

Rentals in a



Benchmark Event Services - a division of A to Z Party Rental

BIG Way



By Monty Trudeau

Planning big events, whether indoors or outside, requires a great deal of coordination and preparation. Choosing the right location and setting is paramount, and so too is securing the right rentals for the job.

Events with large audiences require much more than abundant spaces or expansive tenting. Even among those tents, there are a lot of choices and options to sort through and decisions to make.

One place to start in making the right decisions for which rentals are needed for an event is to talk with an expert supplier who has facilitated and outfitted countless functions with a wide range of offerings.



Matthew Holt of NY Tent advises:

"Don't be frugal on the details and finish work. Just like in a home, high-end finishes create a real 'wow factor' for an event. Choosing low-end finishes will leave tents looking like – well – tents. If you are going to create a space in a location that is special to you, make the space special, as well. Incorporate natural elements into the interior of the tent where possible. Tent over things like bushes and stone walls, and use those areas to define the interior of the tented space."

Matthew Holt, director of sales and marketing for NY Tent, is one such expert. Just some of the rentals NY Tent offers for large events indoors include: tables, chairs, linens, pipe and drape, stanchions, trash cans, easels, turf and carpet floor covering, red carpet runners, and graphic printed vinyl logos. Move the event outside, and additional rental options come into play.

"Aside from what we have available for indoor events, our most rented items are tenting and clear span structures, flooring – both lay down and stage-style with various hardwood or carpet coverings, event stages with skirting, and steps or ramps to meet code," notes Holt. For outdoor functions, NY Tent also can provide things like HVAC units, diesel powered portable generators, power distribution, barricades, lighting, fans, picket fencing, tent liners, interior drapes and more.

"We are primarily asked to provide turn-key finished spaces," he adds.

For those in search of something unique to add to their events, Holt suggests the use of Arcum (a curved roof line structure), as well as rounded ends for tents and other structures, the use of multi-story tent structures, glass walls for tenting of any size, or even solid walls to better control and prevent heat and air conditioning loss.

He adds that NY Tent can offer solid baffle walls that are great for sound control, as well as a selection of six wood color finishes to match a variety of interior décor, plus custom wood shop elements that include custom railings, stairs and ramps.

Holt adds that other options available for creating unique settings include the use of pool trusses to create space with Lucite clear and frosted flooring that has under floor lighting options, or perhaps higher end wood flooring, or LED lighting packages to create a memorable look and feel.

Another expert in the industry is Allan Gottlich, executive vice president for Party Rental Ltd., a rental company that carries over 3.3-million rental items to afford them the capacity to service very large events.

Some of the products offered by Party Rental Ltd. include: a wide selection of chairs, china, flatware, glasses, tables, linens, buffet and station equipment, platters, trays, electric cooking equipment, refrigerators, freezers and more.

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Melani Kodikian
of A to Z Party
Rental offers:



"Rental companies should be your partner, not your vendor. A to Z Party Rental has a great deal of information, inventory and resources to share. When we work together, support each other and freely communicate the needs of the client, we create successful events."

"We basically carry everything 'front of house' and 'back of house' you would need for an event," asserts Gottlich. "We just launched our new furniture collection this month, as well, and it includes over 100 pieces from which to choose. This collection is well suited for outfitting large events with furnishings, allowing Party Rental Ltd. to offer ample seating options that can easily accommodate large parties with a variety of pieces."

For outdoor events, Party Rental Ltd. also can provide propane equipment, cooking equipment, picnic tables, outdoor umbrellas, plus lots of fun items including popcorn machines, snow cone machines, pretzel warmers, hot dog carts, and even cotton candy makers.

"We're excited to announce the launch of a new resin wicker line of outdoor furniture that will be very popular for outdoor events and gatherings," he adds.

In addition, Party Rental Ltd. also receives requests for items such as farm tables, mason tables, dance floors, cassis country tables, designer chairs and specialty linens, and they gladly fulfill these rental orders on a regular basis. What's more, the company works very hard to stay at the forefront of the latest trends in the industry to make sure clients are satisfied with the end result of their events – whether large or small.

"We spend a lot of time making sure we have cutting edge, exclusive product designs to offer our clients," says Gottlich. "Our illuminated and glow furniture is very unique, and we have many types of specialty china that can really help set a design apart, as well as items like our Vanderbilt flatware, or our Sedona flatware."



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Allan Gottlich of Party Rental Ltd. says:

"Be sure to reserve early and reserve for your largest potential guest count for availability reasons. Engage with our event rental specialists or use live chat to ask about budget options. We have many options for all budget ranges and a team of experts ready to help."

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Melani Kodikian, CERP, is president of A to Z Party Rental, which is a certified woman-owned company serving a full range of rental needs of clients with events of all shapes and sizes.

"Beyond standard tables, chairs, linens and table top items used at events, we also can provide pipe-and-drape to add color to a room, create separate spaces, or even to hide undesirable areas," notes Kodikian.

