

experience | expertise
i n n o v a t i o n

CASE STUDY



Aegon Championships

Event

Prior to the excitement of Wimbledon this year three of the GL events UK divisions were out in force at two Aegon tennis events which saw players get their first taste of grass court action.

Requirement

Aegon Classic at Edgbaston Priory Club required structures that would house general admission catering and a corporate hospitality restaurant. As well as four grandstands, one on each side of the centre court.

The Aegon International hosted at Devonshire Park required structures for trade stand pagodas, changing areas, a Moet Champagne Bar and the LTA information stand.

Structures

Aegon Classic

For the Aegon Classic at Edgbaston Priory Club, one of the biggest fixtures in the LTA International series, we supplied just under 1,000sqm worth of temporary structures, including a 450sqm Absolute structure with Eclipse curved roof for general admission catering and a Premier temporary structure with wide frame Panorama windows for corporate hospitality guests.

We were on hand to supply 1,022 seats that made up the four

grandstands at the Aegon Classic. All the seats provided had 500mm rise, giving excellent sight lines to the action.

Aegon International

We also supplied structures for 27 of trade stands at the Aegon International in the form of aluminium framed marquees, neatly divided into smaller chalets for each company to trade within.

Our peaked Pagoda structures hosted a Moet Champagne Bar and the Lawn Tennis Association information stand.

Outcome

During both weeklong events, our structures played host to many famous faces including Michelle

Heaton, who is the face of the tournament's ladies' day at the Aegon Classic.

The wide frame Panorama window structure at Edgbaston was particularly eye catching and gives the diners a great view out onto the courts.





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