

**BIG IDEAS.
ON TIME.
ON BUDGET.®**



Playbook for **DESIGNERS and PRODUCERS**



DESIGNERS

Details Matter. We work closely with Creative teams to develop industry leading user experiences. The Design section of this playbook showcases projects by footprint size. Have you ever been asked “what’s next”? We hear it all the time, our hope is that we can work together to create it!

PRODUCERS

Our production crews build as if they would be operating the tour, and our client service team handles the details so that you don't have to. Listening to the needs of our valued partners has allowed us to enhance not only the look of the event but the operation, as well. CGS Premier has a portfolio of patented, patent pending and exclusive solutions to help you stand out at your event.



verizon

Let's build something.

Since 1993 we've worked hard to provide industry leading quality, service and value with every project. We're family owned and operated and will work hard to ensure a long-term relationship with you. Our team is with you every step of the way...from the idea stage, to the build, and of course once on the road. Custom fabrication means we can build anything...it's our job to work with you to determine what is the best solution for you.

**"Seriously. Give us a call and let's chat about your idea.
Let's make it happen."**

-Greg

Large Footprints

Create a BIG impact!

Events

Tours

PR

Sponsorship

Retail

40' or larger footprints

Design models available

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*PAT. NO. US 9,868,380



53' STAGE SEMI TRAILER / HEALTH SCREENING



40' DROP TRAILER / CAFÉ



EXPANDABLE AIRSTREAM / LIVE TV SET



100' X 60' INDOOR SEC CHAMPIONSHIP EXPERIENCE



40' GOOSENECK TRAILER / MOBILE KITCHEN AND CARNIVAL GAMES



100' X 100' EVENT SITE MULTIPLE ASSETS / COLLEGE GAMING TOUR



40' X 20' SHOE BOX STRUCTURE / PR EVENT



80' X 80' SCALABLE EVENT SITE / LAMBEAU FIELD LIVE



45' EXPANDABLE COACH / NATIONAL AWARENESS TOUR

Large Footprints

Patented* Drop Trailers

Structures

Semi Trailers

Containers

Coaches

Gooseneck Trailers

Scalable event sites

Patent Pending* Architect Series

Design models available

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40' X 30' CUSTOM STRUCTURE / MULTI DAY CONCERT EVENTS



53' SEMI STAGE / NFL TOUR



53' SEMI STAGE WITH AWNING / RETAIL



40' STAGE GOOSENECK / CONCERT LOUNGE SPONSORSHIP



40' GOOSENECK / WORKING GREENHOUSE



40' COACH WITH ROOFTOP DECK / NASCAR TOUR



53' EXPANDABLE STAGE TRAILER / GAMING EXPERIENCE



40' CONTAINER AND 53' SEMI / INTERACTIVE EXPERIENCE



53' EXPANDABLE STAGE TRAILER / GAMING EXPERIENCE

Medium Footprints

Custom user experiences that stand out

Events

PR

Touring

Sampling

20' - 40' or larger footprint

Design models available

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*PAT. NO. US 9,896,017



30' ENGLISH BUS DOUBLE DECKER BOOK TOUR



28' PATENTED DROP TRAILER



26' AIRSTREAM POP UP RETAIL



20' X 20' ARCHITECT SERIES / ONE DAY NFL KICKOFF EVENT



PATENTED EXT TRAILER



30' EXT / LOUNGE



24' PATENTED DROP TRAILER / SAMPLING



30' EXT / SAMPLING



20' X 20' CONTAINER WITH ROOF TOP DECK / CONCERT TOUR

Medium Footprints

Patented* Drop Trailers

Patented* EXT

Patent Pending* Architect Series

RV / Coach

Airstream

Pods

Box Trucks

Design models available

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*PAT. NO. US 9,896,017



38' EXPANDABLE COACH / HEALTH SCREENING



PATENTED EXT / PROMOTIONAL



26' STAGE BOX TRUCK / TEST DRIVE



28' PATENTED DROP TRAILER / POP UP RETAIL



24' PATENTED EXT SMART HOME



20' EXPANDABLE SHIPPING CONTAINER / BARBERSHOP



SAMPLING STEP VANS



24' DROP TRAILER / DEALERSHIP



26' BUMPER PULL WITH ROOFTOP LED SCREEN / HOME ENTERTAINMENT

Small Footprints

Small event sites with BIG impact!

