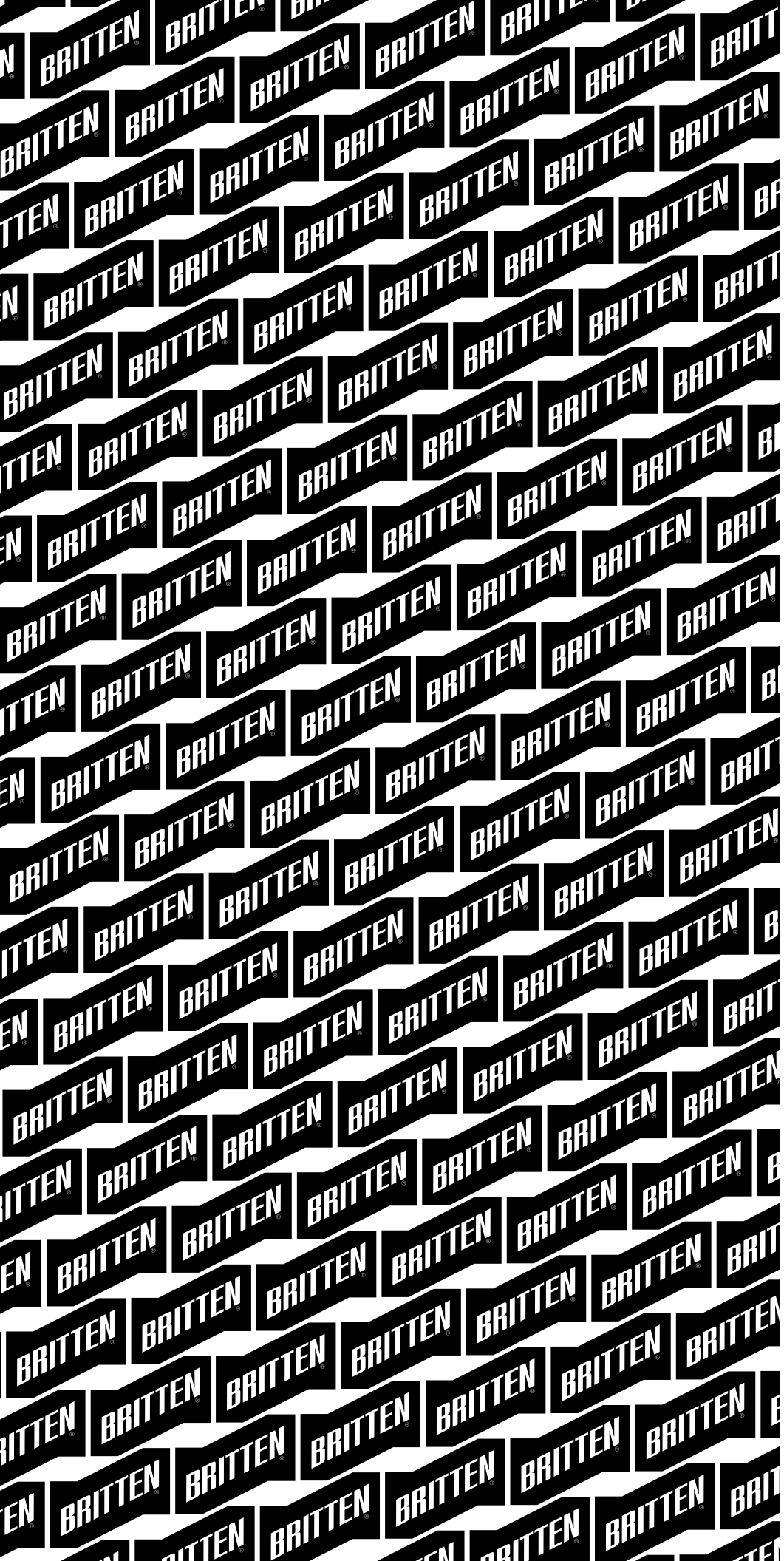


# FAN ENGAGEMENT PORTFOLIO 2022

**BIGGER. BOLDER. BRANDING SOLUTIONS.** / [BRITTENINC.COM](http://BRITTENINC.COM) / 855.763.8205



# ONE VENDOR. COUNTLESS POSSIBILITIES.

## ***Have a project or event in the works?***

I'd like to invite you to consider Britten, Inc. From life-sized Foam3D™ sculptures and custom shipping containers to giant banners, building wraps, and signage of Times Square proportion—you get more than single-source simplicity when partnering with us.

