

“The Peak[™]” Mobile Rock-climbing Wall Fact Sheet

What is it?

“The Peak[™]” Mobile Rock-climbing Wall is a 24-foot high artificial rock-climbing wall mounted on a trailer so that it can provide high adventure activities anywhere you can drive to. Up to four climbers may simultaneously climb, attached by mountaineering harnesses to safety cables that slowly lower them to the ground after their climb.

What’s all the excitement about?

It adds excitement, adventure, and “sizzle” to any event. Many clients find it is the single thing that children (of all ages) enjoy most at their events. Some use it to attract more “walk-in” traffic. Others want something to occupy the kids while they sell to the parents. Some just want to generate a more “high-energy” feel to the event.

How much room does it take?

The “footprint” of the trailer is 9x30 feet, and after allowance for clearance around the wall, “The Peak” requires a space up to 12x30 feet, and about 30-foot overhead clearance for normal operations. Since **“The Peak[™]”** Mobile Rock-climbing Wall is towed by a truck, potential venues require vehicle access/egress. Electricity access is optional, but desirable.

What about the staff?

Peak Performance![™] staff are educators first and climbing wall technicians second. One of the characteristics event managers often appreciate most about the company’s staff is that they aren’t “amusement ride carnies,” but experienced adventure education professionals. Staff enjoy working with participants to make sure that they have a “peak experience.”

Is it insured?

Peak Performance![™] maintains a multi-million dollar liability insurance policy with TIG, an internationally recognized insurer.

Is it dangerous?

“The Peak[™]” Mobile Rock-climbing Wall has never had an incident requiring even the most minor first aid or treatment with almost 100,000 climbers. (What other sport can say that?) Over a 20-year period participation in these activities by millions of people has resulted in an accident rate and severity congruent with those reported by the National Safety Council for employees in the fields of real estate and banking. Although nothing is risk-free, basketball is 600 times more dangerous, and soccer has an injury rate 1,000 times higher. Nothing in life is risk-free; but this is low-risk excitement!

How much does it cost?

The climbing wall arrives fully staffed, insured, equipped, and ready to climb. “The Peak” rents for \$1,200.00 per eight-hour day, and \$1,500.00 on holidays. Multiple day discounts are available, and there is a nominal extra charge for days longer than 8 hours or travel over the included 100-mile radius.

How do I pay for it?

There are several successful models for renting “The Peak” and even profiting from it:

1. Some events charge participants on a “pay-per-climb” basis, usually at \$5.00 per climber. Experience shows that gross revenues can exceed \$2,000.00 with the right circumstances.
2. Many events include corporate sponsorship of “The Peak,” which includes the right to put the sponsor’s banner 24 feet above the crowd, and climbers learn that their wonderful experience is “courtesy of XYZ company.”
3. Event management can “sell” advertising space for banners on and around “The Peak,” sometimes for more than the daily rental cost.
4. Having experienced the “draw” of the wall and the “contact time” for both participants and spectators, some shows charge a premium for booths/spaces adjacent to “The Peak,” and those vendors are often anxious to get that chance for increased exposure to attendees.

What/who is Peak Performance![™] ?

Peak Performance![™] is a nationally recognized experience-based training and development firm known for effective training that produces long-remembered and much talked-about events that dramatically contribute to positive change in organizations.

Peak Performance![™] helps individuals and their organizations reach higher achievement through fun, active, and exciting, “hands on” programs like their acclaimed *Adventures in Teamwork*[®] session. Participants fully engaged in fun activities learn more, remember longer, and implement the training better.

The company’s client list includes small non-profit groups and Fortune 500 companies, and groups ranging in size from a handful to over 1100. And their names you’d recognize, like AT&T, American Express, Amgen, Amway, Goodyear Tire, *Newsweek* Magazine, GTE, U.S. Navy, Kaiser Permanente, MCI, Farmer’s Insurance, Wendy’s, Young President’s Organization, and hundreds of others.

How do I find out more?

Call Peak Performance![™] at 909-585-3480, and visit www.peaktraining.com.

