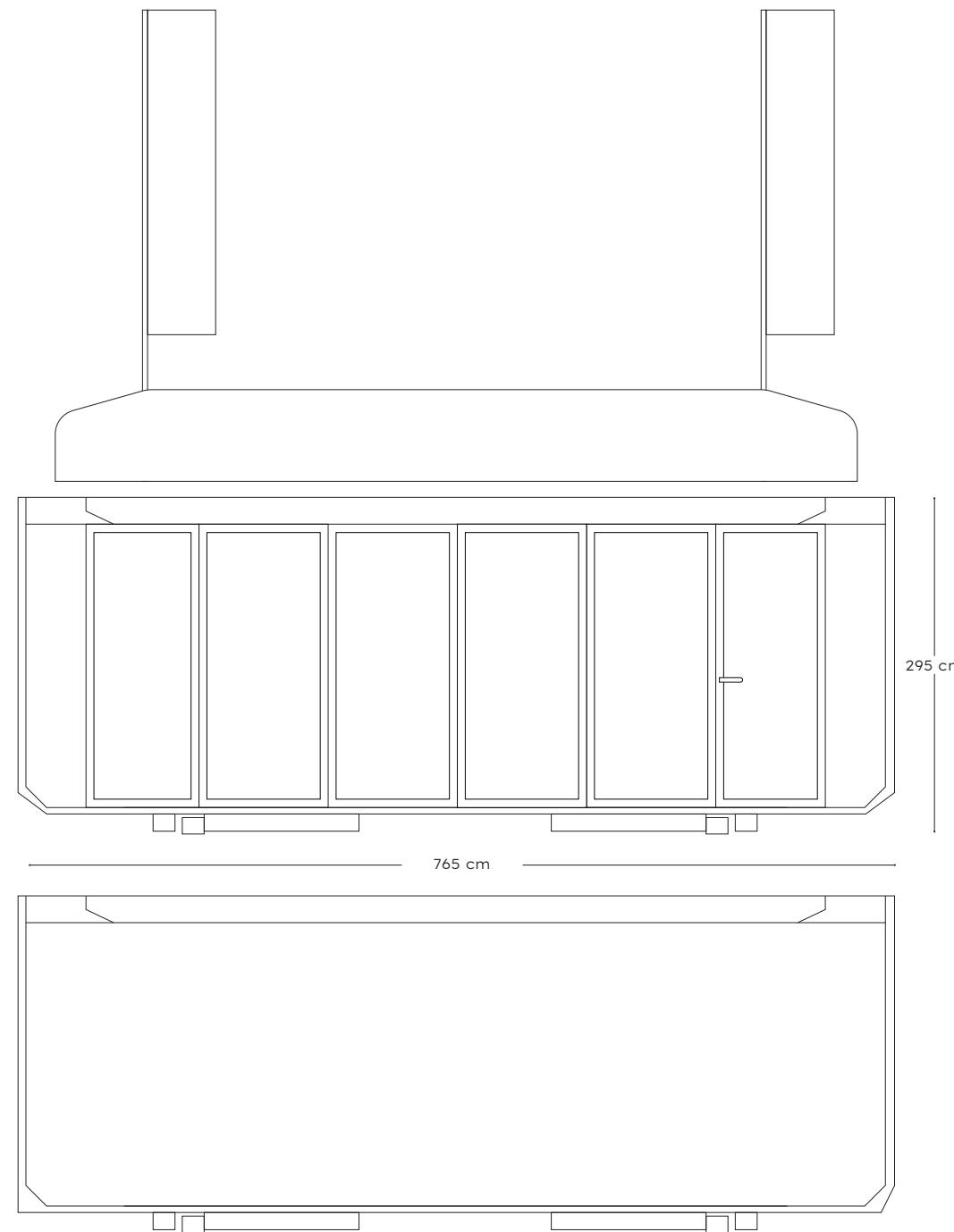
SHOWBOX

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowBox
Manufacturing	European
Dimensions	L: 25.5 ft - W: 15.9 ft - H: 9.3 ft (open)
Surface	Interior surface area: 35 m ²
Explanation	Structure placed on the ground
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Built-in TV
AirCo - Heating	Integrated air conditioning and heating system
Windows	Accordion windows on the front, including 1 door
Double glazing	Double glazing
Doors	Additional access doors (left side)
Customization	Can be painted or fully decorated (adhesive) Interior back wall with frame for large reusable display (15.5 m stretched fabric ²)
Assembly	Quick assembly: 40 mins / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting



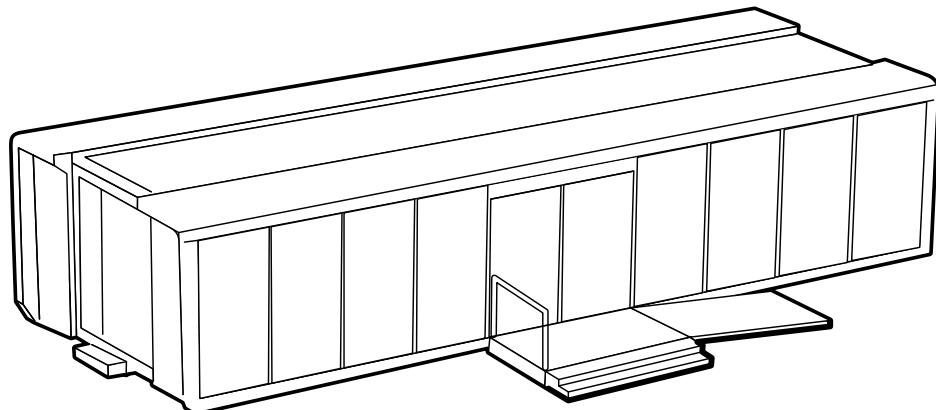


SHOWROOM

LIKE A CASE PROTECTING A PEARL

Direct access

62 M²



The ShowRoom structure offers a surface area of 62m² allowing brands to have a space that reflects their identity, where they can connect with their audience, just like a real point of sale.

Its design and ease of access give it undeniable advantages, including the possibility of driving a vehicle inside.



62 m²



Setup : 40 minutes / 1 person



Air conditioning & heating



Integrated sound system



Built-in TV



- Access and floor fixings for presentation / car transport, etc.
- Access platform + PRM ramp



62 m² of usable space

The Showroom is equipped with an interior hanging system that allows secure a car or any other load for an entire delivery route without having to unload it.

DACIA

Bigster Tour

Agency: DDMC

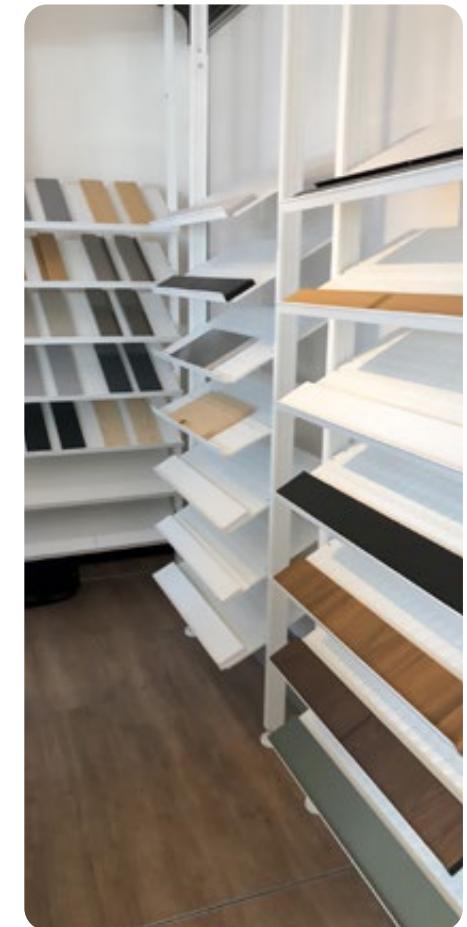
SHOWROOM

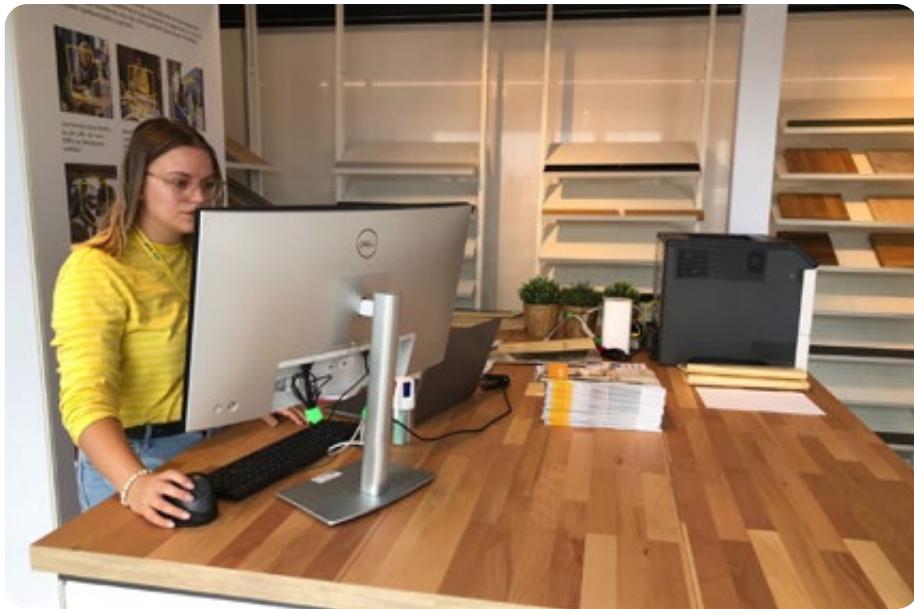
PROJECTS



IKEA

Agency: UBI / Panenka





SHOWROOM

PROJECTS

IVECO

Le Mans

FIA - European Truck Racing Championship

Agency: Marquetis Agency





CHAGEE
Paris Olympic Games
St-Lazare Station
Agency: Brainsonic



SHOWROOM

PROJECTS



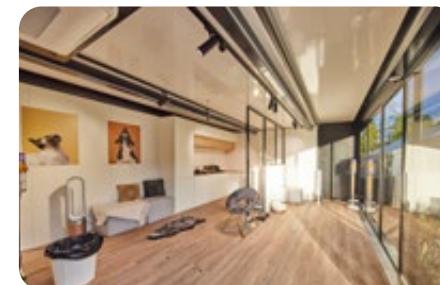
PEUGEOT SPORT

WEC - Spa Francorchamps Agency: Folks





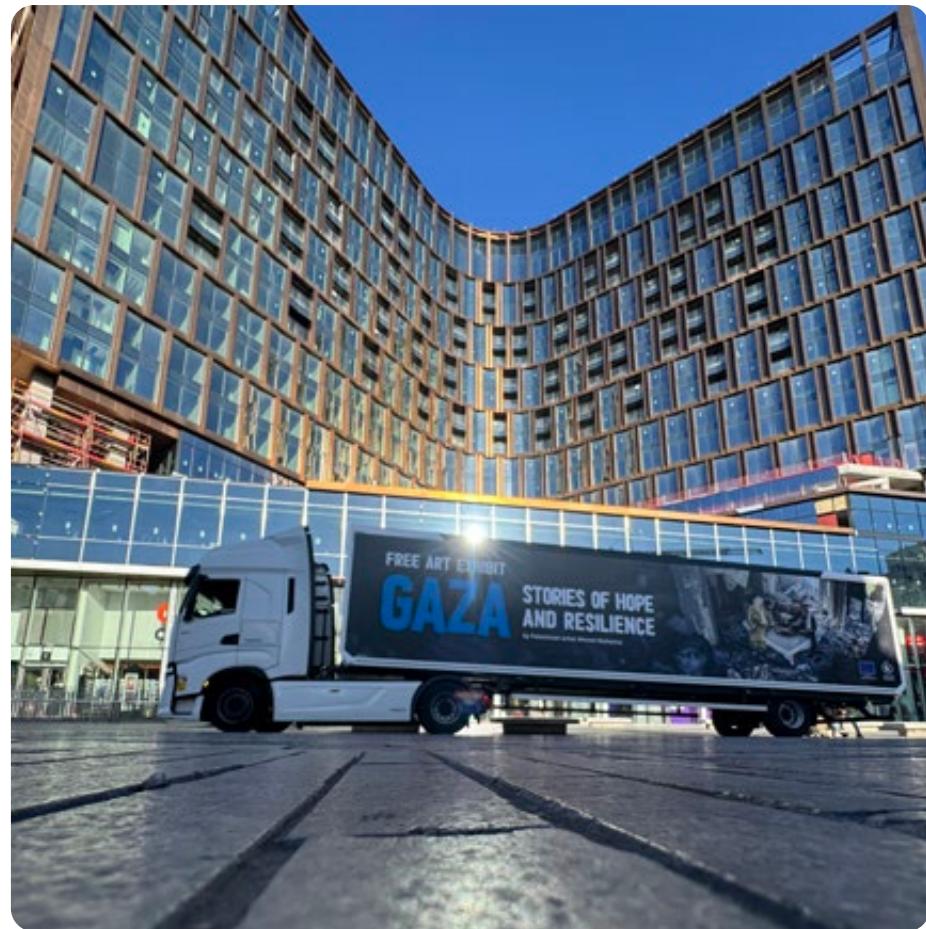
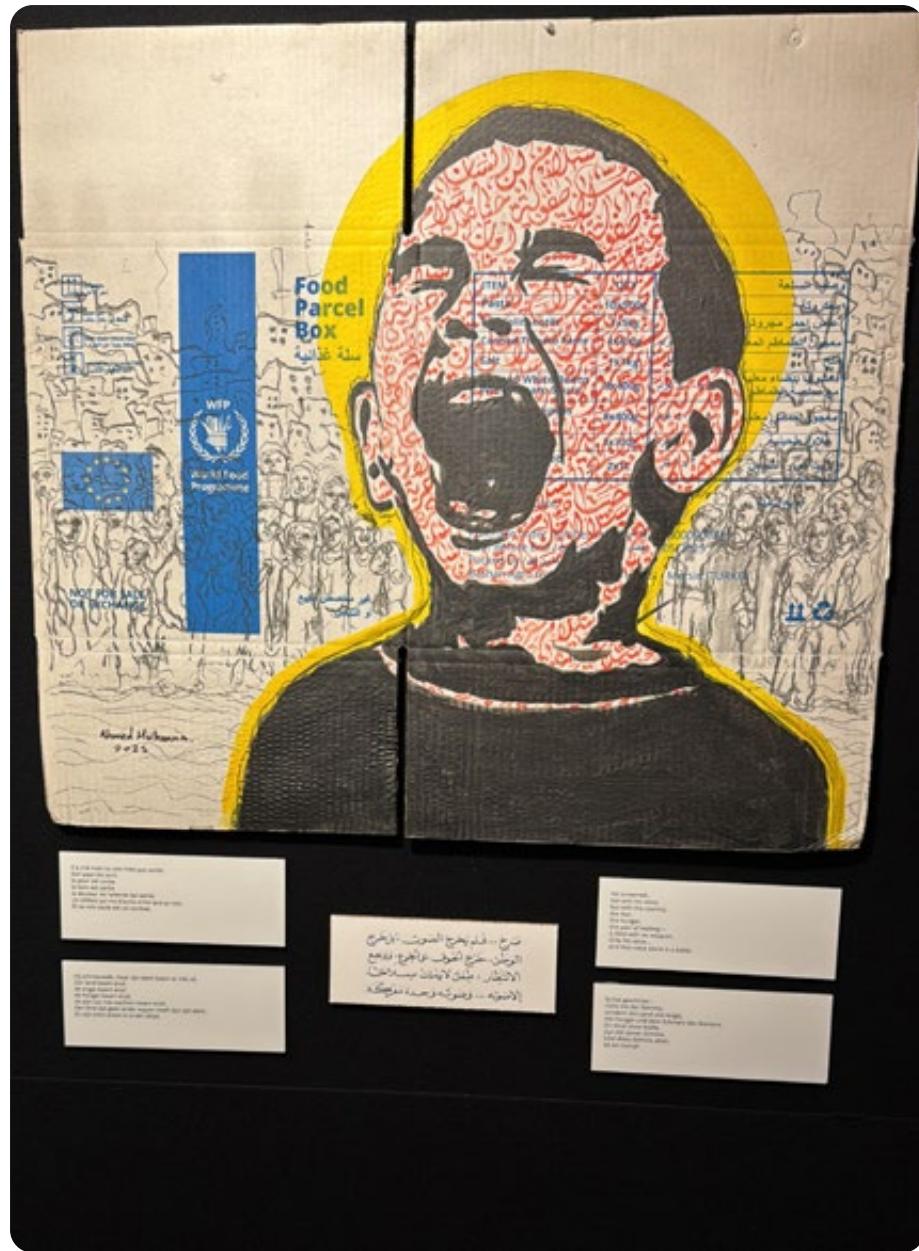
DYSON
Animal Expo Paris
Agency: FUGU