You get a complete team of expert printers, designers, wood/metal workers, engineers, and architects with a 37-year track record of success and passion for saying, **Yes!**, to projects others are afraid to touch. Branded environments. Event activations. Innovative ad and promotion solutions that get your clients noticed.

This custom-tailored portfolio shows just a snapshot of our capabilities and manufacturing horsepower. But I hope these pages inspire you to look us up, maybe give our team a shot at helping transform your next idea into a reality.

Sincerely,

Paul Britten,  
President & Founder



UNIVERSITY OF  
**LOUISVILLE**  
ESTABLISHED IN 1798  
THE VILE **UL**  
CARDINALS  
LOUISVILLE, KENTUCKY



**UNC-G**





★ ★ ★ ★ ★  
**SIDE BY SIDE** 2019  
A CELEBRATION OF SERVICE  
CREATED BY Northwell Health

#SideBySide19  
@NorthwellHealth

**SIDE BY SIDE**  
RELEASE OF LIABILITY

★ ★ ★ ★ ★  
**SIDE BY SIDE** 2019  
A CELEBRATION OF SERVICE  
CREATED BY Northwell Health

**SIDE BY SIDE**  
A CELEBRATION OF SERVICE  
CREATED BY Northwell Health

Allscripts  
ICU Medical  
MetLife Foundation  
CHASE  
VET TIX

**SIDE BY SIDE**  
A CELEBRATION OF SERVICE™ 2019  
CREATED BY Northwell Health®





**ROCKET**  
Mortgage Classic

**GLOBAL GOLF MANAGEMENT / ROCKET MORTGAGE CLASSIC (DETROIT, MI)**

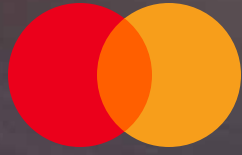
THE FIRST PGA TOUR STOP IN THE HISTORY OF THE CITY OF DETROIT INCLUDED GIANT FOAM PROPS AND OTHER EVENT GRAPHICS, INCLUDING THOUSANDS OF LINEAR FEET OF PERIMETER MESH LOGO FENCING.





**ROCKAWAY**

**Mortgage Classic**



**OCTAGON / MASTERCARD CHEF SHOWDOWN @ ARNOLD PALMER INVITATIONAL (ORLANDO, FL)**

THE MASTERCARD CHEF SHOWDOWN PIT GOLF PROS IAN POULTER AND GRAEME MCDOWELL AGAINST EACH OTHER IN A PRE-GAME COOKOFF WHERE THE WINNER WOULD BE DECIDED BY INVITED FANS. OCTAGON CALLED ON BRITTEN'S CREATIVE TEAM TO CONCEPTUALIZE AND BUILD THE VISUAL INGREDIENTS FOR THE EXPERIENTIAL ACTIVATION.







**DOVER INTERNATIONAL SPEEDWAY (DOVER, DE)**

DELIVERED A FEW MONTHS BEFORE THE MONSTER ENERGY NASCAR CUP SERIES, THE MASSIVE #DOVER50 SELFIE-SIGN COMPLEMENTED THE MONSTER MONUMENT AND ANNIVERSARY CELEBRATIONS. FANS OF ALL AGES POSED IN FRONT OF THE FOAM LETTERS AND POSTED HUNDREDS OF FUN PICTURES ON SOCIAL MEDIA.



# Allstate®

You're in good hands.



**OCTAGON / ALLSTATE (EIGHT STADIUM AMERICAN TOUR)**

PROMOTING ALLSTATE'S SPONSORSHIP OF CONFEDERATION OF NORTH, CENTRAL AMERICA AND CARIBBEAN ASSOCIATION FOOTBALL (CONCACAF), THE 14' X 20' SET OF GOALKEEPER GLOVES APPROPRIATELY PLAYS ON THE INSURANCE GIANT'S "IN GOOD HANDS" TAGLINE.

# TRULY

—Hard Seltzer

## WASSERMAN / TRULY (SAN FRANCISCO, CA)

TRULY INVITED PARTICIPANTS OF THE BAY TO BREAKERS ANNUAL FOOTRACE TO POST COLORFUL STICKY NOTES ON GIANT FOAM LETTERS — ENGAGING THEM TO ANSWER, “WHAT ARE YOU TRULY PROUD OF?” THE OVERSIZED CAN WAS COATED WITH A GLOSSY PAINT AND COVERED WITH VINYL GRAPHICS.