Tours

PR

Events

Retail

All within a 20' footprint

Design models available

Big Ideas. On Time. On Budget.®



CGS EXCLUSIVE BOLT-IN / SAMPLING TOUR



CUSTOM PHOTO OP



20' SHIPPING CONTAINER / BANK BRANCH



20' SHIPPING CONTAINER / DEALERSHIP



8' POD / VENDING MACHINE



18' STADIUM DUGOUT / INTERACTIVE KIOSK



18' TRAILER / CUSTOM 4D EXPERIENCE



RETAIL DISPLAY TRAILER



STREET VAN / MOBILE SHOWROOM



4' MINI POD / MALL KIOSK



STADIUM INTERACTIVE

Small Footprints

Patented* Drop Trailers

CGS Exclusive Bolt In

Custom displays

Patented* EXT Trailers

CGS Exclusive Street Van

Containers / Pods

CGS Exclusive Mini Pod

Step Vans

Design models available

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GEM ELECTRIC CAR / MOBILE BAR



20' CONTAINER WITH ROOFTOP DECK / BAR



24' STEP VAN / POP UP RETAIL



SUV BOLT IN / GAMING



CUSTOM BUILD / ALUMINUM SHOPPING CARTS



STEP VAN / SAMPLING



8' PATENTED DROP TRAILER / FAN ZONE



EXCLUSIVE BOLT IN / RETAIL



ELECTRIC DISPLAY VEHICLE

Events

Unique and creative custom displays

Indoor or outdoor events

Lasting impression incorporating fun
interaction with product

Lightweight and easy to use components

Multi-day or one off events

Lease or purchase options

Great for PR or sampling

Combine assets to create a unique
user experience

Design models available

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PATENT PENDING ARCHITECT SERIES



CGS EXCLUSIVE PANEL STRUCTURE



8 INDIVIDUAL ELEMENTS TO CREATE ONE LARGE EVENT

DESIGNERS



200' X 200' FAN VILLAGE



20' DEMOUNTABLE CONTAINER

Retail

Fastest growing trend in the industry

Market your product and sell on site

Move your store to where the public is

Great for events, street side, colleges, etc.

Create custom user experiences

Experience, sample, and buy all in one setting

Lease or Purchase options available

Any asset can be used for pop-up retail

Banking, clothing, technology or food

Low ownership cost compared to brick and mortar

Design models available

Big Ideas. On Time. On Budget.®



OPEN CONCEPT AIRSTREAM FOR POP-UP RETAIL



20' STREET VAN "POP UP SHOP" CGS EXCLUSIVE



24' PATENTED DROP TRAILER



THE GAP / TRY AND BUY ON-SITE



53' SEMI / PRO SHOP STORE



CALIFORNIA LOTTERY 8' POD

Airstream

Authorized Airstream converter

We buy the shells directly from factory

Heavy-duty chassis are available (custom)