SHOWROOM

PROJECTS





UNITED NATIONS

Gaza Exhibition

Agency: Clip Expo

SHOWROOM

PROJECTS

INTUIS

Experience Lab





ALPINE

Agency : LAB Services



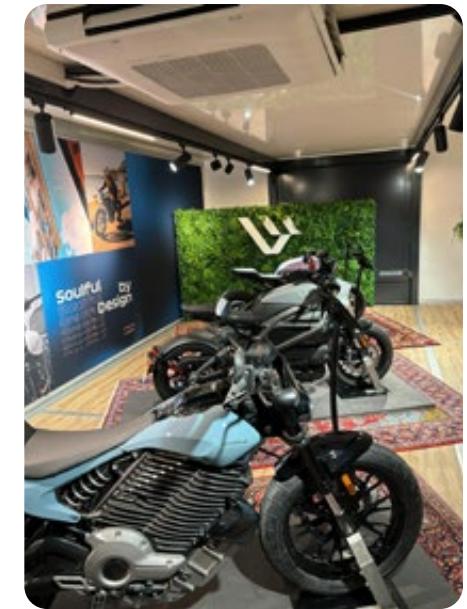
SHOWROOM

PROJECTS

STANDARD DE LIÈGE

Fan Day





LIVEWIRE

Two-Wheel Show - Lyon

SHOWROOM

PROJECTS



AUDI DRIVING EXPERIENCE

Agency: Oreca Events





SHOWROOM

PROJECTS



APRILIA

Moto GP Championship 2025

Agency: KOBA Group

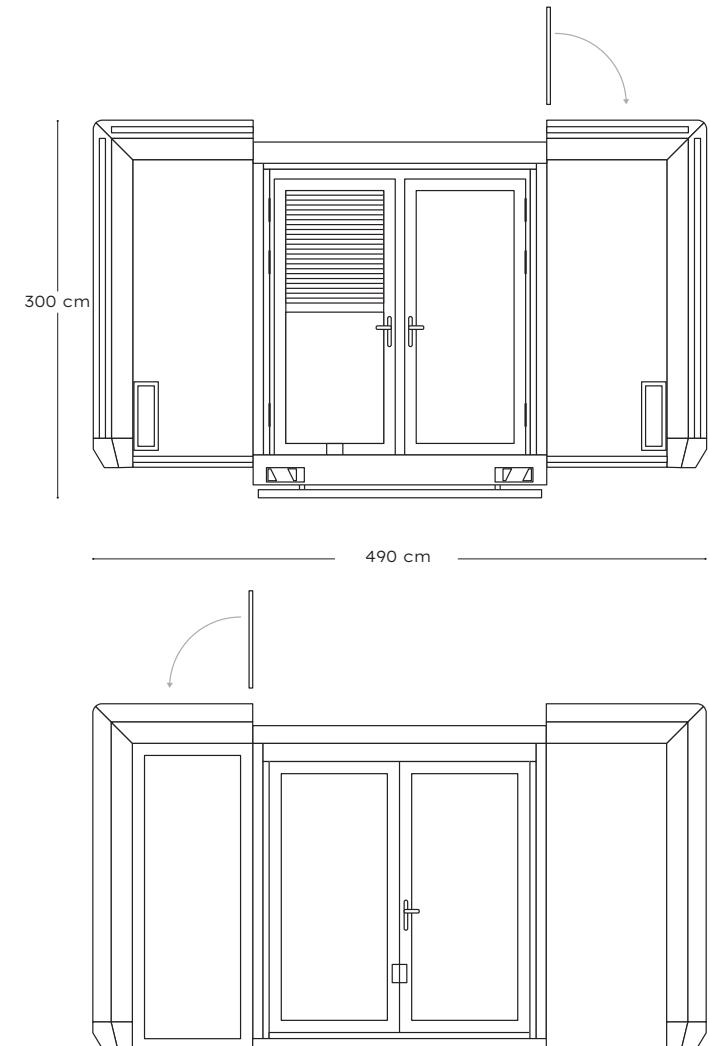


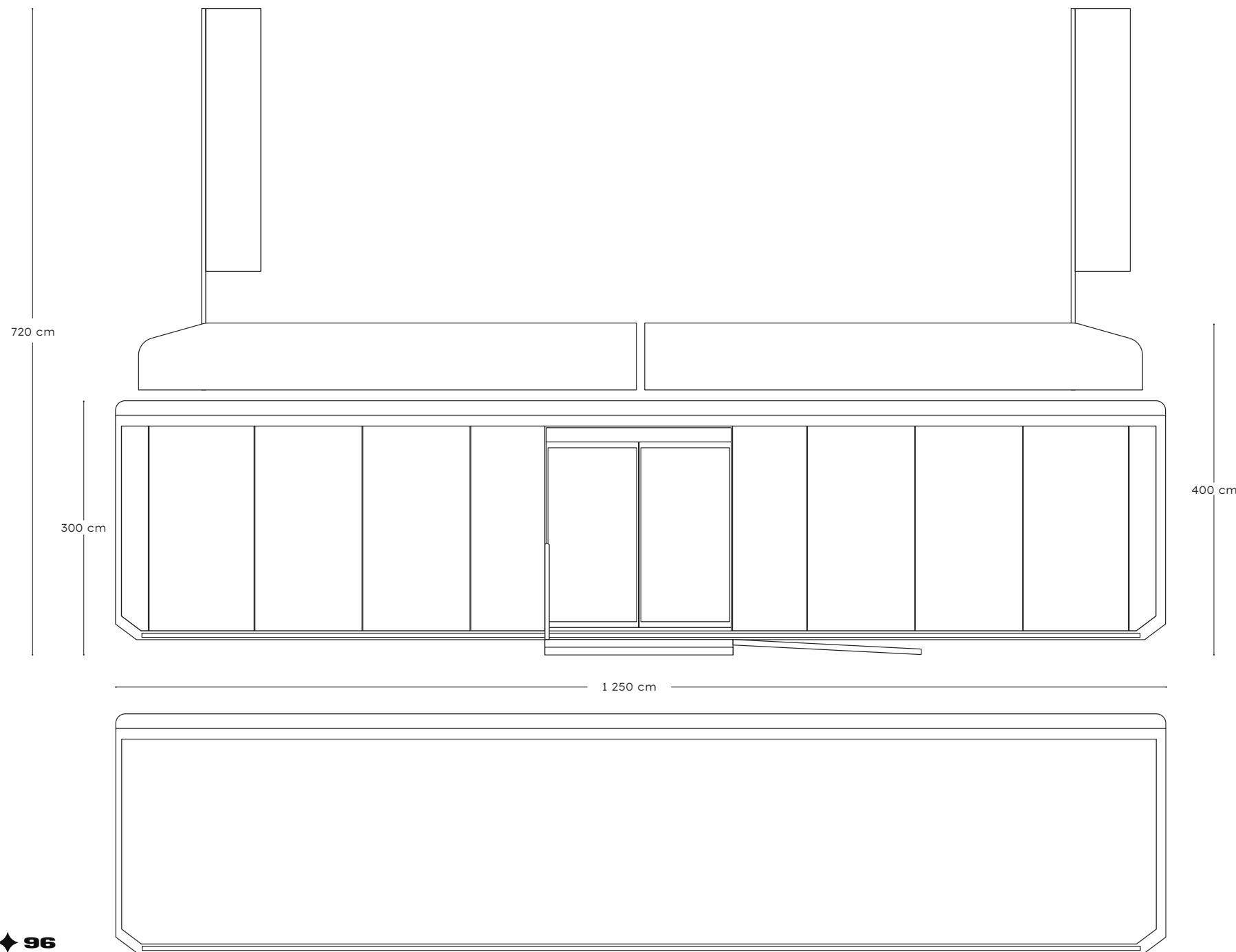
SHOWROOM

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The Showroom
Manufacturing	European
Dimensions	L: 12.50 m - W: 4.90 m - H: 3.00 m (floor height 20 cm)
Surface	Interior surface area: 62 m ²
Explanation	Semi-trailer placed on the ground
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Samsung 65" (or without on request)
AirCo - Heating	Integrated air conditioning and heating system
Windows	Fully glazed front with double electric doors
Double glazing	Partial double glazing
Doors	Left and right side access doors depending on model Right side garage door
Extras	Access and floor fixings for car display/transport
Customization	Can be painted or fully decorated (adhesive) Interior back wall with frames for large reusable visuals (28 m ² stretched fabric ²)
Assembly	Quick assembly: 40 mins / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting



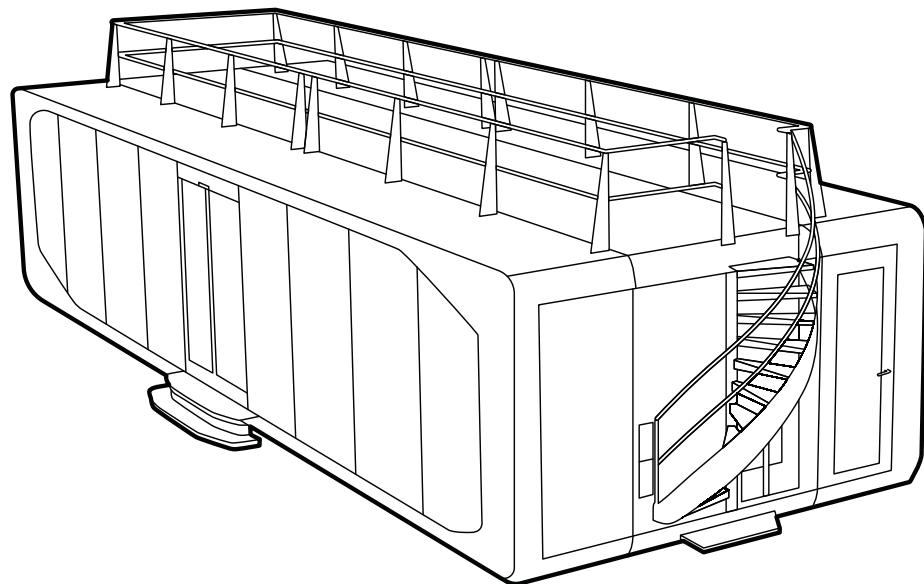


SHOWROOM XL

ALL-IN-ONE + ROOFTOP TERRACE

Exclusive

65 m²
+ 30 m² TERRACE



A bold design, accessible rooftop terrace accessible from both inside and outside, large windows on all four sides, large front entrance, will make the ShowRoom XL the benchmark for extended solutions.

The ShowRoom XL is the complete comfort package with perfect insulation and underfloor heating.

- 65m² + 30m² terrace
- Setup : 60 mins / 1 person
- Air conditioning & heating
- Integrated sound system
- Built-in TV
- 2 fully glazed facades (other configurations available on request)



95 m² of usable space

Take advantage of the height at your events and meet your customers in a premium space.