**OCTAGON / "MASTERCARD CHEER ZONE" @ NYC MARATHON (NEW YORK, NY)**

YOU CAN ALWAYS TRUST SPORTS AND ENTERTAINMENT AGENCY, OCTAGON, TO BRING CREATIVE IDEAS FOR FUN BRAND ACTIVATIONS LIKE THIS GIANT FOAM MEGAPHONE FOR MASTERCARD HOLDERS, PERSONALIZED SIGNS, AND A LIVE DJ AT THE CHEER ZONE ON FOURTH AVENUE.



# COACHELLA

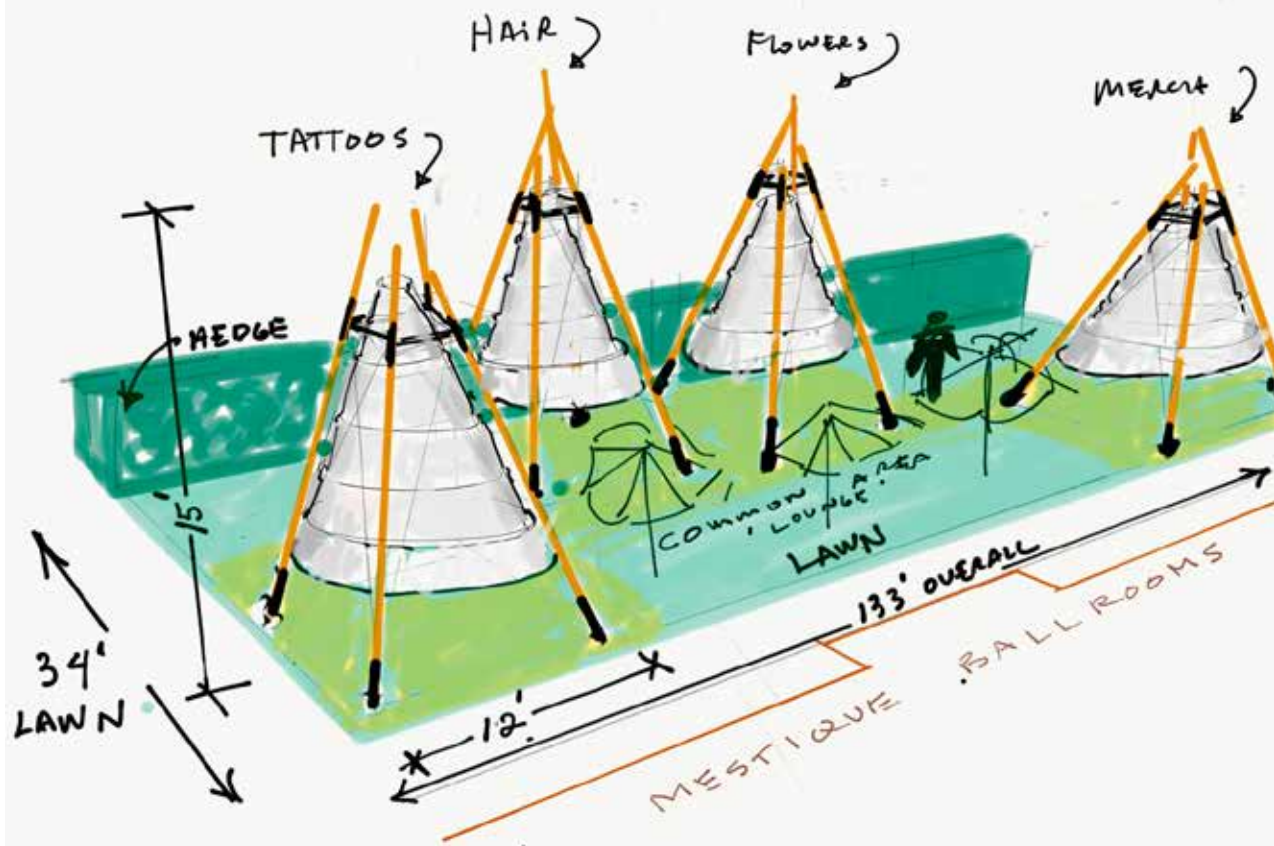
COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

## OCTAGON / PANTENE (INDIO, CA)

#FESTIVALHAIR STATIONS FOR VIP GUESTS PROVIDED  
SPECIALTY TREATMENT INSIDE OF CUSTOM GOLDEN TEEPEES  
DESIGNED & PRODUCED BY BRITTEN, INC.