"We can lay carpet on flooring to transform a concrete warehouse into a banquet hall," she continues. "We have portable staging that can be built to a variety of sizes and heights along with stairs and/or ADA ramps that provide wheel chair access."

For many large events, Kodikian says, it is quite common to work in a gymnasium or other venue that has hardwood floors that need to be protected. In such instances, A to Z Party Rental uses GymGuard flooring protection to keep these areas safe during installation and removal of equipment, as well as during the event to protect against the potential for damage by the guests themselves.

Perhaps the "B" among A to Z Party Rental's offerings might stand for "bleachers," as the company offers its very own bleacher division for big events in need of ample seating.

"Our bleacher division, Benchmark Event Services, custom builds the bleachers enabling us to setup at almost any site," says Kodikian. "Even at venues with limited access, we can typically transport the parts inside to build the bleachers directly on-site."

A to Z Party Rental has provided bleacher seating through Benchmark Event

Services for indoor sporting events like wrestling and boxing, as well as for trade shows, concerts, robotics competitions, graduations, gymnastics competitions and even indoor swim meets.

For outdoor functions, A to Z's bleacher division also provides seating that can be utilized in conjunction with big events such as parades, concerts, sporting events, dog shows, rodeos and even beachside demonstrations.

"The bleachers are not limited to single events, but are available as seasonal and year-long supplemental seating to permanent structures, as well," offers Kodikian.

Benchmark Event Services can provide seating options ranging from 20 to 4,000 seats. Each setup is custom built to specifically match the clients' seating needs, any limitations of the facility space, along with the building code. The setup can include ADA platforms, ground level or elevated options, plus guard rails, stairs and aisles.

"The beauty of offering custom built bleachers compared to trailer style bleachers is that they allow us to setup at nearly any location, whether indoors or outdoors, as well as in any configuration needed," explains Kodikian. "We can provide three-, four-, five-, 10- and even 15-row high sections, or any combination thereof!"

A to Z Party Rental also provides a variety of tents that are specific to the size of the event, the space and anchoring limitations of a given site, length of use, type of use, and overall appearance and aesthetics.

"We can include flooring to level the tent site, heat or air conditioning to keep guests comfortable, décor - including draping and lighting - and even games and inflatables to entertain guests," notes Kodikian.

Common requests that A to Z Party Rental receives from planners of large events

include obvious needs like tables, chairs and tents, but also things like barricades, staging, cook tents with aluminum tops, CAD (computer-aided design) for the event, as well as laborers for the setup and removal of rental items.

A to Z Party Rental also has offerings such as wine barrel bars along with high-top tables for events where a more rustic setting is desired.

Planners will appreciate the flexibility and variety offered by rental companies that feature many different products and services. That appreciation will only grow further when the planner leans on the expertise of such experts in the field of large event rentals.

Solutions for such events can be found by working with trusted partners in the rental industry who have the experience to make the right recommendations, services and rental equipment to make an event a huge success.

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Party Rental Ltd., a leading full-service event rental company, recently announced the expansion of their product offerings to include upscale, unique and premium furniture. The Furniture Collection will include a wide array of products ranging from modular pieces to upholstered seating and wicker. The new furniture offerings include over 100 pieces from which to choose.

"Offering a wide assortment of products and design solutions for our clients is our top priority and we plan to keep expanding those options," says Alan Gottlich, executive vice president, Party Rental, Ltd. "The new Furniture Collection designs are meant to complement any event style, theme or occasion with their versatility and timelessness. The pieces are as beautiful as they are functional."

"The inspiration for this collection came from our clients. We launch new products every month and many are inspired by client requests and trend research. We want our clients to be able to transform their events into refined and impactful spaces," says Gary Halperin, president and chief operating officer, Party Rental Ltd.



Rentals for Outdoor Events:

Select Event Group offers Tips & Best Practices



Planning an outdoor event requires special considerations when it comes to rentals. Not only do you need to determine whether tenting or indoor alternatives are necessary for the chosen location, but figuring out which tables, chairs and décor will best suit an outdoor event can differ greatly from what would be successful indoors.

Weather considerations, event location and the objectives will all play a role in outdoor rental choices. Having said that, here are some best practices to consider for your next outdoor gathering.

Planning



Every great event is built on solid planning, beginning with the request for proposal (RFP) process. Organize your RFP by physical location within the event site as opposed to just a list of requirements. This will help vendors grasp the overall scope of your event and it also will help you to ensure that nothing you'll need gets missed.

Then, once you have chosen your vendors, work with them to make your final rental selections by using the following guidelines.

Choosing Your Rentals

Linens look great indoors, but they can become impractical with even light winds during outdoor events. Choosing furniture and décor pieces that were made to be used outdoors or that don't require linens will stand up better to the elements.



Fabricated logo for Under Armour® at the entrance of a tented space facilitated by Select Event Group

Tables with finished wood, metal or plastic tops, resin or metal chairs, and picnic tables are all low maintenance options. Windy weather calls for furniture that doesn't require linens or at the very least can be fitted with spandex coverings or clips that help to keep traditional linens in place.

