

W
ELCOME
TO
ARENA AMERICAS



YES WE CAN

Welcome
to Arena Americas

Arena Americas creates awe-inspiring structures for your major events, business gatherings and personal celebrations, but really, we're in the people business.

We take your goals and work with you to create a distinctive setting that captures everyone's fancy — by **transforming ambitious visions into stunning visuals.**

Founded in 1964 and headquartered in the Midwest United States, Arena Americas has established a sterling reputation for consistently delivering high quality rental equipment, premium level of service and unsurpassed design innovation.

We are continually expanding our operations to meet the needs of our growing customer base. We were acquired and rebranded in 2013, enabling us to provide even more services to our clients.

To ensure a timely response we have established operational bases in Wisconsin, New Jersey, Florida, California, as well as our new sales office in Chicago, IL.

**UNSURPASSED
DESIGN
INNOVATION**

transforming



Frieze Art Fair, New York — 2 Guinness World Records

WE'RE PERFECT FOR EACH OTHER

Wedding, Milwaukee



Company meetings, conventions, large-scale sporting events and all types of gatherings in between. They each differ in their demands...but what they all have in common is our commitment to making them as sophisticated, functional and memorable as possible.

To ensure that each event fulfills its intended purpose, we have established a broad event rental asset base, coupled with highly technical and specialized services, including in-house design, manufacturing capabilities, strong custom graphics capabilities; and industry-leading safety and training protocols.

From Chicagoland's theater district to New York's Fashion Week to the London Olympics. Our esteemed client list is impressive from any point of reference.

- National Corporations.
- Sports Organizations.
- Weddings. Caterers. Restaurants.
- Hotels. Theaters. Personal Events.
- Government Agencies. Industrial Services.
- Disaster & Emergency Services.

We can create your next success story.

memorable



Wedding, Chicago

international

GOING GLOBAL

Arena Americas is a division of the Arena Group. Arena Group has undergone exceptional strategic growth, acquiring Karl's Event Services (now Arena Americas) in the US and Asia Tents International in Malaysia, providing Arena Group with a truly global reach.

The Group now has premises in the **UK, Ireland, USA, Portugal, Spain, Dubai, Abu Dhabi, Malaysia and Brazil**, coupled with a network of global partners to extend local capabilities.

Wimbledon, London



elegant



EVENT
EXPERIENCES

ATHLETICS

We have a tremendous amount of experience in providing structures and other assets for a range of sports and related activities.

As the official structure provider for the **Tiger Woods Deutsch Bank Championship** held annually in Norton, MA, we install numerous hospitality structures and chalets for tournament viewing, as well as custom wall panels for bars, signage, concession and room dividers.

For the **3M Championship**, we set up over 70,000 square feet of tents and clearspan structures, which are used for corporate hospitality, press, sky boxes and maintenance/management.

Our expertise in sporting events is global, counting **The Open**, the **Ryder Cup** and **numerous European tournaments** among our repeat and satisfied customers.



3M Championship, Minneapolis

golf

Travelers Championship

Transitions Championship

Allianz Championship

Bank of America
Championship

Children’s Miracle
Network Classic

Michelob Ultra Golf
Tournament

US Bank Championship

CME Group Titleholders

Ginn Golf

The Open

Volvo World Match Play

PGA European Tour
Events –
(Portugal, Scottish Open,
Seniors, Irish Open)

Johnnie Walker Cup

Ricoh (Ladies Golf)