Lease or Purchase options

Customize to meet your needs

Stages, awnings and vending windows are available

A true American icon

Experience building within the unique shape

Variety of lengths to meet your needs

Lightweight design makes them easy to tow

Design models available



AUTHORIZED
AIRSTREAM
CONVERTER

AIRSTREAM

Big Ideas. On Time. On Budget.®



INTERACTIVE CUSTOM OPEN CONCEPT



TOURISM EXPERIENCE



26' AIRSTREAM POP UP RETAIL



STAGE / LOUNGE SAMPLING



POP UP RETAIL



16' BAR / SAMPLING



16' CLAM SHELL

Mobile Kitchens

Many custom solutions to meet your needs

Semi, gooseneck, containers, vans, box trucks

Health code compliant in all 50 states

Fire suppression systems, on board power

Power and weight studies on the front end

Commercial mobile kitchens

Lease or Purchase options

Industry leading quality and innovation

We work with your team on design and layout
for selling or sampling your food

Design models available

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DISASTER RELIEF 53' SEMI



22' KITCHEN STEP VAN FOR SAMPLING PR



CUSTOM KITCHENS / HEALTH CODE COMPLIANT

DESIGNERS



26' BOX TRUCK / RETAIL



28' BOX TRUCK / MOBILE KITCHEN NCAA SPONSORSHIP



26' BOX TRUCK WITH GLASS BODY KITCHEN

Health Care

Custom solutions to meet your needs

Patented* Drop Trailer

Coaches / RVs

Expandable Semis

Containers

Patented* EXT Trailers

Vans

Design models available



38' PATENTED DROP TRAILER / HEALTH SCREENING

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*PAT. NO. US 9,896,017



53' EXPANDABLE SEMI / 4 OPP DENTAL CLINIC



38' COACHES / HEALTH SCREENING



PATENTED DROP TRAILER / CLINIC



28' PATENTED DROP TRAILER / CLINIC



38' COACHES / HEALTH SCREENING



53' DOUBLE EXPANDABLE SEMI SCREENING

Exclusive

PRE-ENGINEERED SOLUTIONS

Patented*

Drop Trailer

EXT Trailer

Exclusive

Bolt In

Panel Structure

Expandable Gooseneck

Demountable Container

Design models available



PATENTED EXT TRAILER / 20 MINUTE SETUP

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*PAT. NO. US 9,896,017



PATENTED DROP TRAILER / 20 MINUTE SETUP



EXCLUSIVE EXPANDABLE GOOSENECK



40' EXT GOOSENECK NAIL SALON



EXCLUSIVE PANEL STRUCTURE



DEMOUNTABLE CONTAINER / POP UP RETAIL



EXCLUSIVE BOLT IN / 5 MINUTE SETUP



EASY TO SET AND STRIKE

Architect Series & Drop Trailer

PRE-ENGINEERED SOLUTIONS

Patent pending*
Architect Series

CGS Exclusive
Architect Series Drop Trailer

Open air or enclosed

Design models available

Big Ideas. On Time. On Budget.®

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PATENT PENDING ARCHITECT SERIES DROP TRAILER / ONE DAY SET AND STRIKE



ARCHITECT SERIES "U" SHAPE WITH COURTYARD



DESIGNERS

20' X 20' ENCLOSED ARCHITECT SERIES DROP TRAILER



ROOFTOP VIEWING DECK WITH CUSTOM FASCAD



40' X 40' DIMENSIONAL "L" SHAPED ARCHITECT SERIES



OUR PEOPLE ARE THE DIFFERENCE.





Build With A Purpose.

Details Matter In Production too!

In order for an event or tour to be successful it must be designed well and operate efficiently.

We practice continuous improvement on every build. We perform an After Action Review with every project. The A.A.R. helps us identify key learnings and apply them to the next build. A new project being built in our shop today has the learnings of thousands of projects built over the last 25+ years.

Innovation goes beyond design and includes logistics and operations.

We're not an agency, we're fabrication specialists that understand your needs as producers.

A close working relationship is very important. Our team will be with you every step of the way.

We use our experience to provide the industry's best quality, service, innovation and value!



Our partner companies Event Vehicle Leasing and Event Marketing Drivers are on standby and ready to help.

We Build It. Lease It. Drive It.

Operations

Fast setup / strike

Patented* DT and EXT can be setup by one person in 20 minutes

We can coordinate the install, labor and transportation

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*PAT. NO. US 9,896,017



36' PATENTED GOOSENECK DROP TRAILER



INDOOR AT NCAA FINAL FOUR



3 SIDED / SOUTH BEACH, MIAMI



8' PATENTED MANUAL DROP TRAILER



OPENS TO 16' AND 24' IN 20 MINUTES



1 SIDED / PATENTED EXT TRAILER



OPEN AIR DESIGN SETS UP IN 20 MINUTES



BUMPER PULL LOUNGE TRAILER



3 SIDED / PATENTED EXT DESIGN

Case Study

AT&T Demountable Pod

- Aluminum construction
- Demountable hydraulic legs
- Storage box on the trailer
- Pre-engineered
- Easy to close when bad weather approaches



