

The Clear Idea Launches transpaRENT Event Structures on Subscription

One fully-branded 43 sq m glazed showroom, built to order and reserved to a single brand for a full season, with a live cost calculator now published.

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-- The world now accesses most of what it needs through a low, hassle-free monthly subscription, whether that is music through Spotify or films through Netflix. The Clear Idea has applied the same thinking to live events. Its new range of [event structures on subscription](#), transpaRENT, gives a brand its own purpose-built mobile showroom for an entire season rather than a different hired unit for every date.



“

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*Jonathan Bramley, Founder,
The Clear Idea*

Brands running a multi-event season currently re-brief, re-quote and re-wrap a different structure for every booking, and take whichever unit happens to be free that week. Each booking carries its own administrative burden before anything is delivered, and the result varies from event to event. transpaRENT replaces that pattern with a single asset. The Clear Idea produces one showroom to the brand's specification, holds it exclusively for the agreed term, and stores, cleans and valets it between events at its own base. Where exhibition trailers are typically booked date by date, the subscription reserves the same unit for

every week of the season.

Each transpaRENT subscription is built around the Pulse Container, an 8.5-metre double-[expandable pod](#) that opens to five metres wide to give around 43 sq m of climate-controlled showroom floor. The unit is glazed on both sides in 5+9+5 insulated glass with a glazed front door, and its wide central opening is sized to drive a car straight onto the stand. Hydraulic legs

self-level and the sides deploy by remote control, so one operator can have it dressed and trading within an hour or two, without a crane. Every unit is produced new to order over a 16-week build in any Pantone colour, with the brand's choice of flooring, interior finishes and layout, and integrated air conditioning, track and spot lighting throughout. The model is designed for brands running a [marketing roadshow](#), a retailer network programme or a festival season across a fixed window.

Two tiers are available. The first covers the branded build, graphics package, a dedicated booking portal, event-ready delivery and a named account manager. The second adds Starlink connectivity, dual integrated 55-inch screens, a premium audio system, a barista coffee bar, social wall management and CRM lead capture. The monthly rate reduces for every additional month committed beyond the minimum term, so a longer season costs less per month than a short one.

Because the economics depend entirely on how many events a brand runs and how long the season lasts, The Clear Idea has published a live calculator at theclearidea.com/transparent. Brands set their tier, their term and the number of events, and the calculator prices the season instantly against booking the same activity one event at a time.

The Clear Idea is also positioning transpaRENT for retailer and dealer networks, where a head office holds one fully-branded showroom for the season and individual retailers cover only the logistics to bring it to their own event. That gives a network one production cost, no local capital



expenditure and a single guaranteed brand standard across every activation. Production slots are limited to a small number of units each year.

"Brands were paying to produce the same showroom over and over again," said Jonathan Bramley, Founder of The Clear Idea. "transpaRENT builds it once, in their colours, and holds it for the whole season."



Full specification, tier detail and the season calculator are available at theclearidea.com/transparent.

About The Clear Idea

The Clear Idea is the UK's leading marketing roadshow company, delivering purpose-built experiential marketing vehicles, exhibition trailers, and mobile brand activations for global brands worldwide. Products include the Pulse Tranzformer ground level expandable trailer, Transparent Showcase Truck, Transparent Showcase Trailer, LED ShowTruck, Hospitality ShowTruck, Hospitality Car Showcase ShowTruck, LED HyperBus, and Nomad Luxe mobile pop up shop range. Clients include Midea, BYD, Polestar, Omoda, Porsche, Harley-Davidson, Aston Martin Aramco F1, Tesla, BMW, Ford, Dell, and Google.

www.theclearidea.com | enquiries@theclearidea.com

Jonathan Bramley

The Clear Idea

+44 20 3191 6200

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