**AUSTIN FAN FEST 2012**  
 Sponsored by Mobil

- AUSTIN CREATES - STAGE
- BOO LIGHTS STAGE
- UNIVISION STAGE
- FAMILY ZONE
- BEER GARDENS
- ARTIST MERCHANDISE
- EVENT MERCHANDISE
- INFORMATION
- LOST & FOUND





randodge.com





**OCTAGON / MGM RESORTS (SAN DIEGO, CA)**

20' CUSTOM STRUCTURE WITH A ROOFTOP PATIO, MASSAGE AREA, AND COMFORTABLE SEATING WHERE MUSIC LOVERS COULD ESCAPE, SIP COCKTAILS, AND LOUNGE.







**Tropicana**<sup>®</sup>

**TROPICANA / EVENT PERMITS & MULLENLOWE (NEW YORK, NY)**

THREE FULLY CUSTOMIZED SHIPPING CONTAINERS ALONG WITH OTHER, KEY VISUAL BRANDING ELEMENTS WERE CONCEPTED AND FABRICATED ON A STRICT TIMELINE CORRESPONDING WITH ONE OF THE RARE DAYS IN A YEAR WHEN THE SUN RISES IN PERFECT ALIGNMENT WITH THE NEW YORK'S STREET GRID.





# GOLF CLUBS AT THE TRIBUTE

## OCTAGON / "THE TRIBUTE" EXPERIENCE ZONE (THE COLONY, TX)

TO MAXIMIZE ENGAGEMENT OF FANS, DEVELOPERS OF A PLANNED RESIDENTIAL COMMUNITY CENTRAL TO THE COURSE RENTED A PAIR OF 20' BOXPOP® CONTAINERS THAT WOULD HOUSE FANS VIEWING THE 1ST HOLE OF THE COMPETITION.





**ACTIVATE, INC. / DENVER BRONCOS (DENVER, CO)**

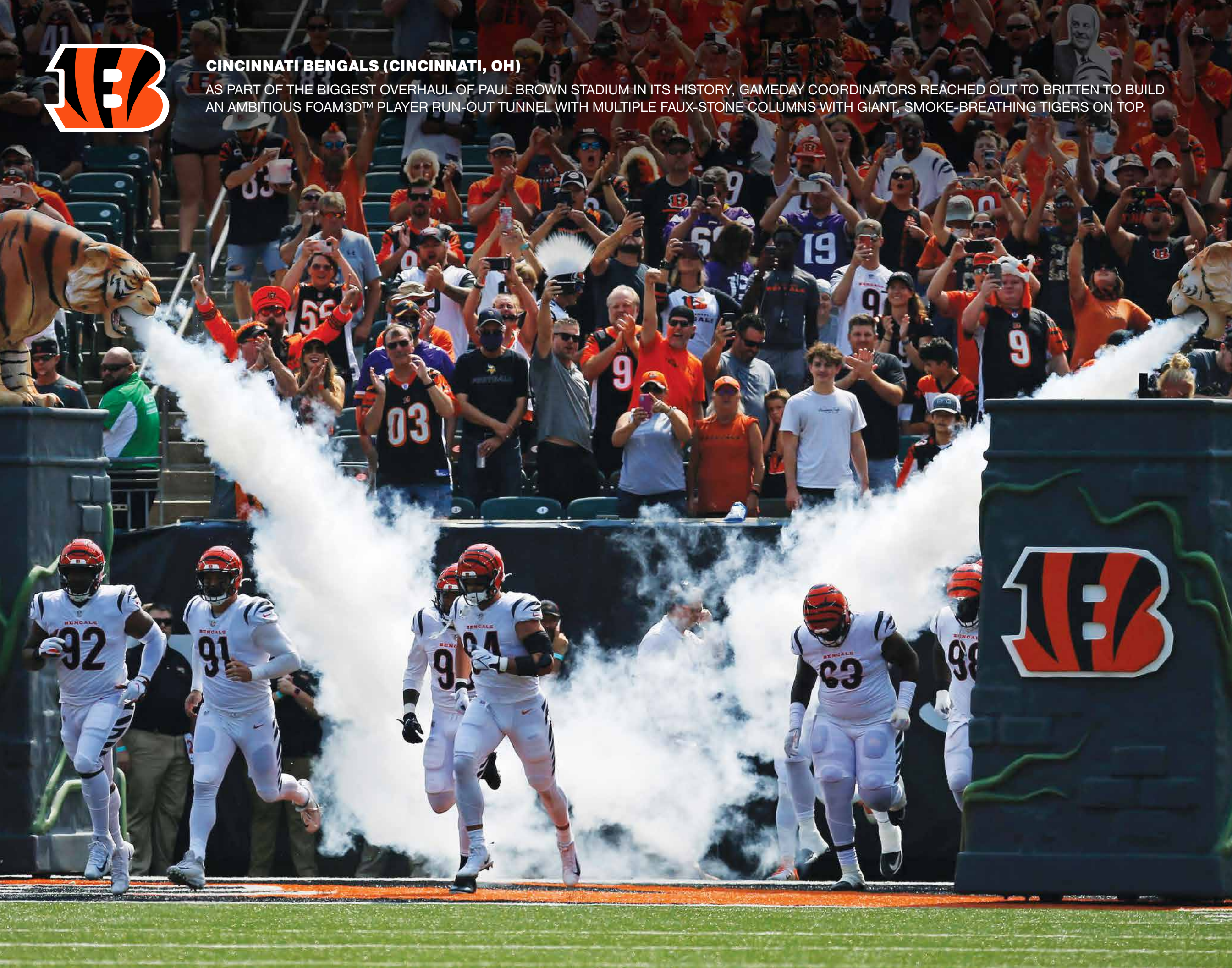
BRONCOS HEADS WERE CARVED OUT OF FOAM BLOCKS USING IN-HOUSE FOAM3D™ MODELING EQUIPMENT, SPRAY-COATED WITH A DURABLE PROTECTIVE LAYER, AND PAINTED TO WITHSTAND THE ELEMENTS. COMBINING FOAM, TRUSS, AND PYROTECHNICS, THE ENTIRE STRUCTURE COULD BE SET UP AND BROKEN DOWN QUICKLY.

