



arena

AMERICAS

LEADERS IN INNOVATIVE EVENTS



just for you



NATIONAL BASKETBALL ASSOCIATION



welcome

WHO WE ARE

About Arena Americas

Arena Americas, founded in 1964, is headquartered in the United States, with operational bases located throughout the country for very timely response. We deliver high-quality rental equipment, premium service and unsurpassed design innovation—turning our clients' events into awe-inspiring gatherings. To make it all possible, we possess the largest tent/clearspan structure and arcum structure rental inventory in North America. We also provide highly technical and specialized services, including versatile in-house design, extensive manufacturing capabilities and strong custom graphics.

Arena Americas was acquired and rebranded by the Arena Group in 2013, enabling us to bring an even broader range of services to such notable clients as the **Super Bowl, Mercedes-Benz Fashion Week, Kentucky Derby, NASCAR races, Deutsche Bank Championship and 3M Championship.**

About Arena Group

Arena Group is a leading provider of event overlay services, designing and delivering complete temporary environments for the most prestigious sporting contests and cultural occasions on the global calendar.

Our resume includes producing such celebrated events as **Wimbledon, Cheltenham Racecourse, Aegon Tennis, Henley Regatta, Abu Dhabi Formula 1 and the London 2012 Olympic Games, among many others.**

Building on the successes of the London Olympics and the Diamond Jubilee, Arena Group has gone on to achieve noteworthy strategic growth, acquiring **Arena Americas in the U.S. and Asia Tents International in Malaysia**, providing the company with an impressive global reach. **We now have premises in the UK, Ireland, USA, Portugal, Spain, Dubai, Abu Dhabi, Malaysia and Brazil, supported by a network of global partners to drive our local capabilities.**

Ongoing investment in research and development, new products and talented specialists ensures that Arena will continue to deliver sophisticated event solutions to the global market.





solutions

THE RIGHT FIT

Custom Capabilities

Design

Arena has developed comprehensive custom capabilities to ensure that no matter what the request, we can always say, "Yes, we can do that."

Our in-house engineers utilize CAD layouts and 3D renderings to design variations on standard structures, providing custom tenting solutions that accommodate event site restrictions and customer requests.

Event plans can be added to aerial maps and photos to determine feasibility and aesthetic appeal.

Manufacturing

Once we've got a client-approved design in place, we turn it over to our in-house manufacturing team. Keeping the manufacturing process in house gives us several key advantages—for starters we can implement and adhere to the highest level of quality control. It also enables us to eliminate the budgetary concerns and timeline challenges associated with outsourced work.

Graphics

Our custom graphics capabilities provide clients with imaginative ways of showcasing their brand. We specialize in integrating graphics into the structure with custom sidewall, gables and tops that can include high-quality, permanently-printed or removable adhesive graphics.

Arena's team of engineers and designers have developed hard and vinyl façades to be incorporated with our clearspan structures, usable for any number of purposes, including temporary showrooms, retail space and trade shows/expositions. Arena has customized the façade concept for such world-class customers as Mercedes-Benz Fashion Week, Fiat and Tiffany & Co.





hello

UP CLOSE & PERSONAL

Personnel Bios

John Haener, Arena Americas President and Chief Operating Officer, started his career with the consulting firm Deloitte & Touche and went on to spend the past 20 years in the rental industry. He has been an owner operator of his own special event equipment rental company and led the management team of a 40-location equipment rental company that was the first in the industry to become ISO certified. John has extensive broad-based knowledge in the rental industry, which will be an integral component of Arena's continued growth trajectory.

Kevin Zwierzchowski is the Chief Financial Officer of Arena Americas. Kevin is a CPA with 25 years of experience—8 of those years in the rental industry. Kevin began his career in public accounting with the firm Deloitte & Touche and has been the CFO for several organizations, including a \$200 million equipment rental company with 40 locations. He is very much an operational-minded CFO, with an impressive track record of creating infrastructure within growing organizations and successfully integrating acquisitions.

Jim Koza, Arena Americas Senior Vice President of Sales and Marketing, has been building and managing sales teams for over 20 years. Jim has led the sales and marketing expansion of companies in a variety of industries, including consumer electronics, manufacturing, distribution and logistics, both nationally and internationally. He has built teams from the ground up, as well as expanded current teams nationally. Jim's knowledge of sales, the marketing processes and methodologies is enabling Arena to confidently move further into the national market place.

