



# NATIONAL EVENT CASE STUDIES





# THE PERFECT EVENT NEVER JUST HAPPENS.

Because we've been delivering tent and structure solutions for over a quarter of a century, we understand that the best events are always built the same way: on the highest levels of service, professionalism, and experience.

That's why Diamond staffs every event with proven sales people and crew leaders, led by experienced and accomplished project managers.

Diamond events also reflect our commitment to quality products and the significant investments we've made in state-of-the-art maintenance and installation equipment.

Simply put, we know that our success depends upon your success, so we focus all our efforts on delivering every event to perfection by successfully achieving all of our customer's objectives.

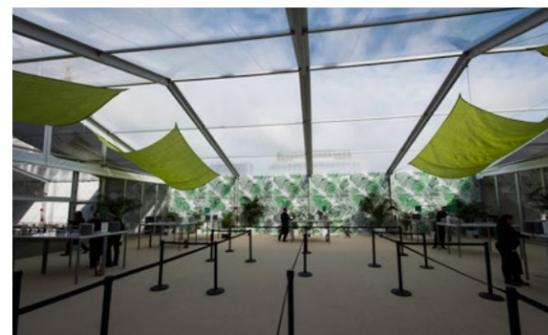


## HITTING DEADLINES, MEETING DEMANDS

### GOOGLE CLOUD SERVICES

**THE CHALLENGE** Google Cloud Services wanted additional space for a conference in San Francisco... but the only available space was on the city street adjacent to the conference venue. Diamond was tasked with creating a temporary meeting space on this San Francisco street. The catch? Diamond would have only 30 hours prior to the event to construct the structure and only 18 hours to remove it afterward.

**DIAMOND'S SOLUTION** While this project required extensive coordination with the municipality, caterer, and event managers, the most challenging demand was the ticking clock. Diamond crews worked around the clock to execute this challenge to precision. We staged deliveries of equipment, installed a floor, raised the beams, pulled structure fabric, integrated with HVAC and décor systems, worked alongside caterers...and then took the entire structure back down before returning the street to normal traffic.





## BEAUTIFULLY RECORD BREAKING

### BARRETT JACKSON AUTO AUCTION

**THE CHALLENGE** Broadcast on the Discovery Channel, Barrett Jackson Auto Auction in Scottsdale, Arizona is one of the most prestigious car collector auctions in the world. Diamond was engaged to integrate multiple large structures into existing buildings and fabric structures.

**DIAMOND'S SOLUTION** Diamond's inventory of 40- and 50-meter structures allowed the cars to be displayed in an awe-inspiring building that seemed to go on forever, all wrapped in Diamond's impressively high level of fit and finish, perfect for the high-end collector vehicles on display. Additionally, we built what has been certified by the Guinness Book of World Records as the "World's Largest Marquee."



## SIZE AND SCALE

### CALIFORNIA AGRICULTURE MANUFACTURERS EXPO

**THE CHALLENGE** Every year in California, central agricultural manufacturers from around the world arrive to display their products and connect with customers. Diamond was tasked to erect 250,000 square feet of structure—along with many smaller tents—in vacant farm fields, while simultaneously managing hundreds of exhibitors at the world's largest agricultural show.

**DIAMOND'S SOLUTION** We installed a number of large 40- and 50-meter structures that served as trade show venues while also providing many smaller tents for various outdoor displays. Extensive project management was required to install the structures while coordinating hundreds of exhibitor orders for tradeshow booths, tents, and outdoor displays.





## MASTERING TECHNICAL INSTALLATIONS

AMERICAN EXPRESS

**THE CHALLENGE** American Express wanted to create a high-end VIP area for invited guests at a ski resort. This required the installation to be completed on a snow and ice surface while still providing a full range of comfort and décor.

**DIAMOND'S SOLUTION** We installed an engineered, temperature controlled, and aesthetically pleasing structure in the unforgiving circumstances of snow and ice, all while taking into account the possibility of unforeseen blizzard conditions and unseasonable snowmelt. Diamond delivered a structure that could adapt to both the challenges of continuing winter conditions and an early spring, all while creating an experience that was seamless and comfortable for the invited guests.





## WORKING TOGETHER

### LUXOTICA EYE WEAR

**THE CHALLENGE** Luxotica Eye Wear needed to create an amazing space for their sales conference so they asked Diamond to work with various vendors to integrate multiple companies' services into a successful event. Power, HVAC, lighting, audio visual, décor, and the enclosing structure all needed to be fused together into an orchestrated installation timeline

**DIAMOND'S SOLUTION** Diamond successfully collaborated with our client's other vendors to create a striking and unique venue for a sales conference, never letting any conflicts or disagreements become an impediment to the event's success.



# FIT AND FINISH

## PRIVATE WEDDING

**THE CHALLENGE** The owners of a mountain ranch wanted to plan an amazing wedding venue for hundreds of guests on an area of untouched forest at the top of a mountain ridge.

**DIAMOND'S SOLUTION** Diamond used an engineered floor system to level the terrain and a clear-top structure to allow a fall event to be temperature controlled and protected from the elements while providing a deck that was perfect for overlooking the rolling mountain ridgelines.





It takes a talented team to achieve amazing results, and Diamond's people are second to none.

We pride ourselves on staffing every event with experienced and reliable crew leaders, project managers, and event salespeople.

And our investments in state-of-the-art rental assets, maintenance, and installation equipment ensures our continual ability be a successful, long-term provider of large event services.

Diamond Event & Tent is ready to meet the demands of your event...no matter what they might be.



**DIAMOND**  
EVENT & TENT

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