Keep the style of the outdoor space in mind when choosing your rentals, too – farm tables and reclaimed wood bars and food stations fit in nicely with an event that will be held in



Going The Extra Mile

Outdoor events present some unique opportunities to “wow” your attendees. Try one or more of the following strategies at your next event to make a lasting impression.

- Consider including unique pieces such as cabanas or groupings of Adirondack chairs or other lounge furniture around fire pits to serve as VIP areas.
- Even the nicest tents have parts that you might want to treat or cover up in order to make them more attractive. Select Event Group offers items like rustic wooden truss covers, boxwood tent weight covers, and custom tent leg and ceiling treatments.
- Flooring with carpeting or turf is essential for black tie galas where the ground might be uneven. Leveled flooring also can be used to create recessed porches or decks around the sides of a tent.
- Impress your attendees from the moment they arrive by creating a customized entrance, whether it's a free-standing piece or a unique entrance treatment for your tent.
- Adding your logo or that of a sponsor will give your event a more polished and professional look and feel. Have your tent tops branded with applied logos, or rent custom branded furniture such as bars and coffee tables. Adding graphics or logos to custom pillows or linens also provides an extra special touch.

a grassy or rural area, whereas modern furniture would be a better fit for a party on a high rise rooftop deck.

Your tent provider can consult with you as to the best type of tent to setup given the site location and expected weather conditions. Check the wind rating on any tents or structure you plan to setup - some temporary structures can withstand wind gusts of up to 90mph!

Layout and Logistics

For large scale events, create a site map showing where rentals will need to be dropped off by vendors to ensure a smooth and efficient setup. Also use this map to confirm the quantities and items going to each location as the event day approaches.

Also - don't forget directional signage! Outdoor spaces may or may not have existing signage, so you should work with your event designer to ensure that attendees will know how to navigate the event easily once they are on-site.

Carefully plan your layout to pull the eyes of attendees away from areas that might not be as attractive. For example, if there is a parking lot on one side of the space in which your event is taking place, place your stage on the opposite side to draw guests' attention away from it. Similarly, hide back of house operations with solid white tent walls, even if the rest of the tent is open or has clear vinyl sidewalls.

Contingencies

If budget allows, setup a “rain” plan in addition to your “shine” plan. That way, if the weather suddenly takes a turn for the worse, the event can still go off without a hitch. Similarly, if an event will be moved indoors in case of inclement weather, be sure also to have a plan for your rentals. Will you use the same furniture and layout or will you need to make adjustments?

Have a plan in place with your event designer or rental company that includes a deadline for making these types of decisions - this way your event will look great no matter where it takes place!

Also, if you plan on setting up a tent, make sure that you have an inclement weather plan such as adding sidewalls, marquees to connect tents, or connecting tents with indoor portions of the venue, as well as climate control. Be sure that you, the tent provider and the venue all are in

“One of the advantages of hiring the same company to handle tenting and décor is that we can communicate internally to create a faster, more efficient production schedule, saving the client extra work.”



Meghan Hansen, senior producer,
Select Event Group

agreement as to an evacuation plan in the event of severe weather.

Confirm with the venue whether they provide security overnight to make sure items aren't stolen between setup and the day(s) of the event. If they don't, seriously consider hiring security of your own to make sure you don't end up being liable for any lost or stolen equipment.

Finally - *always* order extra tables and chairs. Festival events or events with many vendors, in particular, often come with last minute requests for extra items.

On-Site

Managing the delivery, setup and maintenance of rentals on-site is key to executing your event successfully. Consider the following strategies in order to keep things running smoothly.

Vendor Management

Have restroom facilities delivered to the site first so they are there for crews setting up. Your vendors will appreciate it and it will save time during setup as the staff will be able to remain close to where they are working.

Provide credentials to identify who can access certain restricted areas, such as the infield at a racing or horse track or the boneyard. This will also help to keep rentals from being moved or handled by

anyone that shouldn't be doing so. Consider having designated “leads” assigned to oversee each area, too.

Having an attendant from your rental company on-site during the event to keep an eye on equipment and to troubleshoot as needed is never a bad idea, either. An attendant can handle last minute adjustments, wipe furniture down if it gets wet, manage climate control systems and more, freeing you up to focus on the rest of the event details.

Safety and Security

If renting a tent, work with your event designer to coordinate when they can get into the tent to start decorating. Communication is key to a smooth and efficient setup. By hiring a vendor that is handling both tenting and décor, this process can be made even easier.

For multi-day events where the setup might be adjusted from day-to-day, make sure you have a secure boneyard or storage tent where rentals can be stored while not in use.

Be sure to properly secure items to the ground, as well. For example, use umbrellas that have weighted bases and anchor pipe and drape along with sandbags.

With the proper planning, thorough communication with vendors and strategic tenting and décor choices, a successful outdoor event is easy to achieve!



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