INTERSPORT

SportTour

Agency: SportPack

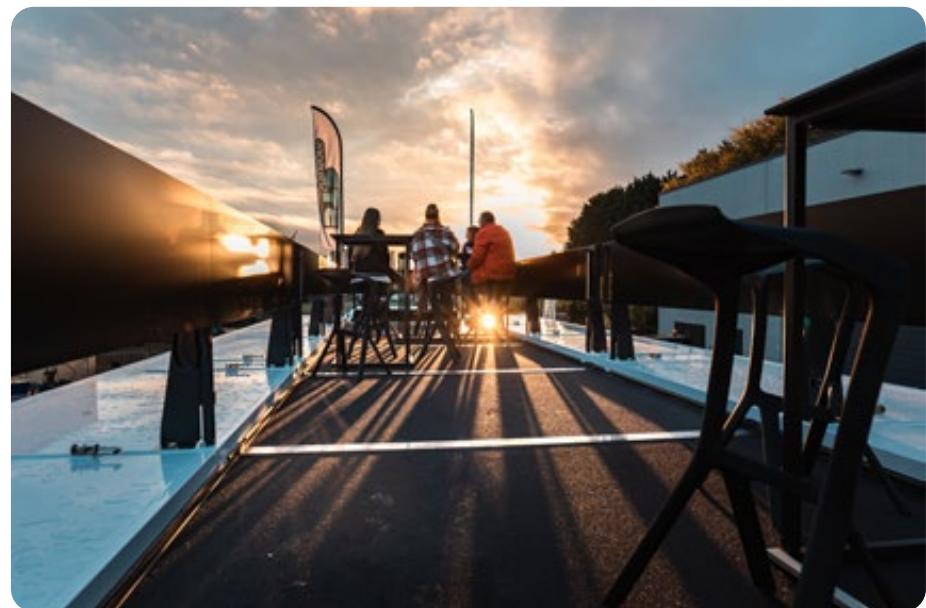
SHOWROOM XL

PROJECTS

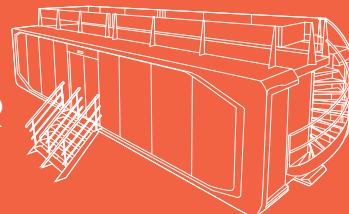
SUNWARD

BTP Solutions



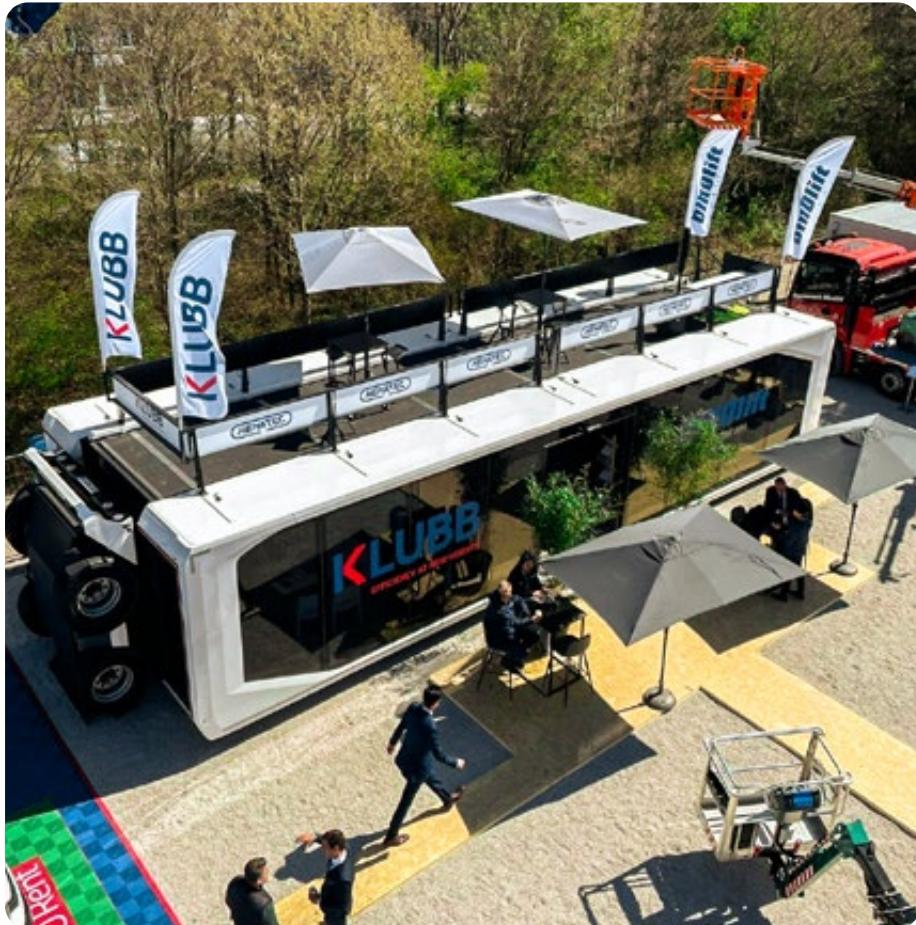


Can be set up in
**SHOWTRAILER
ROOFTOP XL!**



SHOWROOM XL

PROJECTS



KLUBB

Bauma





6 HOURS OF CLASSIC SPA

ROADBOOK Merchandising
x Choup's



SHOWROOM XL

PROJECTS



INTERSPORT

SportTour

Agency: SportPack



MICHELIN

Mountain Bike World Championships

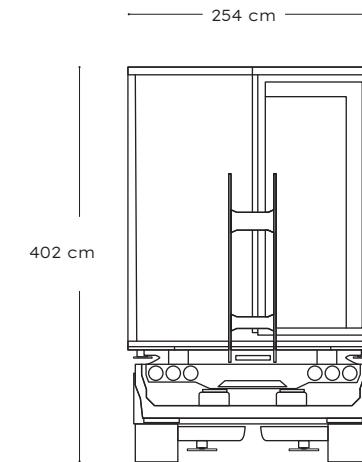
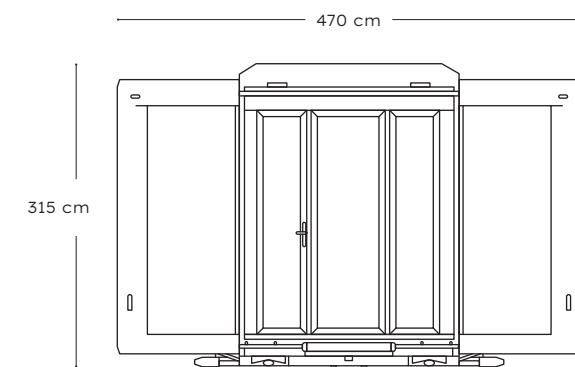
Agency: IEVENT

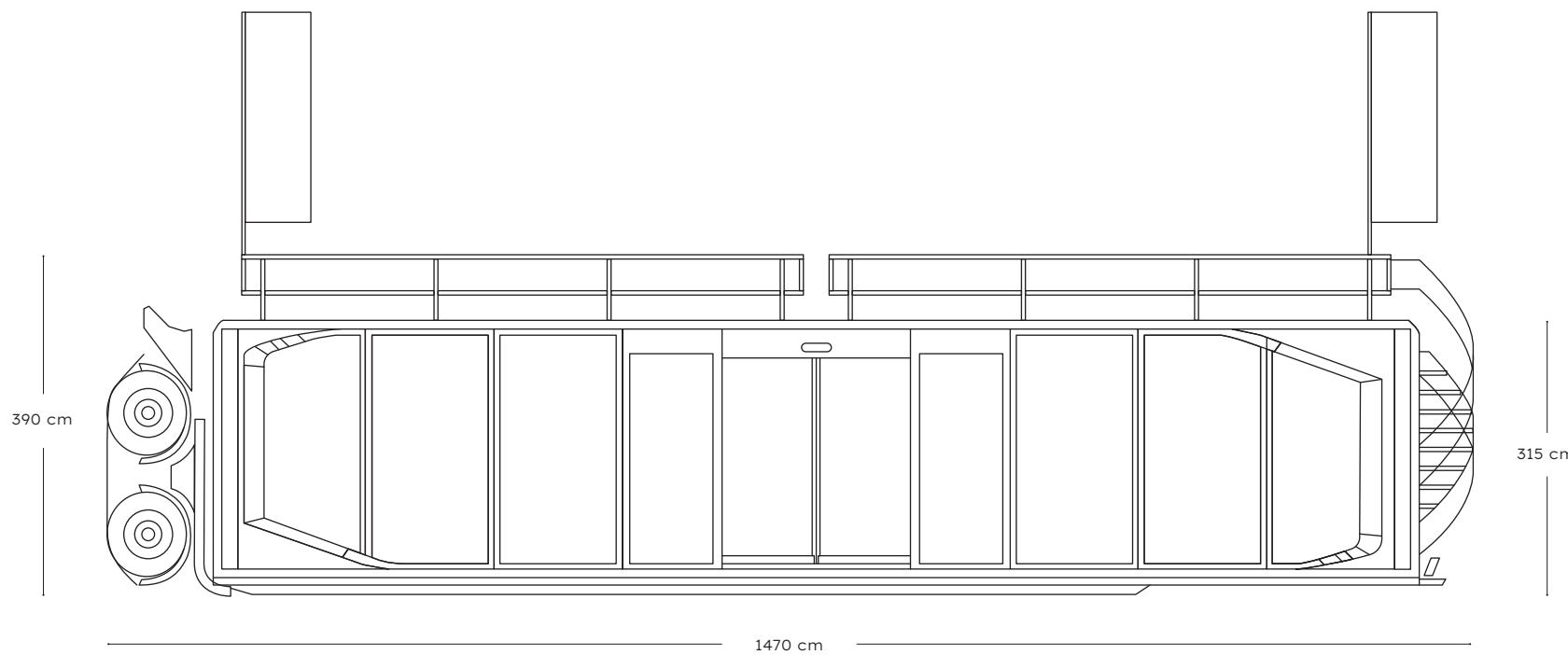
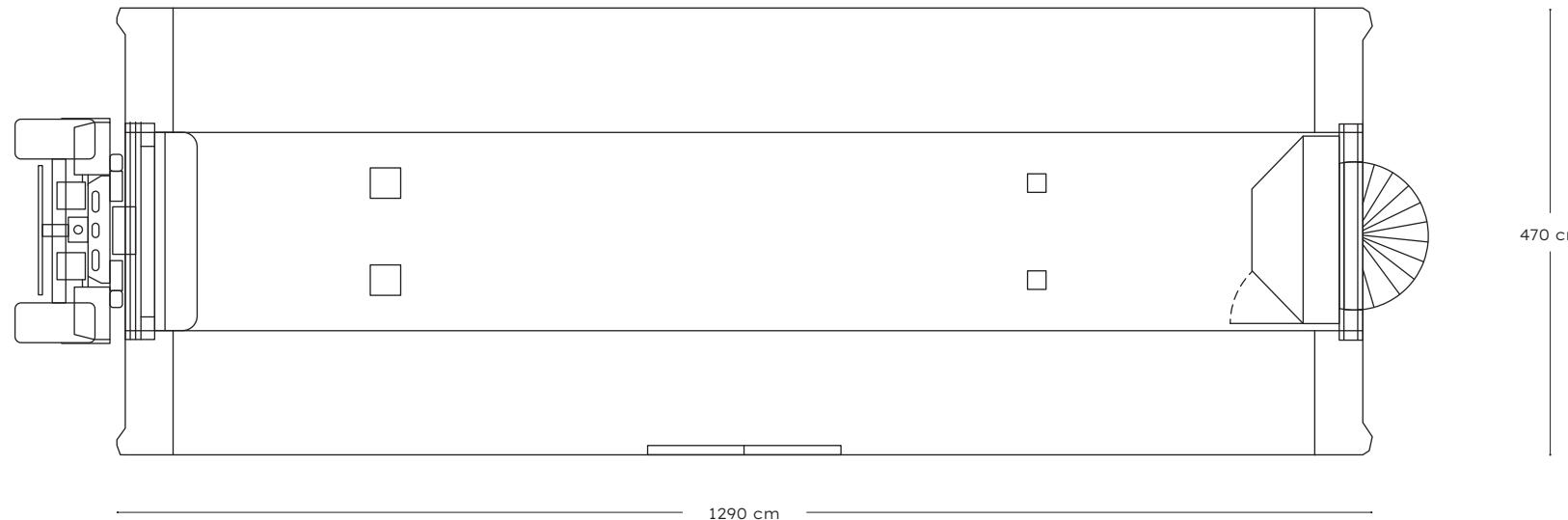
SHOWROOM XL

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The XL Showroom
Manufacturing	European
Dimensions	L: 14.70 m - W: 4.70 m - H: 3.15 m (floor height 20 cm)
Surface	Interior surface area, ground floor: 65 m ² Upper floor terrace area: 30 m ²
Explanation	Semi-trailer placed on the ground
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Samsung 65" (or without on request)
AirCo - Heating	Integrated air conditioning and heating system
Windows	2 fully glazed facades with double access doors and 6 m opening
Double glazing	Double glazing
Doors	Double access door on one side and 6 m opening on the other side
Stair	Spiral staircase with internal/external access to the terrace
Extras	Storage unit (space for coffee machine, refrigerator, free space)
Customization	Can be painted or fully decorated (adhesive) Back wall with frame for large reusable visual display (30m ² stretched fabric)
Assembly	Quick assembly: 40 mins / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting





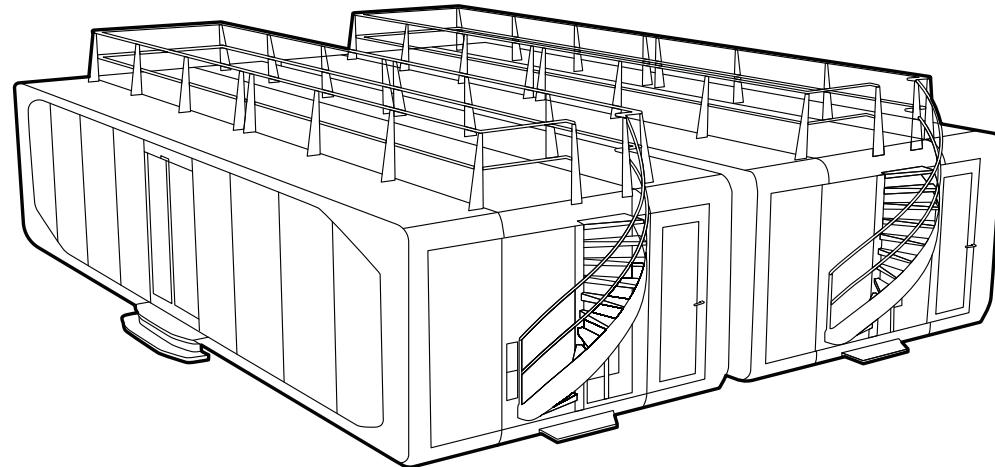
SHOWROOM XXL

THE SACRED MONSTER

Unique in Europe

Mega structure

130 M²
60 M² OF TERRACE

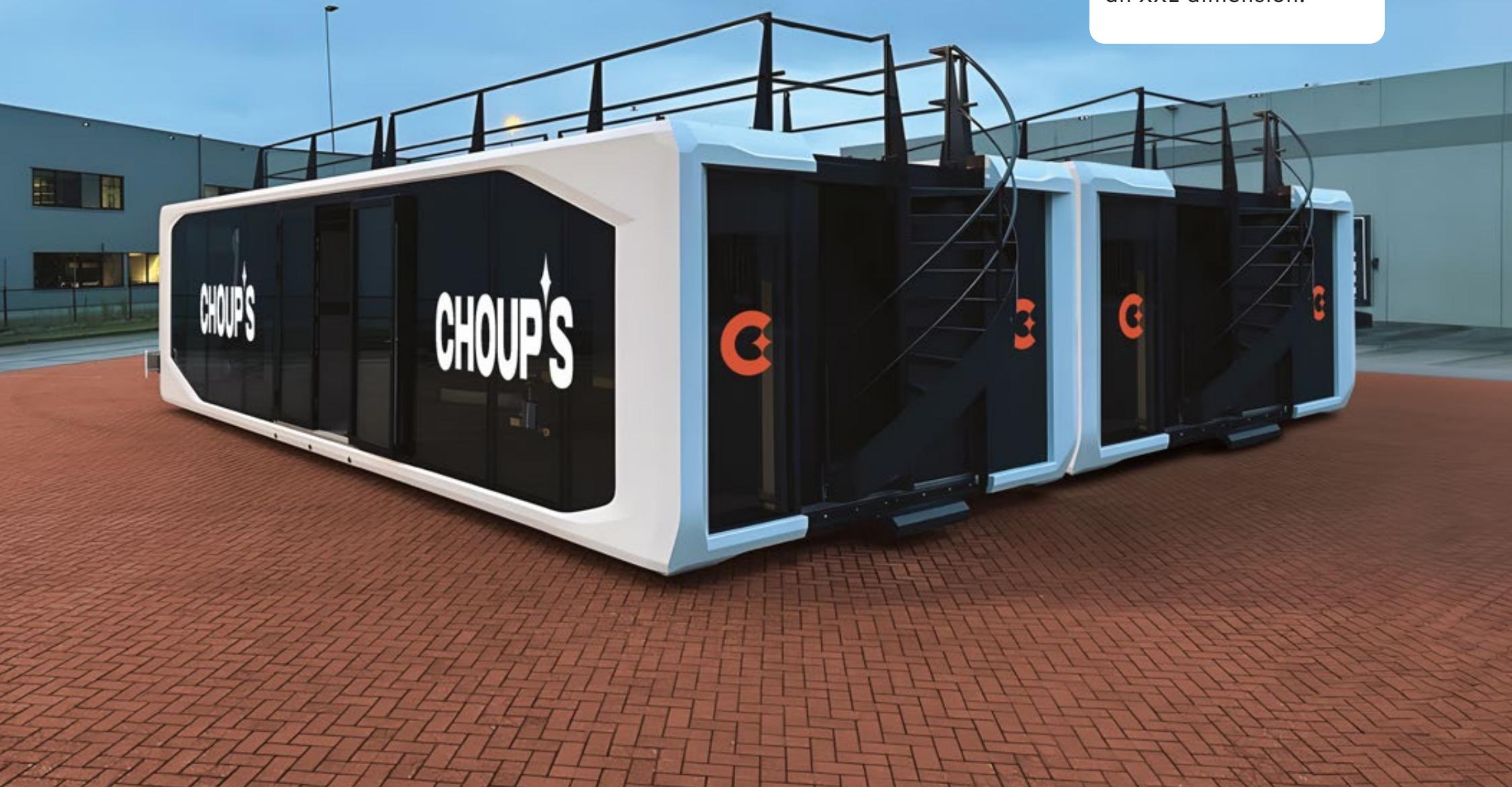


The ShowRoom XXL provides our clients one-of-a-kind platform to showcase their brand's ambition to their target audience. From hospitality units and academic centres to remote offices and multi-use spaces, its commanding presence captures attention, reinforces brand objectives and leaves a lasting impression.