Dunhill Links

Ryder Cup

Solheim Cup

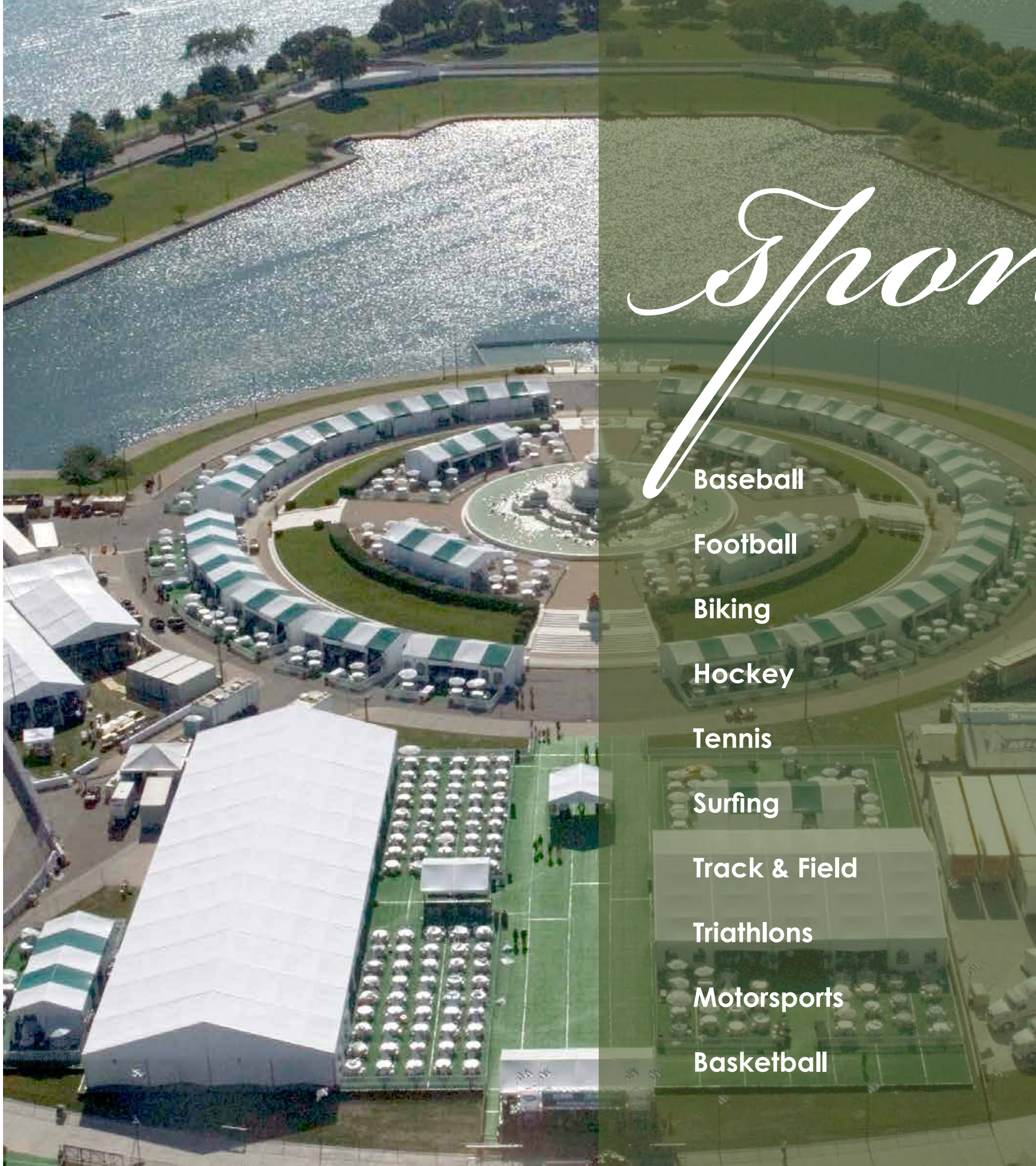
EVENT
EXPERIENCES

ATHLETICS

From professional sports to college games — we tirelessly offer a full range of support for your athletic event. Our dedicated event managers engage in a sport all their own and handle all of our assignments with equal parts energy, talent and a burning desire to make our clients happy.

With us, it's personal. The trickier requests are mid-event transformations... and we perform them with military precision. It's all part of our custom services, and naturally, it's all Arena Americas.

Arena has participated in the last ten **NFL Super Bowl** events, a myriad of **NASCAR Auto Racing** events and many other sporting events, including **baseball, football, biking, hockey, tennis, surfing, track & field and triathlons.**



Sports

Baseball

Football

Biking

Hockey

Tennis

Surfing

Track & Field

Triathlons

Motorsports

Basketball

- The Super Bowl
- National Football League
- NASCAR
- Indy Racing League
- Major League Baseball
- National Hockey League
- National Baseball Association
- National Basketball Association
- NCAA

EVENT EXPERIENCES

MERCEDES BENZ FASHION WEEK

Arena Americas provides numerous clearspan tents at the **Mercedes-Benz Fashion Week**, which is held semi-annually in New York City. These tents incorporate a hard material façade, along with hard walls, glass walls and other vinyl components.

To set the proper tone for this prestigious event, our team of engineers and designers developed the **custom** façade for the entrance of the fashion show in Lincoln Center. The façade's components are manufactured in Arena's Oak Creek facility and then transported to New York, where they are installed by Arena project managers.

To further enhance the ambience we also incorporate unique flooring, lighting, liner and vinyl elements to customize the structure.



Our reputation for perfection is clear.

If it's a full-range of services that you're looking for, we have it covered. We have everything you need for your next event, including:

- In-house Designers
- Custom Graphics
- CAD Layouts & 3D Renderings
- Tents & Canopies
- Tables & Chairs
- Glassware & Flatware
- Flooring & Staging
- Linens
- China
- HVAC
- Power Generation & Electrical Distribution
- Special Lighting Effects
- Full-Service or Invisible Staff at Attention
- Permanent and Semi-Permanent Structures

stunning

THE ARENA DIFFERENCES

So, what separates Arena from the competition?

It's a combination of the different segments that make up our program — adding up to a clear cut advantage for our customers.

The concept that “the whole is greater than the sum of its parts” is well-substantiated by the impressive range, depth and level of excellence found in every aspect of our operations.

- Our People
- Infrastructure Investment Systems
- Automation
- Rental Equipment
- Training
- Event Management Program
- Safety Program
- Custom Design & Manufacturing Capabilities
- Product Consistency
- Financial Stability



Wedding, Chicago

Wedding, Houston



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New Jersey Performing Arts Center Gala