Jon Tabeling is Arena Americas Vice President, with over 18 years of special events experience. Jon started his career on the event operations side, producing large music events and tours. He joined the equipment rental industry over 15 years ago and has served as general manager of large profit centers in the structure, staging, temporary power/HVAC and other related event rental fields. Jon has been with Arena for over 6 years and has spent time managing the northeast region, working with the U.S. military on large projects, developing business opportunities and furthering Arena's operational initiatives. He has also worked closely with National Event Management and an extensive network of partners to provide seamless installation and project supervision. Jon was a key part of the 2010 Vancouver Olympics, Mercedes-Benz Fashion Week, Frieze Art Fair and Deutsche Bank Championship, to name a few.

Ryan Kidd is in Event Management at Arena Americas and has been involved in the events and golf industry for over 10 years. Prior to joining the Arena Americas team in 2011, Ryan worked for the Walt Disney Company for seven years as part of the Golf Operations team. During that time he served on the Operations team for the annual PGA Tour event held on Disney property. As part of the Event Management team with Arena Americas, Ryan is heavily involved with bidding, implementation, account and operations management of golf projects and other large sporting events. Ryan has been a key part of the Daytona 500, large-scale Disney events, Deutsche Bank Championship, Travelers Championship, and Frieze Art Fair, among other significant events.

In addition to the above, Arena has a large number of high-level industry veterans on our team, both nationally and internationally, with years of expertise in operations, event management, and logistics. Many of our senior team members have been in the event industry for decades, accumulating valuable experience on a variety of events.



Service

WE ARE HERE FOR YOU

Service Support & Quality Assurance

Arena Americas operates on the philosophy of creating lasting partnerships with our clients, enabling us to better deliver top-notch experiences.

To maintain the highest level of service, we rely heavily on input from our clients, which is gathered in the form of customer service feedback surveys, customer support sessions and post-event recap meetings. This enables us to be proactive to any conceivable changes, while giving us invaluable insight into how our product and equipment is being perceived.

In regards to quality assurance, our standard is to always be rental ready and provide an exceptional product at all times. Our method of caring for our equipment involves an extensive check upon return to each warehouse. For example, if a product is damaged while it is installed on a project, we would tag that item and send it back to the warehouse. At that point we would thoroughly look over and repair the item before it was cleaned, packaged and cleared for the next event. As time goes by and a product wears down it is taken out of circulation and replaced with a newer product.





dedicated

THE FOCUS IS ALWAYS ON YOU

Staffing

Arena provides dedicated staffing personnel for each event—giving us and our clients a firm handle on quality control and assuring successful installation. Depending on the size and scope of the event, we assign one or more of the following staff—

Sr. Event Manager

Arena provides an experienced Event Manager who has a significant amount of event experience in project management, tenting, flooring and other related projects.

Structure Site Supervisor

Arena provides an experienced Tenting / Structure Site Supervisor who has a significant amount of tenting, structure, construction and leadership experience. The other tenting supervisors on the project report to this person.

Flooring Site Supervisor

Arena provides an experienced Flooring Site Supervisor who has a significant amount of leveled flooring, scaffold construction and leadership experience. The other flooring supervisors on the project report to this person.

Carpet Supervisor

Arena provides a supervisor to manage the carpet install teams. This experienced individual manages the install teams and monitors quality control.





balance

ENVIRONMENT

Sustainability

Arena is fully committed to being as sustainable as possible. We continually research processes and materials to ensure that we are doing our best to be environmentally efficient. We use high quality fabric materials that are versatile and **reusable**. Our graphics are printed with a solvent-based ink that has outdoor durability, with a typical life span of three to five years. We also focus on **transportation to save resources**, using rail transportation whenever possible to reduce fuel consumption and running a sizable percentage of our fleet on propane. Other practices include **reducing lighting power by 77%** and working with other **environmentally conscious companies** like United Rental and RSC. **As a result of our sustainable efforts, we are a proud recipient of the Orion Environmental Award.**





we care

PROTECT

Safety Plan

Arena Safety Policy Overview

Arena's policies are designed to deliver compliance with all local, state and federal regulations throughout the Arena system. Arena's training programs are continually being improved to provide our employees and customers with the highest level of safety standards. Drug and alcohol screening is mandatory: pre-employment, random and post accident. In all aspects of our operations, **'safety first' is our number one priority.**