-  130m² + 60m² terrace
-  Setup : 90 minutes / 2 people
-  Air conditioning & heating
-  Integrated sound system
-  Built-in TV
-  2 fully glazed sides or 1 glass front + 1 solid front depending on the model

190 m² of usable space

Increase your customer contacts , enjoy the large spaces, or divide the areas into exclusive zones. Give your brand an XXL dimension.



SHOWROOM XXL

PROJECTS

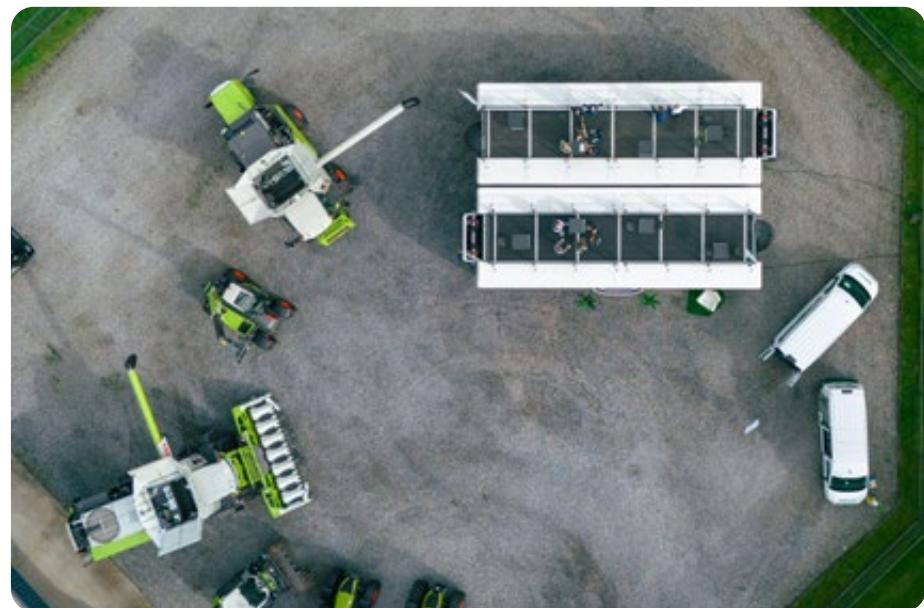
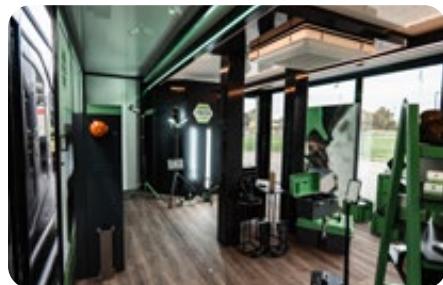
RECA
Company presentation
HILAIRE VANDERHAEGHE **CLAAS**





SHOWROOM XXL

PROJECTS



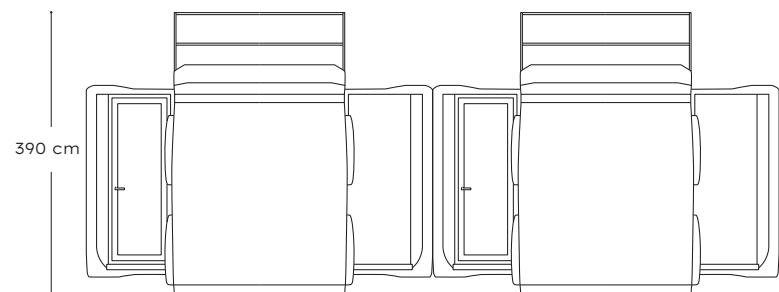
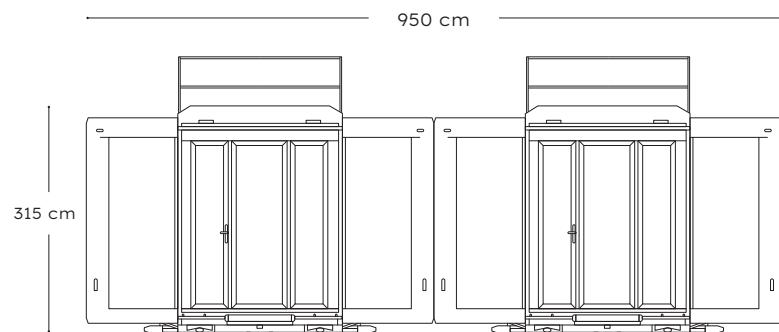


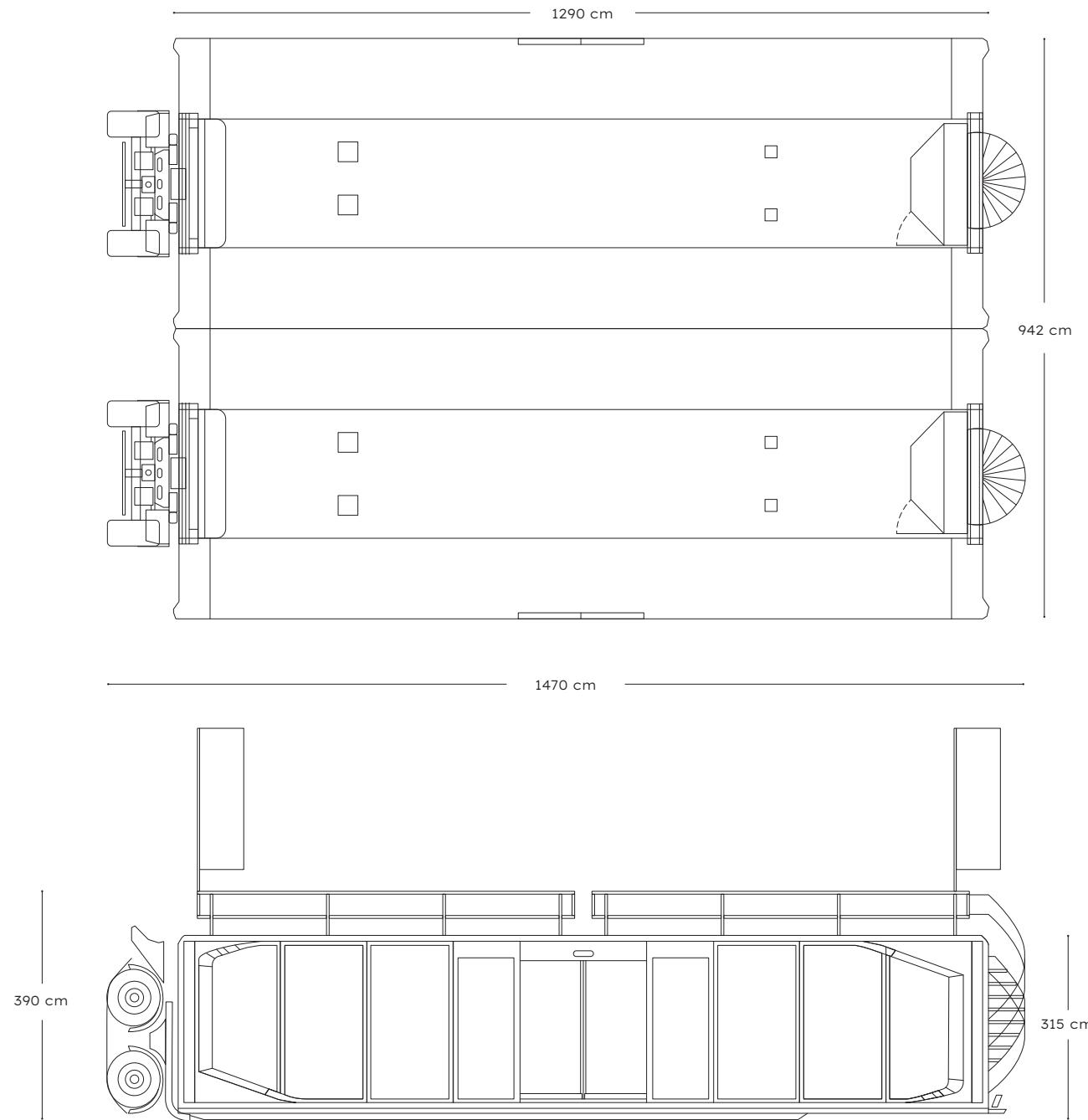
SHOWROOM XXL

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The Showroom XXL
Manufacturing	European
Dimensions	L: 14.70 m - W: 9.50 m - H: 3.15 m (floor height 20 cm)
Surface	Interior surface area, ground floor: 130 m ² Upper floor terrace area: 60 m ²
Explanation	Semi-trailer placed on the ground
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Samsung 65" (or without on request)
AirCo - Heating	Integrated air conditioning and heating system
Windows	2 fully glazed facades with double access doors and 6 m opening
Double glazing	Double glazing
Doors	Double access door
Stair	Spiral staircase with internal/external access to terraces
Extras	Storage unit (space for coffee machine, refrigerator, free space)
Customization	Can be painted or fully decorated (adhesive)
Assembly	Assembly: 90 mins / 2 people
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting



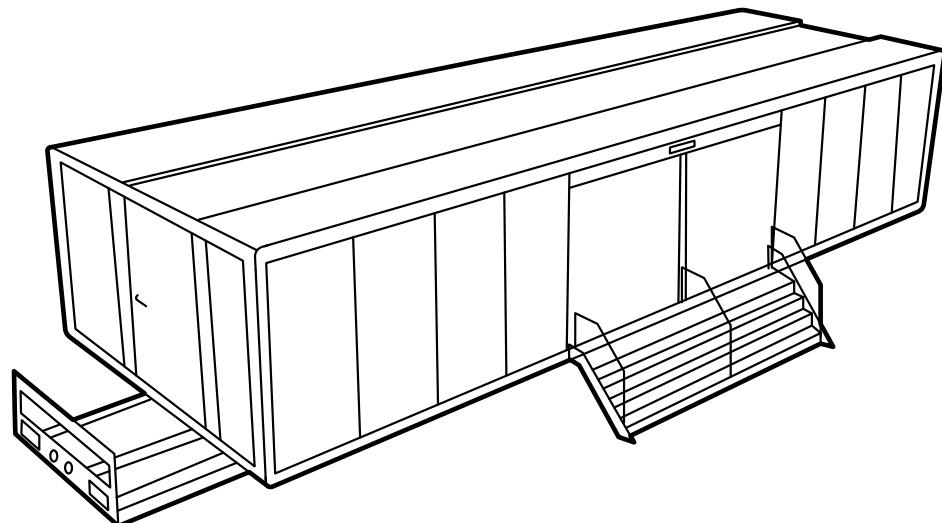


SHOWTRAILER

THE VIP SHOWCASE FOR BRANDS

Unique in Europe

62 M²



The ShowTrailer is a premium RoadShow structure offering a high-quality immersive experience. It gives brands a strong presence and extensive visibility to stand out and reach their audience.



62 m²



Setup : 45 minutes / 1 person



Air conditioning & heating



Integrated sound system



Integrated TV on request

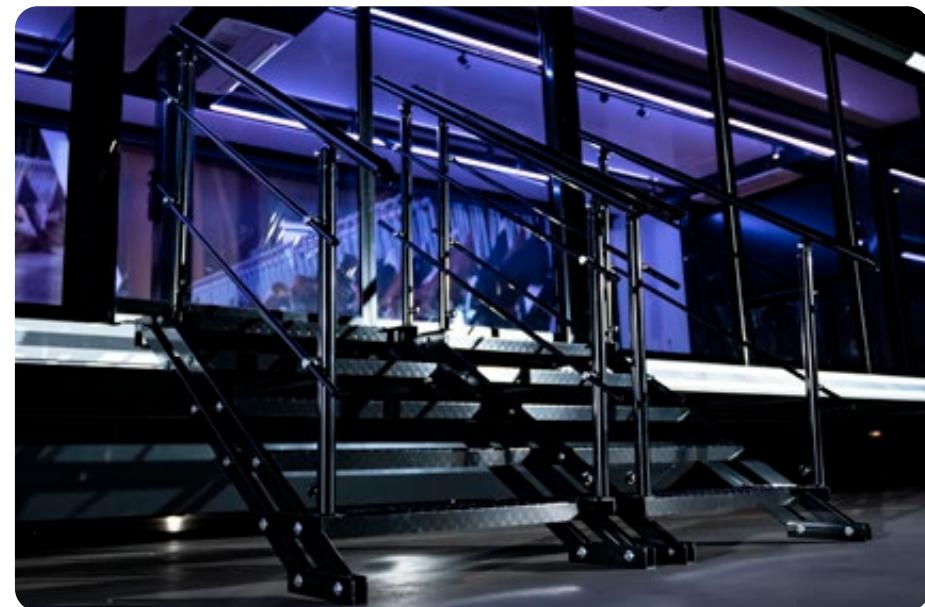
62 m² of usable space.

The ShowTrailer is a unique structure offering convenient rear access and wide front access. This unique design allows for smooth traffic flow and facilitates brand installation for maximum visibility and impact.