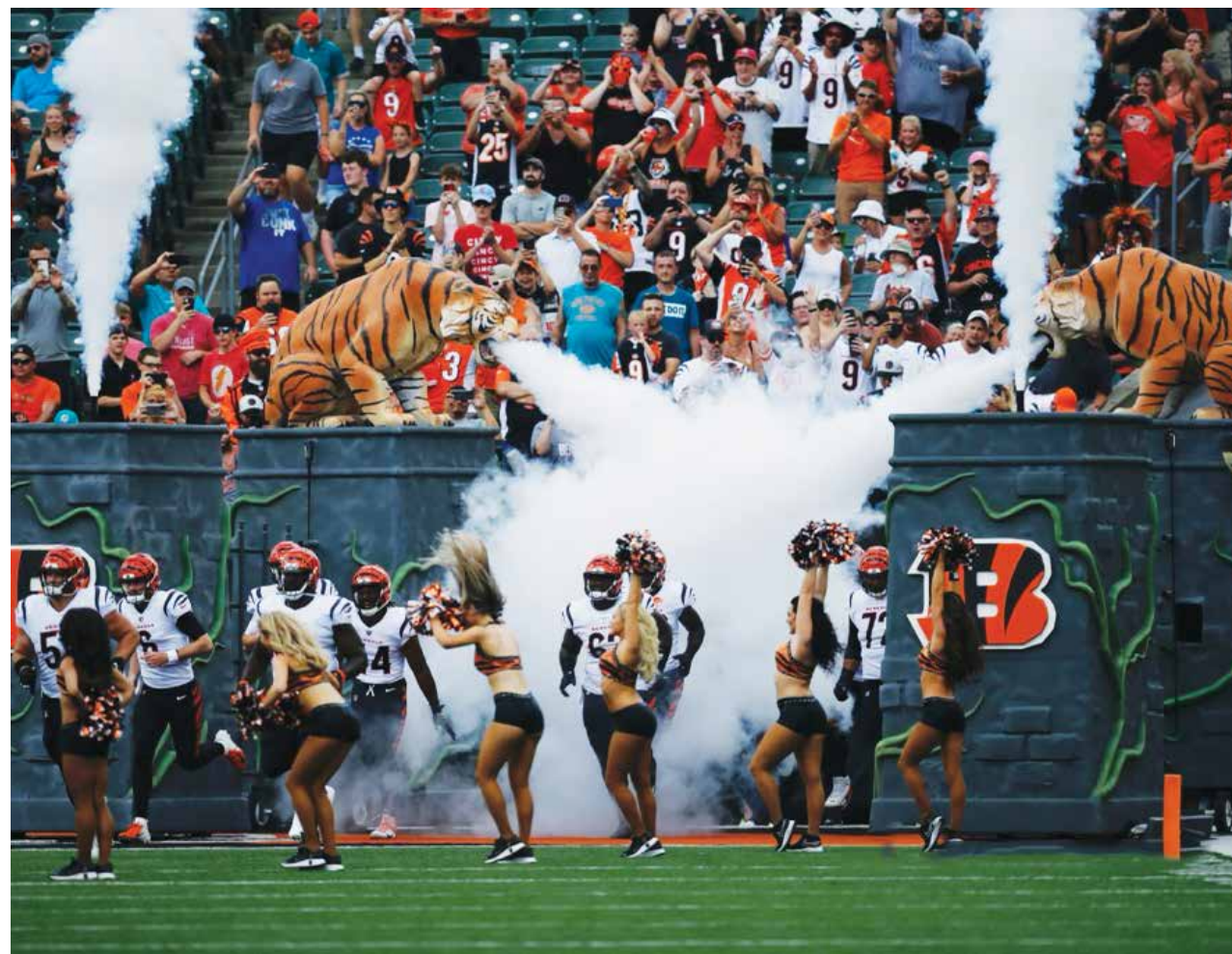




**CINCINNATI BENGALS (CINCINNATI, OH)**

AS PART OF THE BIGGEST OVERHAUL OF PAUL BROWN STADIUM IN ITS HISTORY, GAMEDAY COORDINATORS REACHED OUT TO BRITTEN TO BUILD AN AMBITIOUS FOAM3D™ PLAYER RUN-OUT TUNNEL WITH MULTIPLE FAUX-STONE COLUMNS WITH GIANT, SMOKE-BREATHING TIGERS ON TOP.





## Portable Sinks

### KEEP IT CLEAN WITH MOBILE WASHING STATIONS

Compact. Durable. No assembly required. Meet new handwashing protocols and avoid long, crowded lines at venues, jobsites, festivals—anywhere you work or recreate. Britten WoodWorks portable handwashing and sanitizing stations deliver a rare combination of commercial-grade quality and ADA compliance.



## BannerSaver™

### INCREASE THE LIFE SPAN OF LIGHT POLE BANNERS

BannerSaver bracket hardware lowers maintenance costs and protects your marketing materials. Spring loaded brackets reduce stress on banners by flexing with the breeze. Wind tunnel tests show that BannerSaver reduces the force of gusts by 87%.



## CrowdFence™

### TRANSFORM STEEL INTO ALLURING AD SPACE

Don't let industrial hunks of metal clash with the appearance and atmosphere of your venue. Make your crowd control devices earn you extra ad revenue. Our barricade covers can turn ugly gray scrap into colorful branding and advertising space.