Responsibilities

The development and implementation of the Site Safety Plan is the responsibility of the Arena Project Manager, who either conducts Activity Hazard Analysis (AHA) or requests and interprets an AHA prior to commencing any activity connected with a contract. Activity Hazard Analyses are done on activities that are new to Arena, or due to the unusual circumstances are significantly different from previous Arena projects or activities. The Site Supervisor is responsible for safety and compliance on the job site. These responsibilities include on-site safety and health inspections, daily safety briefings, ongoing personnel compliance, vehicle safety and accident/incident reporting. Accident and Incident reporting is direct from the Site Supervisor to the Corporate Director of Human Resources. Compliance support is provided to the Project Manager by the Corporate Director of Quality, Safety and Compliance. It is the responsibility of Arena's employees to adhere to policies and procedures as outlined in the Employee Handbook.

Subcontractors and Suppliers

All contractors and suppliers of Arena are required to comply with all applicable local, state and federal regulations. This compliance requirement includes maintaining all necessary records to document their compliance with Arena's policies.

Training

All Arena crew and supervisory personnel receive safety training as outlined in the Arena Employee Safety Orientation Handbook. All employees operating powered industrial trucks as defined by **OSHA** 1910.178 receive training as outlined and required. Arena's Site Supervisors are required to conduct and document **daily safety briefings** that describe any specific hazards on that site. Documents will be maintained for review as requested by the contract compliance officer or a designated responsible party. These daily briefings will cover that day's hazards, work conditions and emergency **response procedure.**

Prevention of Alcohol and Drug Abuse

Arena conducts pre-employment drug screening. In case of an accident or incident, Site Supervisors will instruct the employee affected to take a drug and alcohol test. Those results are communicated to the Director of Human Resources for further action if required.



MARKET WATCH: UNDER THE BIG TENT

Large Event Management

Arena Americas is well versed in handling multiple overlapping projects continuously throughout the year. We have a structured execution program that cohesively connects account management to operations to the on-site execution teams. We have been successful handling multiple large events at a high level, due to the implementation of core processes that focus on organization and efficiency.



We start the process 3 to 4 months out at a minimum, holding pre-event meetings where we share information with our Account/Event Management team and our Operations teams. Our National Inventory Manager works hands on with the Inventory teams to ensure timely deliveries and optimal quality control, enabling us to deliver product that is rental- and install-ready.

The core of the entire event execution process is the **Event Management team**. They are responsible for the overall project development, day-to-day on site management of each event and the communication with the Operations team. The Event Managers are continually monitoring the goals of each day's work and planning ahead to ensure the build stays on pace.

At the completion of each event we hold **post-event meetings** internally and with the clients, gathering information that is evaluated for the event moving forward and to build upon as a company.

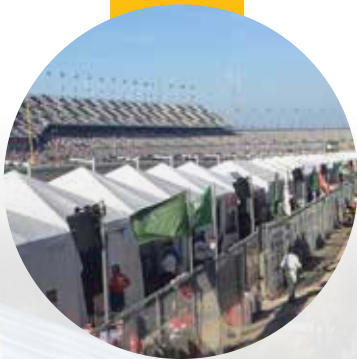
A great example of our track record for simultaneously handling multiple projects is **Mercedes-Benz Fashion Week, the Daytona 500 and the Super Bowl**. All three of these events occur from late December to mid-February each year and require over **150 install crew members and over 800,000 sq. ft. of tenting and flooring**. Each of these projects has its own Event Management and execution teams operating independently of each other.

We have demonstrated time and again that regardless of the size of a project or whether it runs concurrently with another event that we are working on, we have the staffing and resources in place to dedicate a full team to each project to ensure successful execution.

MARKET WATCH: MOTORSPORTS

Daytona International Speedway

After inking a three-year contract with the Daytona International Speedway, we have provided tents and rental equipment for a variety of events held throughout the year at this storied venue, including the Rolex 24, Speedweeks and the Daytona 500. These tents are used primarily used for corporate and fan hospitality, merchandise stores and official NASCAR inspection. There is often as much excitement within their confines as there is out on the track.



MARKET WATCH: AIRCRAFT

Experimental Aircraft Association

Every year over 500,000 Experimental Aircraft Association (EAA) members and aviation enthusiasts from over 60 countries attend EAA's Airventure, held in Oshkosh, Wisconsin. And every year we provide a number of clearspan structures, traditional frame and pole tents, and chairs for the event. We also set up custom items, including the arcum structure, high peak clearspan, mezzanine level and custom printed graphics. We're everywhere at the event and it's always a smashing success.