SHOWTRAILER

THE VIP SHOWCASE FOR BRANDS



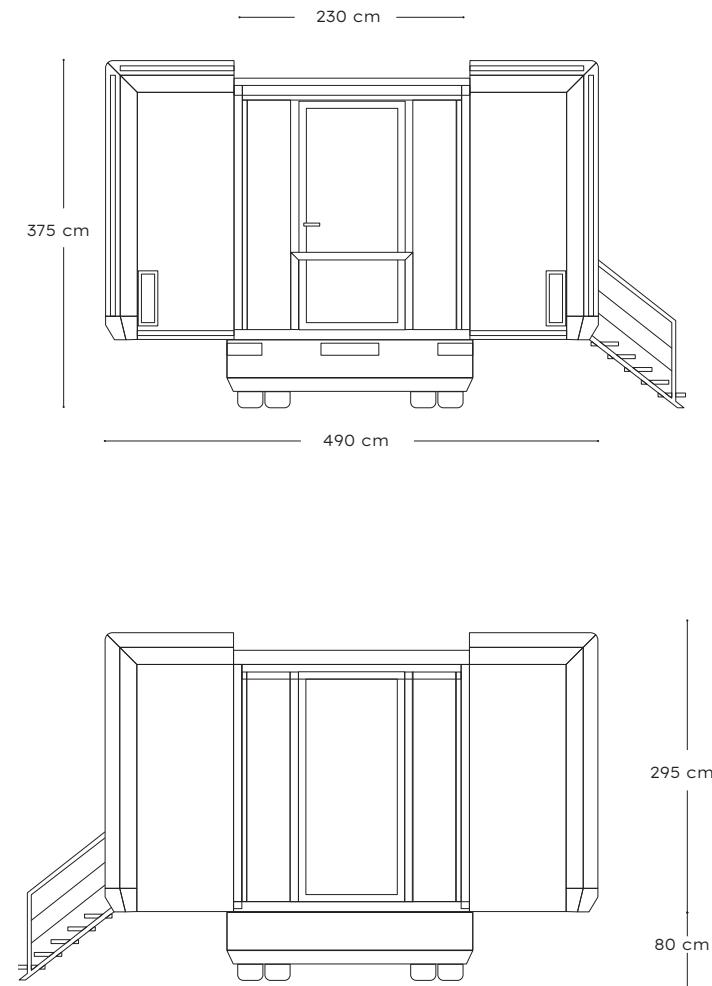


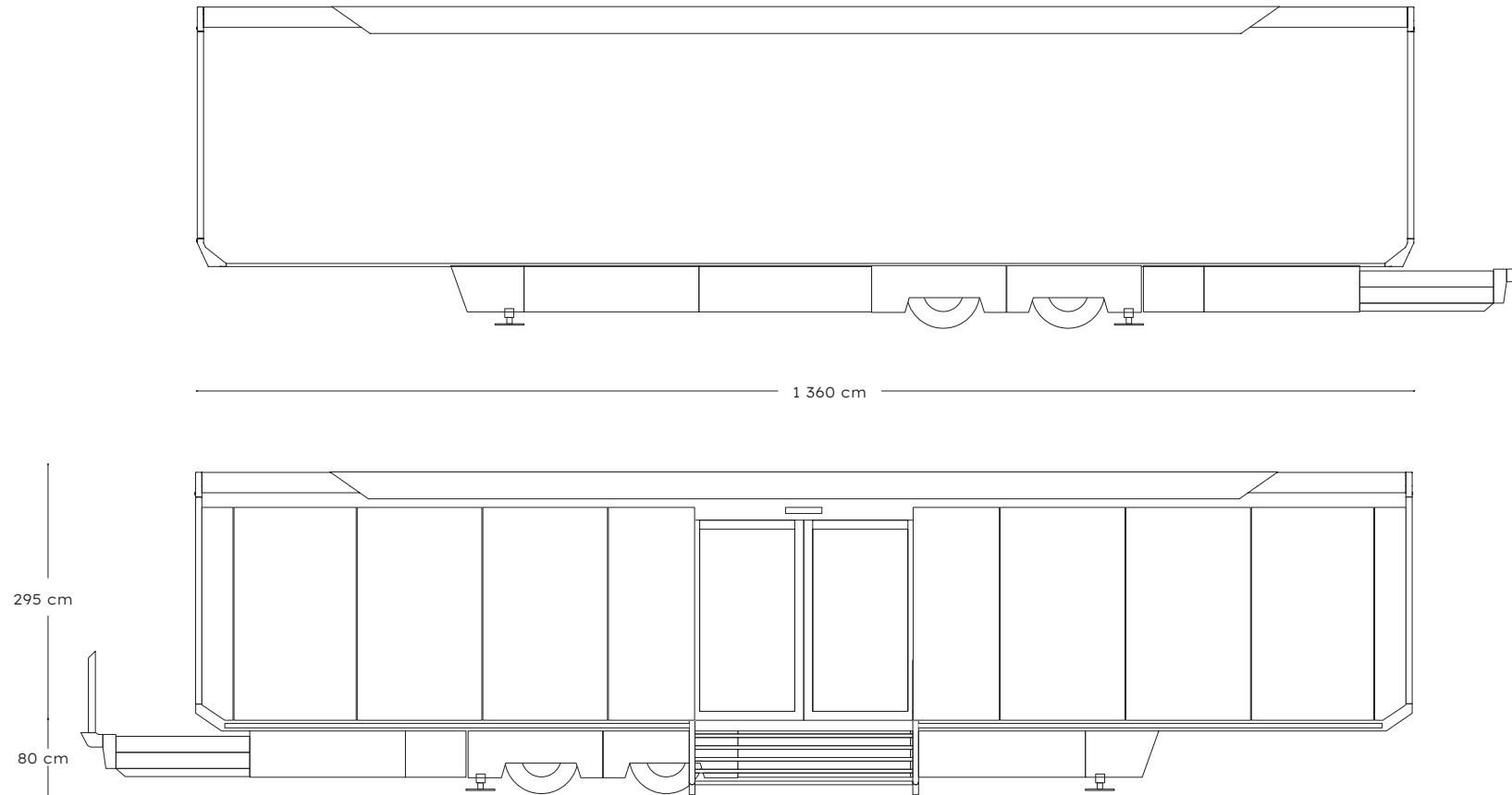
SHOWTRAILER

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowTrailer
Manufacturing	European
Dimensions	L: 13.60 m - W: 4.90 m - H: 3.75 m (floor height 80 cm)
Surface	Interior surface area on ground floor: 62 m ²
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Built-in TV
AirCo - Heating	Integrated air conditioning and heating system
Windows	Fully glazed front with double access doors
Double glazing	Double glazing
Doors	Double main access door with 2-way staircase
Stair	Stairs at the front
Extras	Storage unit (space for coffee machine, refrigerator, free space) Floor mounting kit for motorcycle transport
Customization	Can be painted or fully decorated (adhesive) - Interior back wall with frame for large reusable visual (30 m ² stretched fabric ²)
Assembly	Quick assembly: 45 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture & Decoration Outdoor sound system Outdoor lighting



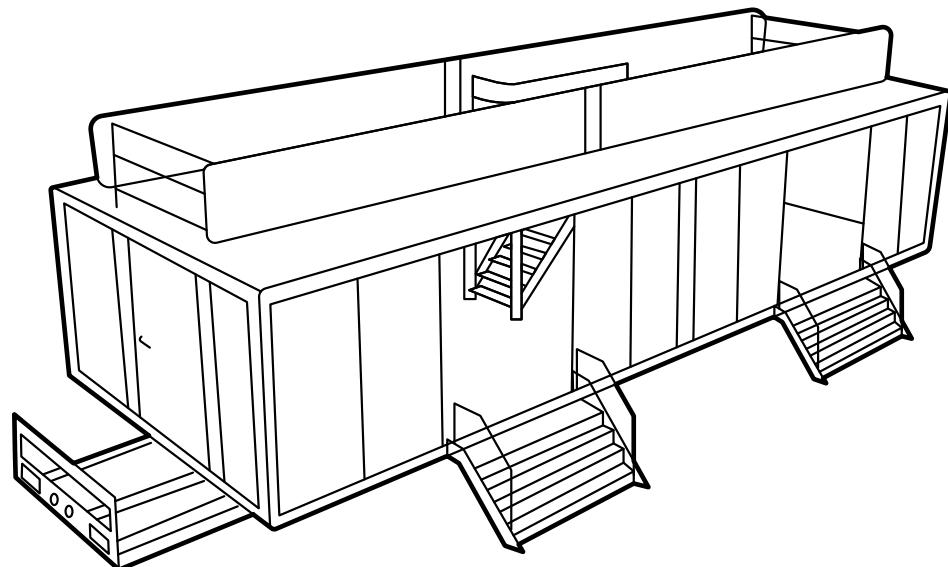


SHOWTRAILER ROOFTOP

THE "VIP + ROOFTOP" SPACE

Unique in
Europe + terrace

62 m²
+ 25 m² TERRACE



The ShowTrailer Rooftop is a premium RoadShow structure, offering a VIP experience with its rooftop terrace. Fully equipped, it guarantees brands a strong presence and extensive visibility to stand out.

- 62m² + 25m² terrace
- Setup : 45 minutes / 1 person
- Air conditioning & heating
- Integrated sound system
- Built-in TV
- Built-in refrigerator
- Rooftop terrace

87 m² of usable space.

The ShowTrailer Rooftop is a unique structure offering convenient rear access as well as two front entrances. The unique design allows for fluid traffic flow and facilitates the installation of various brands for maximum visibility and impact.