## Standees

### VERSATILE FREE-STANDING DISPLAYS

Durable frames create new advertising opportunities on your concourse and can be placed or moved at a moment's notice. Easy-to-change graphics are printed on durable fabric that endures the elements like a champ. The brushed steel frame is sturdy and hefty base holds the display in place.



## BoxPop™

### EXPAND YOUR FOOTPRINT WITH CUSTOM CONTAINERS

Kickstart your cool factor and take your brand experience to the people with customized shipping containers. Our BoxPop® fabrication team works its magic to transform upcycled cargo containers into brewpubs, restaurants, or anything else you can dream up. Built for businesses that place a premium on space, function, and mobility. Available for rent or purchase. And we deliver.



## Seat Covers

### COVER UNSOLD STADIUM SEATS

Turn open seats into a showcase for team spirit and TV sponsorships to help offset potential loss in ticket sales. Stadiums and arenas are finally reopening. Seat covers and giant, custom stretch banners get you prepared for fans who may not be ready to jump back into attending just yet.



## AdMesh™

### ADVERTISE WITH WIND PERMEABLE VINYL MESH

One of our most versatile products! Mesh banners are flexible, affordable and easy to hang. Mesh banners conceal construction projects when your venue needs renovating. They make fences colorful and profitable by covering them in advertising scrim. Mesh allows large banners to be hung in windy places without the risk of ripping or tearing. They cover speakers and make them more visually appealing.



