

Rental MANAGEMENT

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Spectacular Spaces

*A guide to
event production for the
equipment rental industry*

SUPPLEMENT TO RENTAL MANAGEMENT

The Haven

*H*aven is a pre-Academy Awards event where celebrities, media representatives and VIP guests gather for entertainment and to see new products from vendors. In addition to the vendor aspect, the event also includes parties and entertainment for guests, requiring several kinds of equipment.

When and where: Feb. 21-23, 2007, at a private residence in Beverly Hills, Calif.

Timeline: Michael Miner, Classic Party Rentals vice president of marketing and strategic accounts, said Classic Party Rentals was contacted six weeks before the event. "It was relatively short notice. In this case though, it was at an existing residence in Beverly Hills," he said. "We started installing on Monday, and that includes working with the vendors, putting all their products out, finding a place to store those. We had to work in concert with moving furniture in and out of the house."

What other companies were involved? "The logistical operations were largely governed by directors in New York who were with The Classic Entertainment Group (not related to Classic Party Rentals). Friends in High Places, Los Angeles, established and coordinated all of the vendor placement, their products and the dispersement strategy. Brandi Veil of The Event Division, Los Angeles, located the venue and presented it to the client, making sure the layout kept with the vision of The Classic Entertainment Group."

What major items were used? "We had two tents that were all clear, but they looked as though they were one tent, the way we constructed them in the backyard." Classic Party Rentals also provided trays, serving pieces and glassware. "Because it's an event that's really high-profile, they wanted to make sure they had really high quality glassware. It's one thing people remember and that really stands out. We provided heaters, tables, chairs and umbrellas for all of the product vendors that were there to

promote their products throughout the event. In between the home and tent itself, Cirque Du Soleil had set up a performance that was going to take place over the pool. We lowered the level of the pool water and put in brackets. And the Cirque team built a small scaffold."

Inspiration for the décor: "We wanted a very elegant yet simple feel, and the black sidewall tent gave us the opportunity to have the dazzle you get from the chandeliers." The sheer sidewall also let guests see the city lights below. "It was a non-obtrusive way to feel the character of the event."

Challenges and solutions: "We had significant rains on Thursday, and extensive winds on Friday, with gusts of almost 50 miles per hour. We had tents, chandeliers, step-and-repeats (backdrops for photos). All of these things become more difficult to manage in the high winds. It turned out fine, but it causes more concern because the event has to be perfect."

What went well and why? The Classic Entertainment Group of New York "was very easy to work with. The house is set up in such a way that that the upper deck overlooked all of Los Angeles. It was a spectacular event. The Cirque people showed up and they were incredibly professional in the way they installed and conducted their event."

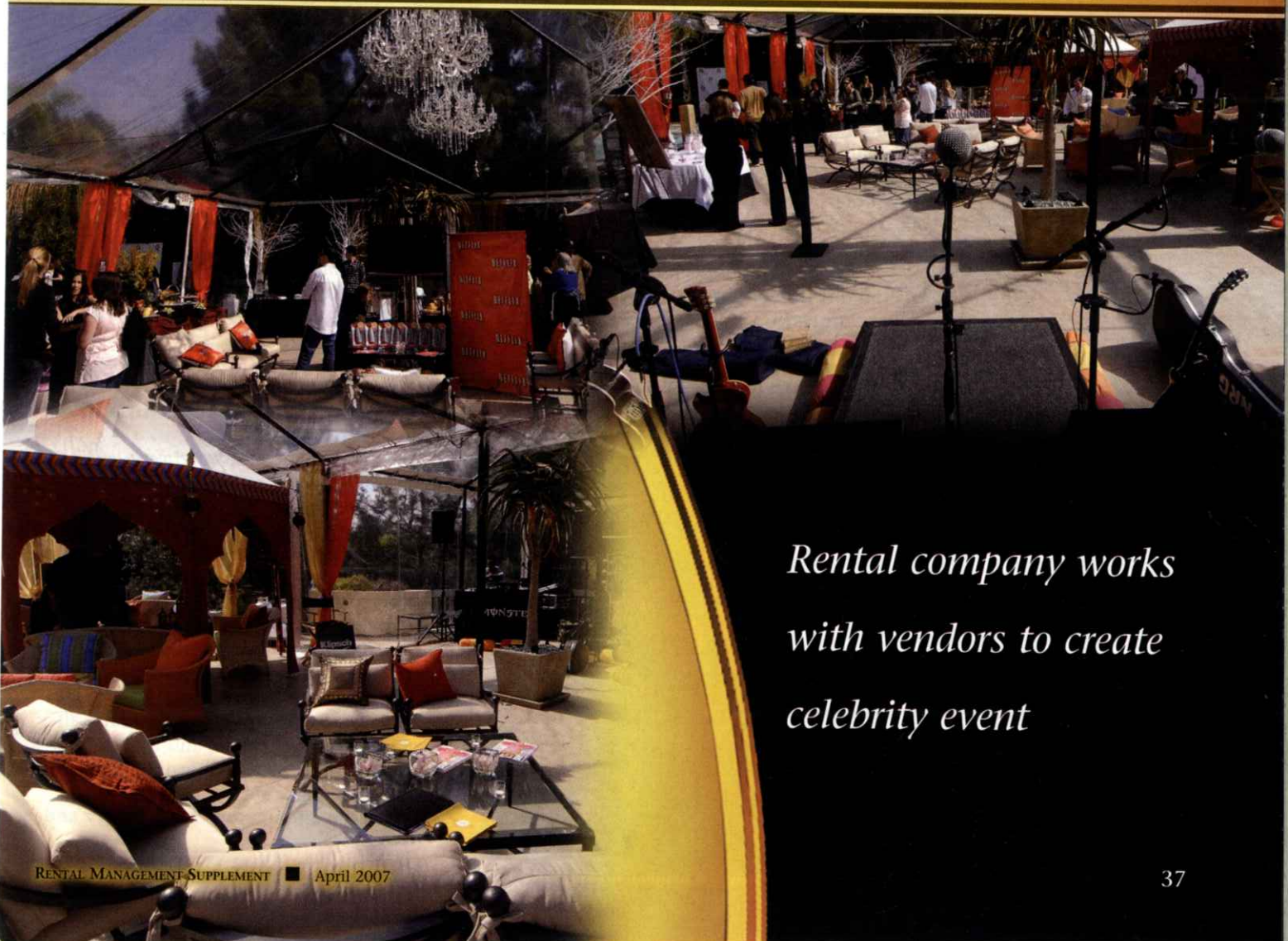
Lessons learned? "I think this is a new model for where our business is going to in the future. Getting a team of people together to work and plan together to make sure events come off successfully."

Why is rental important for events like these? Miner said the event included events from private parties to live entertainment, requiring several different kinds of setups. "The proper rental items provide not only the right fit and comfort, but providing things like the glassware gives a more substantial feel to the event." ♦

RM thanks Classic Party Rentals for this information.



Photos in this story courtesy of Classic Party Rentals



*Rental company works
with vendors to create
celebrity event*