SHOW TRAILER ROOFTOP

PROJECTS

CYCLING VLAANDEREN

UCI World Championships - Leuven



LIVEWIRE

European Tour



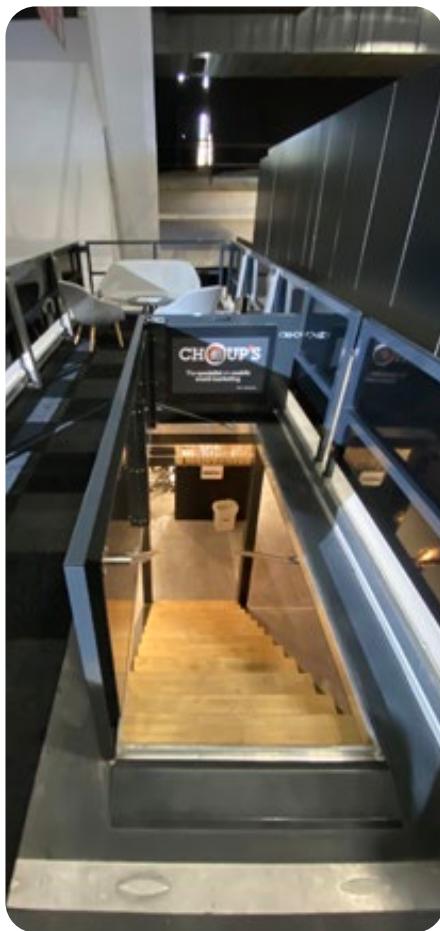
SHOW TRAILER ROOFTOP

PROJECTS



TRIUMPH

Moto GP



FEBIAC

Brussels Motor Show



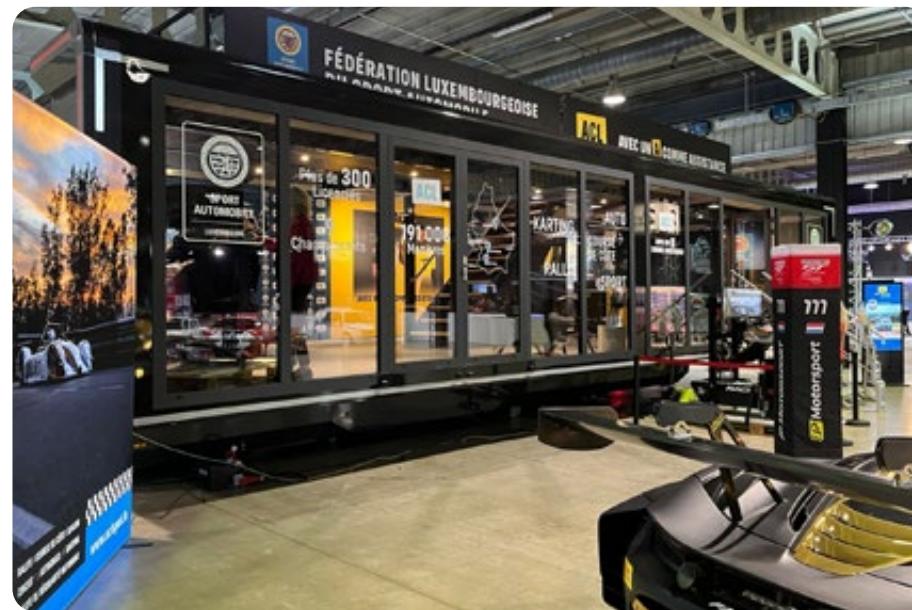
SHOW TRAILER ROOFTOP

PROJECTS

KUURNE-BRUSSELS-KUURNE

Cycling race





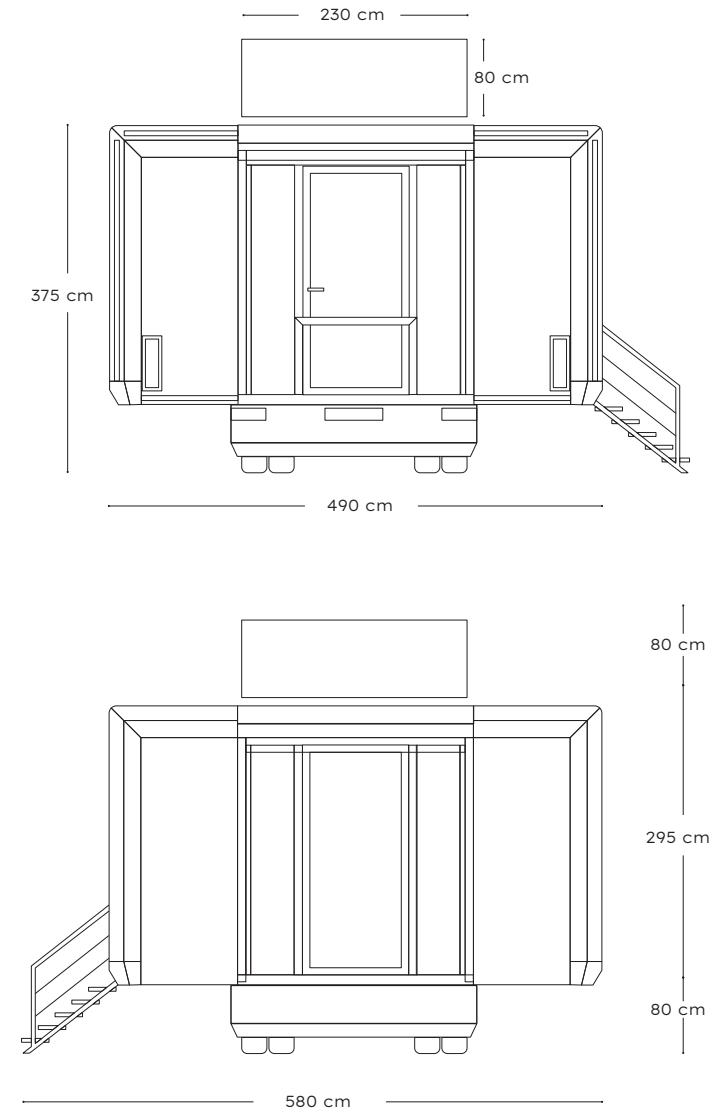
ACL
Luxembourg Motor Show

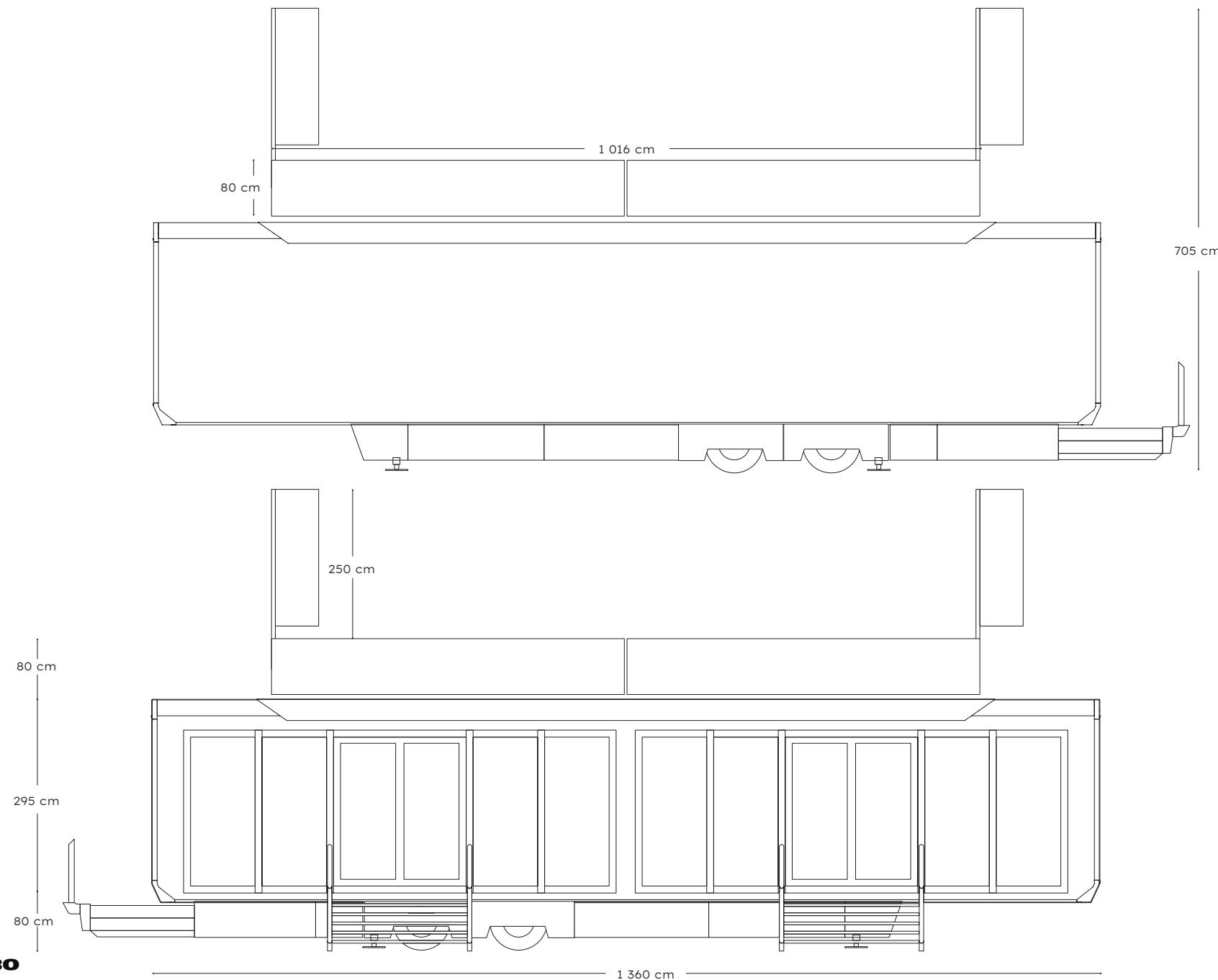
SHOWTRAILER ROOFTOP

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowTrailer Rooftop
Manufacturing	European
Dimensions	L: 13.60 m - W: 4.90 m - H: 4.55 m (floor height 80 cm)
Surface	Interior surface area, ground floor: 62 m ² - Terrace surface area, upper floor: 17 m ²
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Built-in TV
AirCo - Heating	Integrated air conditioning and heating system
Windows	Fully glazed facade with 2 double access doors
Double glazing	Double glazing
Doors	2x double access doors on the front Main access door on the left side with 2-way staircase
Stair	Central interior staircase leading to the terrace Stairs at the front and rear
Extras	Storage unit (space for coffee machine, refrigerator, free space) Floor mounting kit for motorcycle transport
Customization	Can be painted or fully decorated (adhesive) - Interior back wall with frame for large reusable visual (30 m ² stretched fabric ²)
Assembly	Quick assembly: 45 minutes / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture & Decoration Outdoor sound system Outdoor lighting



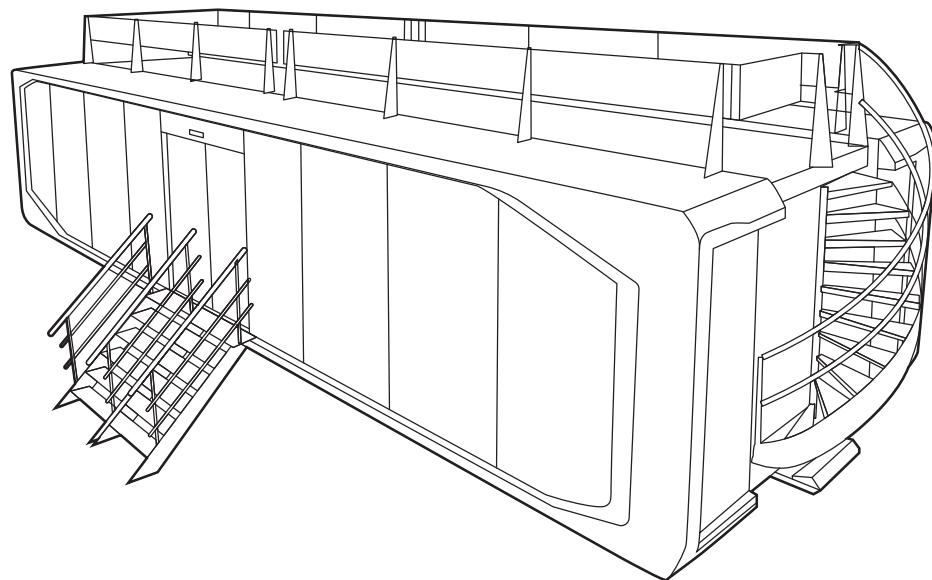


SHOWTRAILER XL ROOFTOP

THE LARGEST OF THE "VIP + ROOFTOP" SPACES

Unique in Eu-
rope + terrace

65 m²
+ 30 m² TERRACE



The ShowTrailer Rooftop XL is a premium RoadShow structure, offering a VIP experience with its rooftop terrace. Fully equipped, it guarantees brands a strong presence and extensive visibility to stand out.

- 65m² + 30m² terrace
- Setup: 60 mins / 1 person
- Air conditioning & heating
- Integrated sound system
- Built-in TV
- 2 fully glazed facades

95 m² of usable space.

The ShowTrailer Rooftop XL is an incredible structure offering innovative access to its 30m² roof terrace. This unique design increases the space available for brand installations.



SHOWTRAILER XL ROOFTOP

PROJECTS



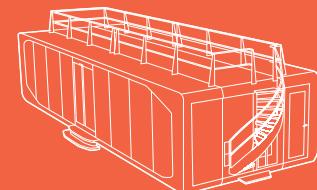
**SUNWARD**

BTP Solutions

◆ 134



Can be setup as a
SHOWROOM XL
on the ground!

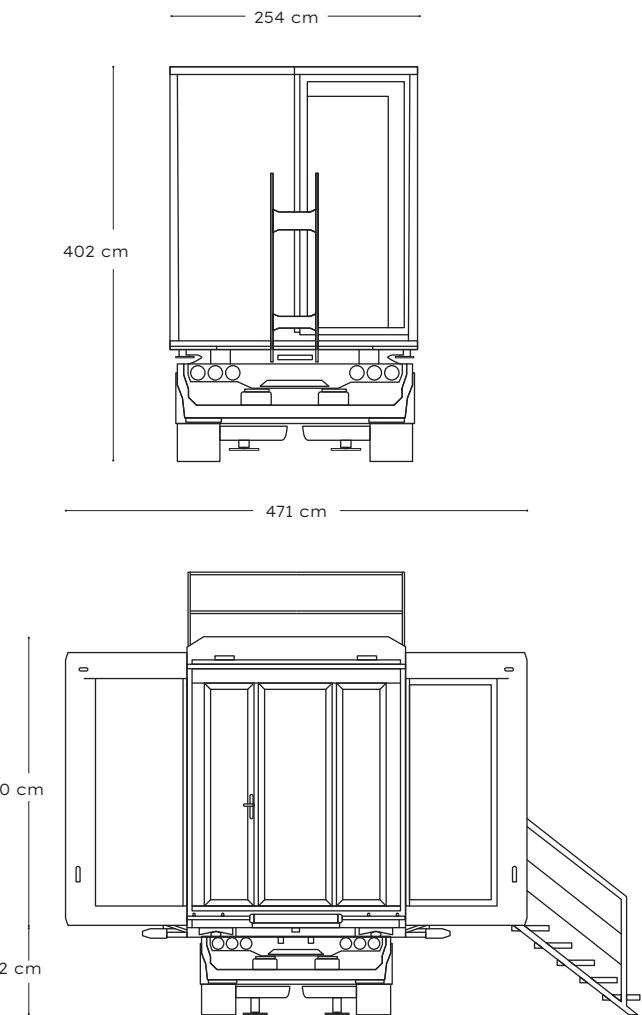


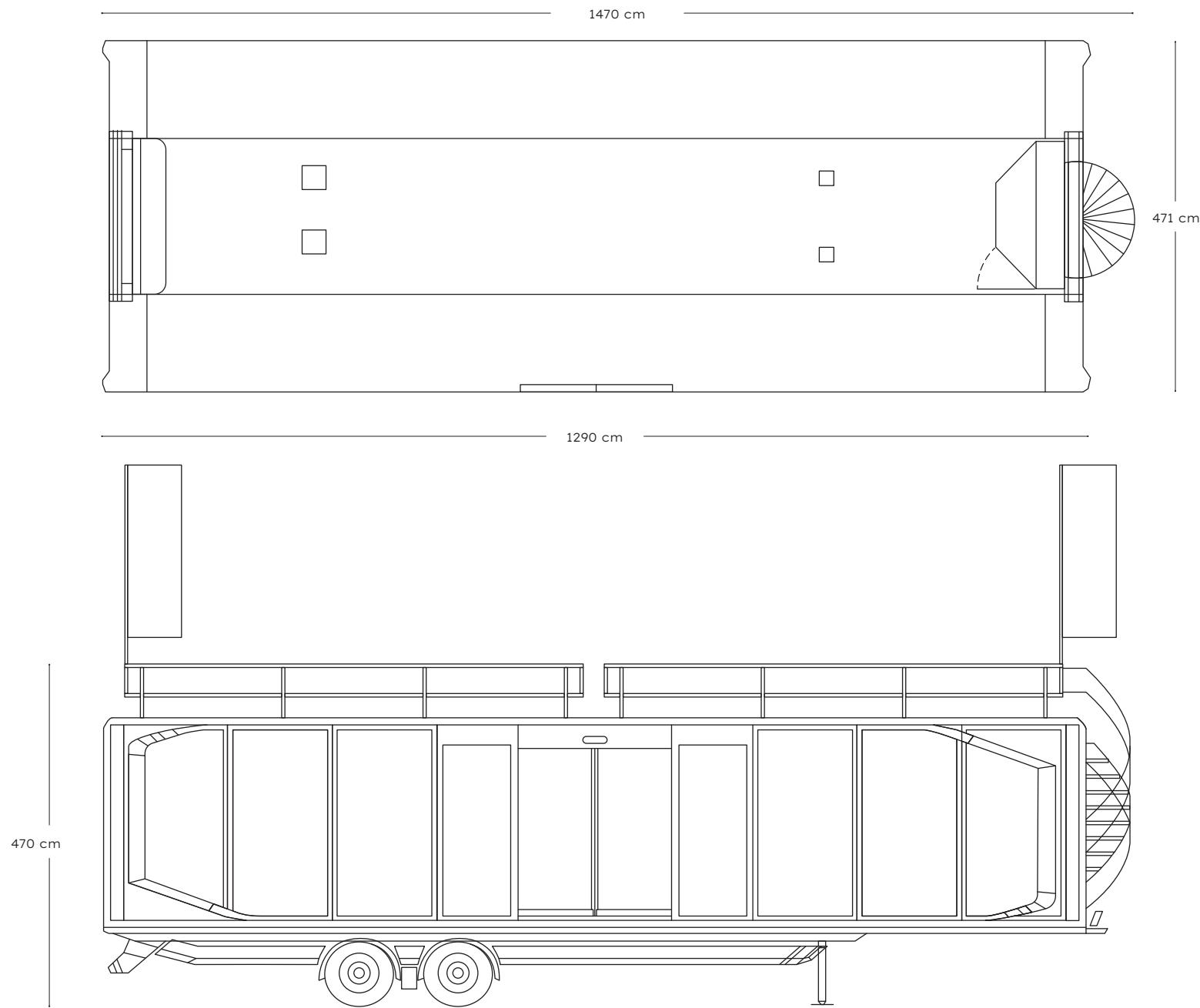
SHOWTRAILER XL ROOFTOP

TECHNICAL INFORMATION & PLANS

Technical Specifications

Name	The ShowTrailer Rooftop XL
Manufacturing	European
Dimensions	L: 14.70 m - W: 4.70 m - H: 4.70 m (floor height 20 cm)
Surface	Interior surface area, ground floor: 65 m ² Upper floor terrace area: 30 m ²
Explanation	Semi-trailer placed on the ground
Floor	Ultra-resistant floor
Insulation	Insulation
Electricity	16A single-phase 220V wall sockets
Lighting	LED lighting
Sound	Integrated sound system
TV	Samsung 65" (or without on request)
AirCo - Heating	Integrated air conditioning and heating system
Windows	2 fully glazed facades with double access doors and 6 m opening
Double glazing	Double glazing
Doors	Double access door on one side and 6 m opening on the other side
Stair	Spiral staircase with internal/external access to the terrace
Extras	Storage unit (space for coffee machine, refrigerator, free space)
Customization	Can be painted or fully decorated (adhesive) Back wall with frame for large reusable visual display (30m ² stretched fabric)
Assembly	Quick assembly: 40 mins / 1 person
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Interior & exterior adhesive decoration Custom interior fittings Furniture Decor Outdoor sound system Outdoor lighting



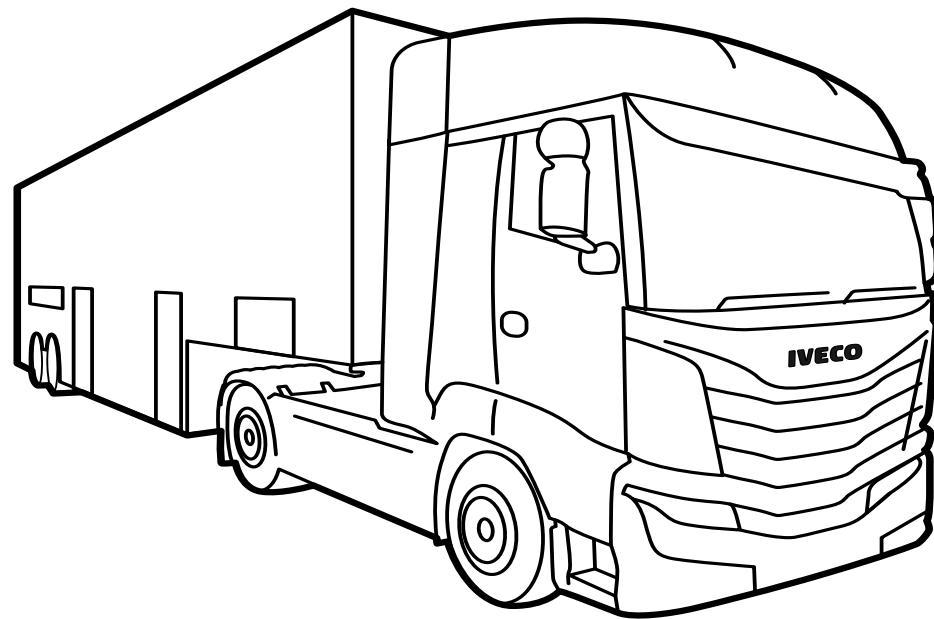


DOUBLEDECK

VOLUME DEDICATED TO TEST DRIVES

Double deck

60 M²



The DoubleDeck semi-trailer revolutionizes the transport of vehicles and equipment for test drives or presentations. With its two floors, it offers optimal loading capacity, ideal for bike, motorcycle, car brands, and many others. A practical and efficient solution.



60m² of loading space



- Insulated walls
- Double deck
- Car tailgate
- XXL communication surface

60 m² of usable space

Some trailers have side access doors and/or an interior showroom to facilitate loading and display products during test drives or presentations.