## RotoTop™

### ROTATING FLAGPOLES GET YOUR BRAND'S MESSAGE NOTICED

Our RotoTop flagpoles are engineered so that flags safely rotate with the breeze. This guarantees that your flags remain visible in calm and windy conditions. Each of our flag poles is thirty feet tall and visible for hundreds of yards. The movement of the flag draws the eye of anybody within view.



## BannerDrop™

### TURN BARE CEILINGS INTO EYE CATCHING ADS THAT MAKE MONEY

Remote-control ceiling hoist makes installing banners as easy as pushing a button. Raise and lower your ads easily and safely. Swap new banners without ever leaving the ground, saving money on labor and lift rental costs. BannerDrop turns ceiling space into selling space.



## EventTruss™

### BUILD TEMPORARY STRUCTURES IN ANY CONFIGURATION

From welcoming entranceways to sponsorship displays, EventTruss can create any structure you can imagine. It's great for special events that require temporary fixtures and comes in multiple lengths that snap into place to create any design or configuration. EventTruss components are made from light-weight aluminum, 62% lighter than steel but high in strength.



## BannerStretch™

### KEEP BANNERS TAUT WITH SNAP FRAME HARDWARE

Sagging banners are unprofessional. Fans ignore them as they pass by. Don't waste your marketing dollars! Make your graphics drum tight by hanging them in BannerStretch frames. BannerStretch hardware pulls your prints taut with a series of springs that slide snugly into an aluminum frame. The result is a stiff graphic that displays your brand with pride.



## Sideline Signatures™

### PADDED A-FRAMES GET YOUR ADS RIGHT IN THE ACTION

Our A-frame sideline displays are padded and designed to give way on contact, eliminating injury risk and allowing for highly visible advertising that will be seen by spectators. The can be set up or removed in an instant by event staff and they take up little storage space when laid flat.



## BriteWall™

### MAKE ADS SPRING TO LIFE WITH BRILLIANT BACKLIGHTING

Fans are bombarded by thousands of ads every day. If you want to compete against a field that large, you need to add our giant LED panels to your playbook. BriteWalls are backlit by thousands of LEDs that use less energy than florescent bulbs and shine three times as bright. We manufacture BriteWalls in any size and guarantee the system for three full years.



## BannerRail™

### RAISE AND LOWER BILLBOARD-SIZED BANNERS QUICKLY

Take your advertising potential to new heights with BannerRail. Our technology uses a rail system to effortlessly raise or lower large exterior banners with a remote control. Mount on existing structures, such as grandstands, stadium outbuildings or practice facilities. BannerRail generates extra revenue and protects your marketing investment by letting you quickly lower banners. Take advantage of the money making potential of your empty walls today!



## Ovio™

### RUGGED FRAMES FOR HUGE EXTERIOR BANNERS

This heavy-duty hardware is for framing large format banners on the exterior of your venue. When you want to make a big statement, you need Ovio. It's made from extruded aluminum that's lighter than steel but boasts incredible strength. Ovio frames have no moving parts. A mouthful of metal teeth bite down on your banner to secure it firmly in place. Our patented design can be installed by your personnel with ease. It's a cinch to assemble, dismantle and store.



## Selfie Signs™


### UNLEASH THE POWER OF THE CROWD

With Selfie Signs, you can effortlessly create incredibly interactive and highly shareable social advertising experiences for customers, fans, and event attendees! Selfie Signs are hand-crafted, affordable, and perfect for photo opportunities and viral shares on social media.



# PROUD PARTNER TO THE WORLD'S BIGGEST BRANDS:





# BRITTEN

**LET'S START A WINNING PROJECT TOGETHER.**

NO HASSLE. NO MIDDLEMEN. FROM IDEA TO INSTALLATION, BRITTEN IS YOUR SINGLE-SOURCE PARTNER FOR THE MOST INNOVATIVE BRANDING SOLUTIONS IN AMERICA. ALWAYS ON TIME, STRATEGY, AND BUDGET—WE'RE DEDICATED TO HELPING YOU GET YOUR CUSTOMERS NOTICED.

LEARN MORE AT **BRITTENINC.COM**, OR GIVE US A CALL AT **855.763.8205**.