MARKET WATCH: ART

Frieze Art Fair

Goals and Objectives

The Frieze Art Fair began in 2003 as an extension of the art magazine of the same name. After being held each year at Regent's Park in London, Frieze decided to bring the fair stateside for the first time on May 4-7, 2012 with its first New York City event.

Their main objective was to create a customized event space that could house 180 contemporary art galleries, along with various dining options in the limited space of Randall's Island. Frieze turned to Brooklyn architects SO-IL to conceptualize a temporary event space to meet their specific requirements. SO-IL presented a curved tent concept that Arena developed, utilizing both existing and custom-manufactured clearspan components to match their vision.

Challenges

The overall scope and size of this project were both unique and challenging. Arena worked with Frieze and SO-IL for over a year to develop the design and layout of the event. We built SO-IL's curved tent concept utilizing six 50m x 60m (164' x 197') standard clearspan structures attached by triangle-shaped wedges to create a snake-like design. The wedges were created with 424 varying length purlins (connector pieces between trusses) from just 2.5' at the narrow end to a standard 5m (16.5') bay at the wide end. The wedge sections increased the total event space by more than 31,000 square feet.

Additionally, to give the space a unique look, we designed and manufactured 90 fabric fingers to extend from each end of the structure. These entrance strips were four feet wide at the top and tapered down to two feet at the bottom. It took six hours just to dimension the fabric fingers and release them for production because each one was unique.

To give the galleries a light and airy feel we utilized translucent fabric to allow sunlight to penetrate the event space. Over 18,000 4'x4' Bil-jax Multi-Stage flooring pieces were used to level the structure over the sloping elevation that required us to raise portions up to six feet.

We were extremely pleased to receive two Guinness World Records for this unique, massive project – largest single-unit marquee at 226,795.77 square feet and largest temporary stage at 275,007.44 square feet. When we say we're up to the biggest challenges, we mean it.



MARKET WATCH: FASHION

Mercedes-Benz Fashion Week

Goals and Objectives

Mercedes-Benz Fashion Week is a hot-ticket, high profile event that takes place semi-annually in New York City. Twice a year thousands of industry buyers, industry elite and special guests come to behold the top designers debut their Spring and Fall Collections. The eight-day, invitation-only event takes place in a multi-tent venue, custom designed for the space at Lincoln Center.

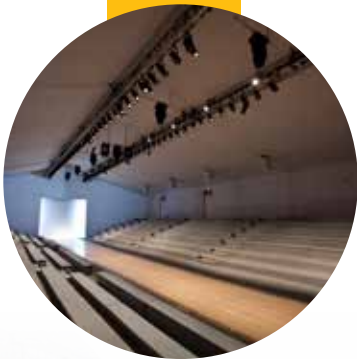
Mercedes-Benz Fashion Week is owned by IMG Fashion, which operates fashion events around the world. IMG's objectives for the event include a fresh design for every show—incorporating a level floor, HVAC, lighting elements and waterproofing against inclement weather.

Arena works with IMG, designers and architects to develop a custom clearspan tent layout for the Center's limited space. In Spring 2011, we presented a new façade concept for the entrance of the tent space, incorporating an aluminum composite material built on a support system approximately 80 feet wide and 32 feet tall.

Arena's designers and engineers also developed a number of custom components to meet IMG's objectives. Custom transition pieces were developed to connect the various tents in such a way as to keep an open-air feel, an extremely important feature for the client. Custom guttering systems between tents provided protection from inclement weather. A sky box concept was developed for VIP guests to sit between venues and view multiple shows at once. The boxes were sided with two-way mirrors to allow the guests to see the shows, while preventing other attendees from looking in.

Challenges

Mercedes-Benz Fashion Week presents a host of challenges, the most difficult being limited square footage, the logistics of delivering goods to the middle of Manhattan and the short timeframe for installation. Arena strategically plans the installation of the tents to work our way back out of Lincoln Center. In such a limited setting, the tents have to be installed in a specific order to allow for proper accessibility. Over 60 semi-loads of equipment arrive between the hours of 8pm and 5am to avoid rush hour traffic in Manhattan. One crew works from 8pm to 6am each evening to unload the trucks, with two additional crews working on 12-hour shifts to meet the tight schedule timelines. With the right planning and execution, we pull it off every time.