DOUBLE DECK

PROJECTS



HARLEY DAVIDSON

The Experience Tour



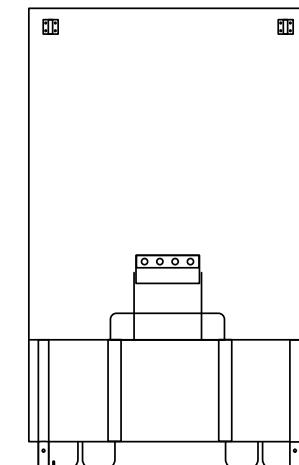
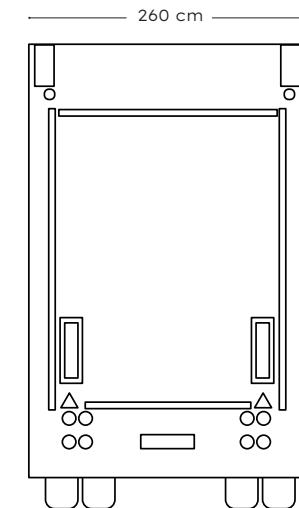
LIVEWIRE

EV Tour



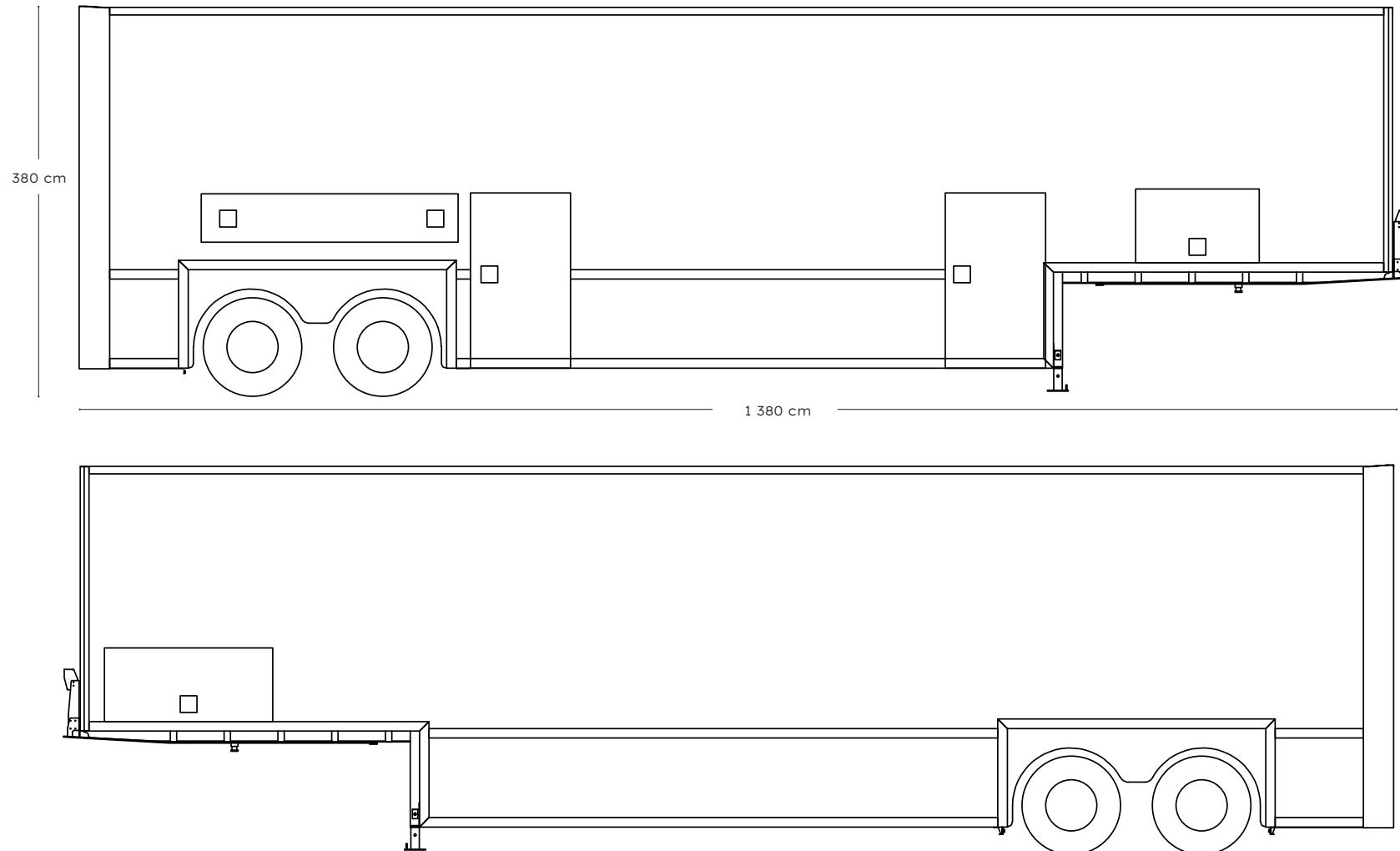
DOUBLEDECK

TECHNICAL INFORMATION & PLANS



Technical Specifications

Name	The DoubleDeck
Manufacturing	European
Dimensions	L: 13.80 m - W: 2.60 m - H: 3.80 m
Surface	Interior floor space: 25.5 m ² - Interior floor space: 34.5 m ²
Floor	Non-slip floor
Insulation	Insulation
Lighting	LED lighting
Doors	2x side access doors (depending on model)
Extras	Storage compartments + car tailgate
Customization	Can be painted or fully decorated (adhesive)
Rental	Short, medium, or long-term rental options available
Sale	Available for sale with specific fittings according to your needs
On request	Adhesive decoration Custom interior fittings Furniture & Decoration Outdoor sound system Outdoor lighting



03

HOSPITALITY

WHEN THE EXPERIENCE BECOMES UNFORGETTABLE

At Choup's, we are taking the RoadShow concept to the next level by adding a new service: Hospitality. Serve designed to welcome your guests, partners or clients within a privileged settings, our new advanced structures combined with design, comfort and adaptability. This advancement is a mobile solution designed to enhance your brands image and offer an immersive experience to your visitors.



With more generous interior volumes and unprecedented freedom of layout, these premium structures allow you to create genuine reception areas. VIP lounge, meeting room, tasting area, or pop-up showroom: each configuration can be customized to suit your needs and your brand identity. Everything has been designed to combine functionality and elegance, down to the smallest detail.

These new hospitality spaces mark a new stage in Choup's offering: an even more exclusive service, where conviviality and luxury take center stage at your events. More than just a reception area, we offer a tailor-made experience – a unique way to welcome guests, wherever your project takes you.

MODULAR INFRA- STRUCTURE - VIP

Infrastructure available on request for a personalized and exclusive service.



A modular concept for unforgettable brand experiences.

From 100 to 2,000 m², the modules can be assembled to form an impressive two-story structure. Ideal for premium brand presence. Areas of expertise: hospitality and brand presentations.

Its design can be adapted to suit the desired architecture.

Two-story VIP Club, 1,920 m²



Contact our VIP expert
project: sales@choups.be

CUSTOM 3D PROJECTS



Customer projection created using AI and 3D renderings.

04

THE GLOBAL PROJECT WITH CHOUP'S

ROADSHOW, PACKAGING AND LOGISTICS

➤ At Choup's, we don't just offer RoadShow structures, we offer a complete and integrated solution. Whether your project requires several units deployed simultaneously or a combination of trailers and logistics, we take care of the entire operation. This guarantees perfect consistency between all elements and, above all, saves you the hassle of having to manage different service providers.

The Sport Tour example illustrates this strength well : a RoadShow structure and three trailers were mobilized in a single project, with coordination entirely handled by our teams. For you, this means a single point of contact, valuable time savings, and the certainty that every step is perfectly controlled. With Choup's, you benefit from turnkey support that transforms your ideas into ambitious projects, while giving you the peace of mind of knowing that everything is taken care of in one place.

ASO

TOUR DE FRANCE 2025

Grand départ of the 2025 Tour de France : Lille.

Choup's assisted ASO in setting up a unique hospitality area at the finish line of the first stage in Lille.

Three RoadShow units: **ShowRoom XL**, **ShowTrailer Rooftop**, and **ShowRoom** were deployed side by side to form a harmonious and welcoming ensemble.



"The ASO collaboration is a fine example of the implementation of a comprehensive concept: a meticulous achievement in and around our three RoadShow units."

C. Pignolet, Choup's





To ensure a complete layout, a truck followed the convoy to transport the decorative equipment and guarantee quick and careful installation. The three trailers were transformed into genuine hospitality areas, designed to welcome guests in a comfortable and friendly setting with an Estaminet theme.

Two of these trailers were equipped with rooftop terraces, offering an unobstructed and privileged view of the finish line – a major asset for fully experiencing the atmosphere of the race. Finally, an arch was installed at the entrance and exit of the space, reinforcing the identity of this exclusive and welcoming venue. This comprehensive setup perfectly illustrates Choup's expertise: turnkey support turnkey service, from logistics to layout, to offer spectators and partners an unforgettable experience at the heart of an international event.



DACIA

BIGSTER TOUR 2025

A renewed collaboration

Following the success of the 2024 tour dedicated to the Dacia Duster, **the brand has once again chose the RoadShow** as its preferred tool for reaching out to the general public. In collaboration with the event agency DDMC, Choup's accompanied DACIA on a European tour dedicated to the launch of its new SUV : the Bigster.



For this large-scale operation, **six mobile, fully equipped ShowRoom** traveled across **nine European countries** between January and April 2025. These immersive spaces allowed visitors to discover the Bigster, sit and enjoy a real first driving experience.



DACIA

Bigster Tour

Agency: DDMC





➤ Strategically located near dealerships, these ShowRooms also encouraged direct exchanges between sales teams and potential customers, strengthening proximity and trust around this new model.



INTERSPORT

SPORTTOUR 2025



Alongside the SportPack agency, Choup's supported Intersport in organizing a national tour aimed at promoting sport to the general public.

Several major French cities hosted this traveling, designed to invite citizens to try their hand at basketball, soccer, and running...



The fleet deployed by Choup's consisted of four complementary vehicles: an XL ShowRoom converted into a Nike exhibition space, two merchandise transport trailers, and a truck towing a trailer equipped with a basketball hoop.

This configuration combined logistics, entertainment and visibility in a single system, ensuring a seamless



experience. The SportTour illustrates the ability of our teams to orchestrate complete projects, combining several units to create a unifying and attractive event.



05

EXCLUSIVE CLIENT STRUCTURES

LONG DURATION FOR A MORE QUALIFIED IMMERSION

At Choup's, we offer our clients an exclusive experience by allowing them to use our facilities and vehicles in a personalized way. We understand the importance of brand image and are committed to creating unique interior and exterior designs, as well as custom decorations to match each brand's identity.

Our dedicated teams work closely with our customers to understand their needs and expectations. We then implement these ideas and create spaces that perfectly reflect their brand. Whether for promotional events, product launches or test drives, we ensure that every detail is carefully thought out and executed.

In addition, we also offer dedicated drivers to ensure a perfect tour, even for long distances. Our experienced drivers will be there to ensure that travel is safe and on time.

At Choup's, we believe in the power of **exclusivity** and **personalization** to create unique experiences. Trust our team to support you in bringing your projects to life and giving your brand exceptional and memorable visibility. And this for 1, 2, 3, 4 years or more, if needed !

RADIO CONTACT

US TRUCK

The UTruck is an unusual vehicle that does not go unnoticed. Its mere presence is enough to turn heads and attract attention. With its blue exterior proudly displaying the radio brand, it is used both as a studio and as an activation space for the brand. The modifications made in the Choup's workshops give it a unique and original appearance.

But that's not all : the UTruck also has a rooftop terrace, offering an exclusive and unparalleled experience at events. People are naturally drawn to this vehicle, whether to take selfies, participate in brand activations, or simply enjoy the view from the terrace.

➤ **The UTruck is a true symbol of creativity.**



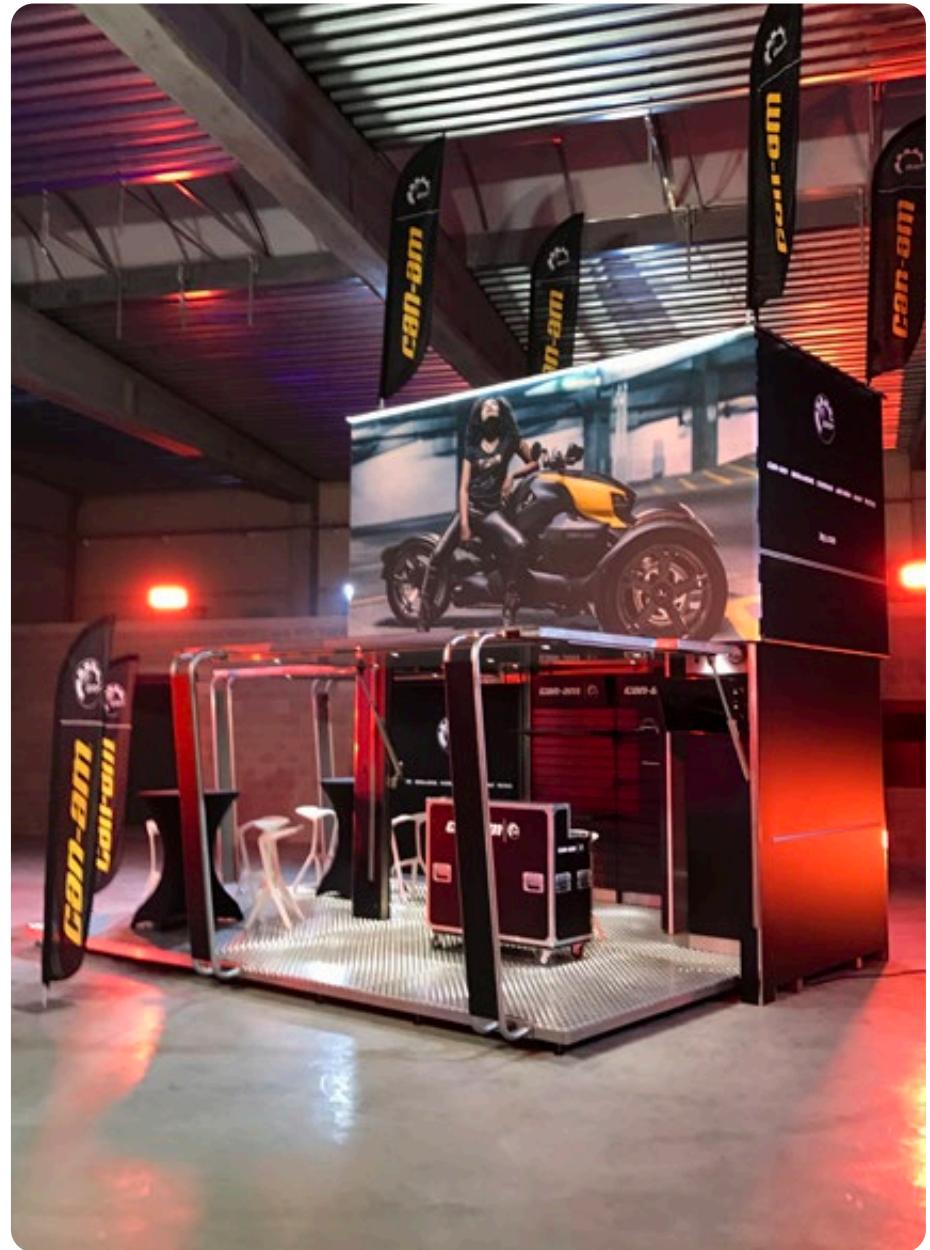
SHOW IN A

We manufactured two custom CubeBox structures for our client BRP Europe, the recreational branch of Bombardier. As a trusted partner, we work closely with the group's various brands and hire the CubeBox's which are customized and fitted to their requirements.

The modularity of our concept and the structure quality had bought a positive image towards the BRP's network, which successfully resulted in attracting the targeted audiences attention and bought more intrest to the brand. After such a successful impact, **BRP had renamed out CubeBox to «Show in a Box»**. Such a recognisiton demonstartes BRP's involvement in the project and their confidance in our team.

For several years now, we have been traveling throughout Europe with these structures for BRP, participating in numerous events and trade shows. This demonstrates our commitment to providing our client with a turnkey solution for their promotional activities.

In addition, we also have a third structure that allows us to meet BRP's needs when three events are taking place simultaneously. This flexibility strengthens our partnership.



LIVEWIRE

A MULTI-STRUCTURE ROADSHOW BRAND

➤ We collaborate with LiveWire, a new brand of electric motorcycles from the Harley-Davidson group. As a trusted partner, Choup's was chosen to work on the brand's European RoadShow tours.

LiveWire uses different types of RoadShow vehicles depending on the specific needs of each event. We travel simultaneously through several European countries to promote the brand. We use vans, streamlined trailers with BE licenses, double-decker semi-trailers, as well as a ShowTrailer with a terrace and a ShowRoom.

What attracted the brand was our ability to understand its objectives and meet its expectations in all circumstances. As an experienced event partner, we are committed to providing tailor-made solutions for every occasion.

Our expertise in event logistics enables us to efficiently manage LiveWire's RoadShow tours, ensuring a consistent and impactful presence in each country visited. We are proud to contribute to the launch of this promising electric brand and to help strengthen its presence in the European market.



LIVEWIRE

A MULTI-STRUCTURE ROADSHOW BRAND





LAZER

Lazer chose our 56m² semi-trailer to promote their range of helmets at World Motocross Championship sporting events.

The presence of our semi-trailer at these events has a significant impact, attracting the attention of customers and the public. Thanks to its large exhibition area, it allows a clear and detailed overview of the range.

The careful presentation of the products highlights the brand and reinforces its image of quality and performance. Visitors can discover the different features of the helmets on display and benefit from personalized advice from the team of experts on site.

➤ **In addition to sporting events, the product presentation semi-trailer is also used for sales and technical training courses for Lazer's European sales network. This helps train sales staff and ensure in-depth product knowledge, thereby strengthening customer confidence.**



SOLEX

Solex, the iconic French motorized bicycle brand, called on us to design a specific structure tailored to their needs, based on the same principle as our CubeBox models.

The structure we designed is larger, offering the same floor space upstairs. To facilitate the fitting-out process, we integrated a freight elevator into the ground floor ceiling, making it easy to bring the brand's modern mopeds as well as the necessary furniture.

In addition, we designed a storage module that can also be used as a reception area once placed on the ground. This solution offers optimal versatility and adaptability for Solex's display and storage needs.

➤ **This project was designed and completed in less than six months, which is a real achievement for all our teams. We are proud to have been able to meet Solex's requirements and contribute to promoting this iconic French brand.**



06

CREATIVITY

CREATIVITY

FULL OF PROJECTS

At Choup's, we specialise in building personalized structures based on our clients needs. In majority of cases, we build for hire, however, we do also collaborate with our clients on certain structures and vechicals which are then availible for the client to purchase.

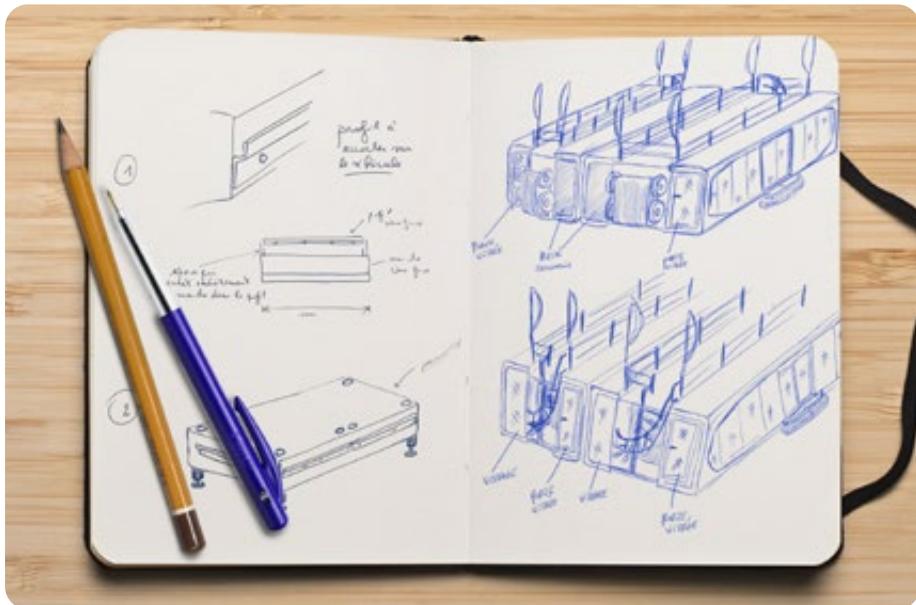
Our goal is to create projects that tell a story and express a strong identity for our clients' brands. We provide them with our creative and technical resources to design solutions that are in line with the reality on the ground.

We have an detailed knowledge of these realities thanks to our daily experience with our clients, whom we have been supporting for many years. We understand the specific constraints and needs of each company, which enables us to offer tailored and effective solutions.

➤ **We offer our clients unique and personalized projects.**

A TAILOR-MADE PROJECT IN 3 STEPS

2. 3D & PLANS



1. SKETCH





3. PROJECT IMPLEMENTATION



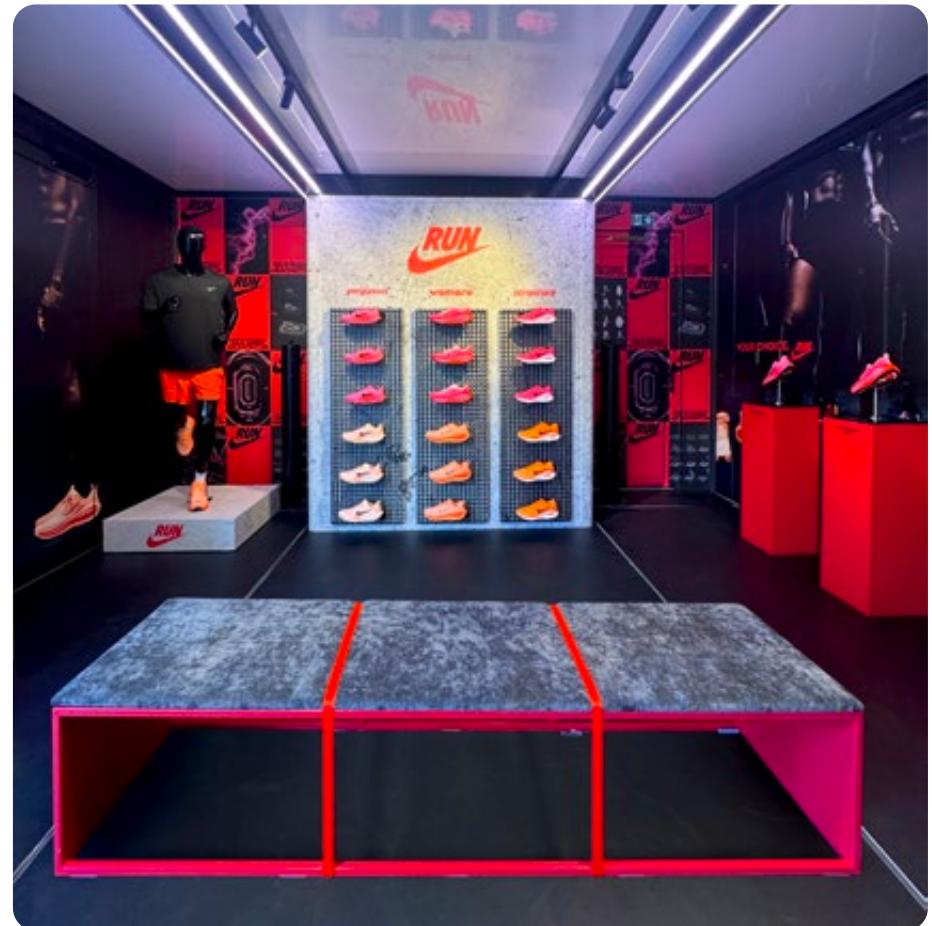
RENDERING COMES TO LIFE

SPORT TOUR PROJECT BY INTERSPORT

3D RENDERING



REALITY





Our 3D renderings are designed to offer the most realistic projection possible of your future projects. Much more than simple images, they accurately convey every detail, right down to the finishes. Thanks to this realism, you can clearly imagine the atmosphere, aesthetics, and overall consistency of your event, even before it takes place.

The comparison between our 3D visuals and the actual results highlights **the reliability of our approach**.

What you see on screen is accurately reflected in reality: colors, volumes, and layout are reproduced with the same

precision. This continuity gives you a guarantee of **confidence**, ensuring that your expectations are met down to **the smallest detail**.

Beyond the visual aspect, 3D allows you to better understand the space available inside our trailers. Whereas a 2D plan remains abstract and sometimes difficult to interpret.

◆ ◆

07

SERVICES

◆

➤ **Choup's is a supporting partner to any company who wishes to maximise their international visibility through RoadShow events.**

As an expert in providing specially fitted vehicles, Choup's offers a turnkey service that includes not only the rental of these vehicles, but also the provision of suitable furniture and attractive promotional items.

Thanks to this comprehensive approach, brands can create immersive and engaging spaces that captivate their audience. The promotional items and furniture are there to reinforce the visual identity of the brand, the vehicles are designed to be the main attraction, becoming a true mobile communication tool. Choup's supports their clients at every stage, ensuring a smooth and successful event. By choosing Choup's, companies ensure optimal visibility and a lasting impact on their audience.

- **FURNITURE & DECOR**
- **PROMOTIONAL ITEMS**

OUR TURNKEY SERVICE: FURNITURE & DECOR

Choup's offers a wide selection of furniture and promotional items in various quantities, perfectly suited to your RoadShow events. [Browse our online catalog](#) to find solutions that will showcase your brand and attract the attention of your audience.





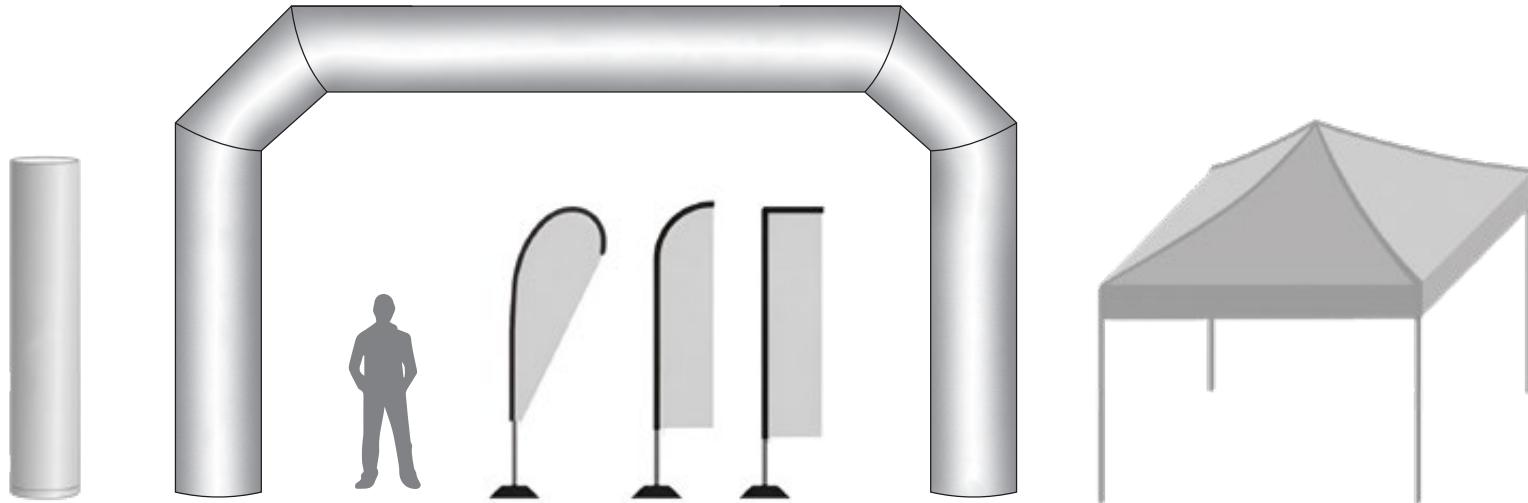
**Discover our online
furniture catalog:**

› choups.be/en/services

ADDED VALUE: CUSTOMIZATION OF PROMOTIONAL ITEMS

Choup's offer a diverse range of customized promotional furtintue such as inflatebales, folding tents, parasols and more.

These Products are ideal for boosting your brands visibility at your RoadShow events. Choose from our online catalog now : to increase your visibility.





Discover our online
promotional catalog:

› choups.be/en/services

08

A NATURAL CONCERN

➤ At Choup's we understand the environmental impact that RoadShows can emit, whether on roads or on open fields. We are aware of the importance of preserving our environment and minimizing our carbon footprint.



To support the environment as best as we can, we implemented responsible practices throughout our supply chain. We prioritize the use of sustainable and recyclable materials in our design projects for our RoadShow events. Also, we encourage our clients to adopt the eco-friendly solutions within their events planning. As a building industry, we try to reduce our energy consumption and minimize waste produced during our daily work, to succeed in this we have implemented effective waste management processes and collaborate with local partners to recycle and reuse materials.

As a responsible company, we are committed to continuing to innovate and find sustainable solutions in our field of activity. We firmly believe that it is possible to create exceptional event experiences while **respecting our environment**.

09

CONCLUSION

IN CONCLUSION

Choup's is a true European expert in the field of events, more specifically in RoadShows. Our commitment to professionalism and being innovative ables us to offer unique and customized solutions to our clients.

We are proud of our expertise and our ability to create memorable experiences for our clients. Our talented and creative team works closely with our clients to design roadshows and mobile stands that captivate and impress their audience.

Our success had been built from our ability to understand the needs and expectations of our clients and bring their ideas to life, thanks to our experts in the logistic and technical team. We are committed to staying ahead of emerging trends and technologies to provide cutting-edge solutions for our clients. As a ethical company, we take into consideration and understand the importance of working sustainably and the environmental impact of our activitie, which is why we seek to minimize our carbon foot-print by using sustainable materials and adopt eco-friendly practices.

➤ We are convinced that our expertise, creativity, and commitment make Choup's the ideal partner for all event projects.

We look forward to working with you and helping you create unique and memorable experiences for your audience.

A LOYALTY THAT CHALLENGES US EVERY DAY.

HERE ARE A FEW REFERENCES...



MICHELIN



france.tv





dyson



DAHER

TRIUMPH

FIAT

sodastream®



INTERSPORT

SAMSUNG

Adecco



DUCATI

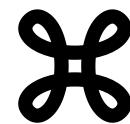


IVECO

SRO
MOTORSPORTS GROUP



can-am



MEUBLES BELOT

NOSTALGIE

LES SOLIDARITÉS

METZELER



A.S.O.
Amaury Sport Organisation

AND SO MANY MORE...

CHOUP'S

www.choups.be