MARKET WATCH: ATHLETICS

London 2012 Olympics

Goals and Objectives

Arena Group was contracted by LOCOG to provide every element of the overlay and project management across Horse Guards' Parade (Beach Volleyball), The Mall (Marathon, Road Cycling, Race Walks, Athletes' Parade) and St. James's Park (Beach Volleyball practice courts). The 32-acre site included the 15,000 capacity Beach Volleyball stadium, three practice courts, two warm-up courts, 3,000 additional grandstand seats along The Mall, scoreboards, broadcasting and media desks, video boards, distance "to go" marker points, tents, cabins and generators.

As we were gearing up for this large-scale project, we conducted a phased removal of redundant functional areas in order not to affect the remaining sports or spectator experience. This consideration, in addition to all security and functional requirements, required precise design in order to minimize the impact on the site and surrounding areas.

Although the overall site was built as one package, Horse Guards' Parade and the Mall functioned as separate venues during the Games. Hence, the site was separated by secure fencing to ensure that visitors could only access areas relating to the relevant sport (Beach Volleyball or the Road Races). This resulted in separate broadcast compounds, press and media facilities, secure spectator entrances and services.

To achieve this, the Control Center was situated centrally within the site to easily facilitate both sport areas. In addition, there was a combined Logistics compound, which enabled deliveries and collections throughout the day without infringing on the public site.

Challenges

Arena was charged with creating a temporary 15,000 seat beach volleyball arena within six weeks on the historic Horse Guards' Parade, and to deliver an "amazing spectator experience" that would take full visual advantage of the stunning London skyline for a world wide TV audience.

Through meticulous planning we were able to ensure that all project critical milestones were monitored and achieved within the 42-day build time. We also provided technical and licensing services for Bomber Command and seating for the Queen's Jubilee, which had to be incorporated into the Horse Guards' Parade build schedule.

We were fully up to these challenging tasks and completed all work in a timely fashion, enabling these particular segments of the Games to adhere to their set schedules.



MARKET WATCH: ATHLETICS

The Vancouver 2010 Olympics

Arena began working with the Vancouver Organizing Committee in 2008 to develop their considerable overlay needs for the 2010 Winter Olympics. The games represented the largest and perhaps most challenging example of temporary overlay structure in the tenting industry.

In all, we manufactured and built over 650 unique, snow-loaded structures totaling 1,000,000 square feet. The venues we supplied the structures for included the Olympic Villages, Richmond Olympic Oval, Vancouver International Airport, BC Place, Nordic/Whistler Olympic Park, The Whistler Sliding Center and Cypress Mountain. Two teams were assigned to service the venues—one team in Vancouver and one in Whistler.

Installation took place from August 2009 to January 2010. Despite facing unforeseen harsh weather conditions that complicated the installation process, Arena was commended by the Olympic Organizing Committee for performing flawlessly.

Super Bowl

Arena is a veteran participant of Super Bowl events, having supplied structures for the past ten Super Bowls.

Our clearspan structures have been used for hospitality, the halftime show, the NFL Experience and NFL Tailgate events.

We have also provided a number of customized clearspan structures, including a ring-shaped structure 230' in diameter, a "U" shaped hospitality structure, two offset ridge structures, custom single-slope structures and numerous snow-loaded structures.



MARKET WATCH: ATHLETICS

Wimbledon Championships

Wimbledon was a unique challenge for Arena—requiring us to deliver a range of products to accommodate the many fans that turn out annually. We provided custom green-and-white structures for luxury hospitality chalets, catering and retail outlets, a children's fan zone and public practice courts.

We also provided Arena Deck, our custom designed lightweight decking product with glass handrails, which formed an exterior viewing platform overlooking the practice courts. We also installed 3,500 temporary seats across 10 courts, including 1,000 clearview™ seats on court twelve.

After constructing the London 2012 Olympics beach volleyball stadium at Horse Guards Parade, we utilized the same grandstand substructure for Wimbledon, investing in custom green seats to ensure the aesthetic continuity of what is generally regarded as the world's most prestigious tennis tournament.

NBA All Star Game

The annual NBA All Star game is a lively affair that draws thousands of fans for a full weekend of festivities, culminating with the game itself. Arena brought the Bud Light brand to life at the Sprint NBA All Star pre-game concert in New Orleans, installing a fully-branded 30m double-decker arcum structure for the Bud Light District Fan Zone. The curved-roof, double-decker structure featured a glass-fronted balcony running the width of the structure, with two external staircases and a large decking area at the front. This showcase structure was the perfect blend of form and function.