OPENS TO 24' X 16' OPEN FOOTPRINT



8' POD WITH FOLD DOWN STAGES

Big Ideas. On Time. On Budget.®



LOCKS ONTO FLATBED WITH ISO BLOCKS AND STORAGE FOR OFF BOARD KIOSKS



SWING OUT WALLS AND FOLDING MARQUEE



INTEGRATED HYDRAULIC LEG SYSTEM

Case Study

Lydian Dental

53' expandable dental clinic

4 exam rooms

Panoramic X-ray room

Consultation room

Sanitation and break rooms

ADA wheelchair lift



CUSTOM 4 OPP MOBILE DENTAL CLINIC

Big Ideas. On Time. On Budget.®



REAR ADA WHEELCHAIR ACCESS



EXTERIOR DESIGNED TO LOOK MORE LIKE A BUILDING THAN A TRAILER



WINDOWS ALLOW NATURAL LIGHT WITH AN OPEN FEELING



9' INTERIOR HEIGHT

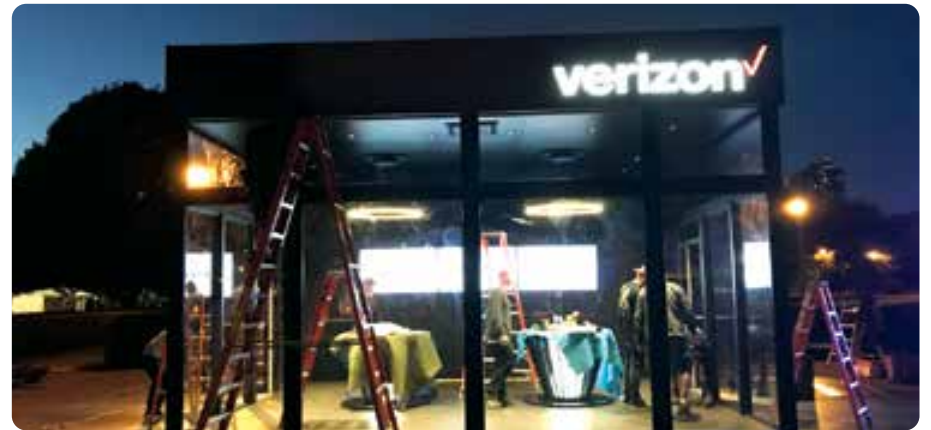
Case Study

Verizon 5G at NFL Kickoff

Patent pending Architect Series
20' X 20' pre-engineered structure
Air conditioning and power were
rented on site
14' tall

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Case Study

Nintendo

53' expandable stage trailer

Off board gaming

Stage interactives

Temperature controlled

Interior gaming

24' frame awning



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DOUBLE SIDED 8 PLAYER KIOSK



24' X 53' FRAME AWNING WITH NIGHT CURTAINS



SINGLE EXPANDABLE AIR CONDITIONED INTERIOR



32' FOLD OPEN STAGE UNDER AWNING

Details Matter.

Engineered for:

Health code

Wind / weather

Setup / strike

Storage

Power

HVAC

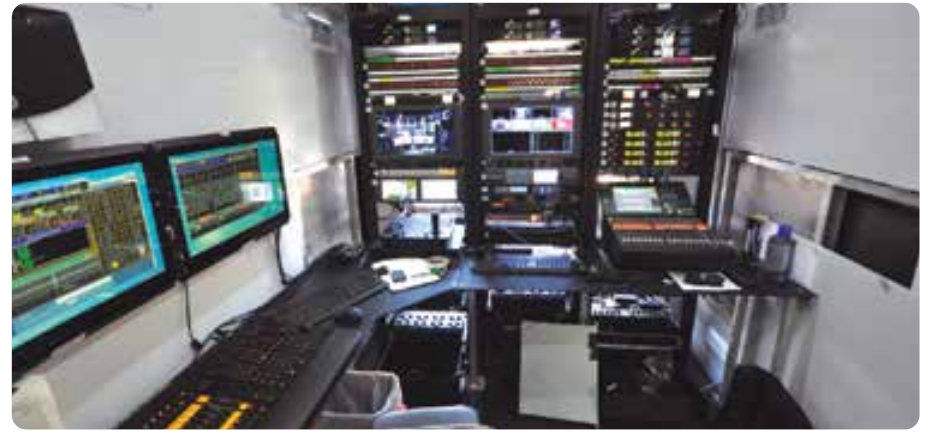
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HEALTH CODE COMPLIANT MOBILE KITCHENS



BUILT IN POWER SYSTEMS



MOBILE COMMAND CENTERS



INVENTORY ORGANIZATION



EXPANDABLE DROP TRAILERS



QUICK SETUP VS. BUILDING ON SITE



**Design & Production
Details Matter.**





Get Us Involved Early

Designing the right solution. We will provide drawing models that you can customize and make your own.

The Process

- Event or a Vehicle?
- What is the footprint size?
- Own or Lease?
- Budget?
- What can be done... what's new?
- Start with what they don't want... a tent or a trailer.
- Stand out at the event — create a custom user experience!

Choices

Our team will give you 3 options to consider. While working with you on the design we will be working with the producers to ensure it works for them as well.

- Early collaborating allows us to recommend new solutions that are customized for the road crew.
- We're continually innovating, the "what's next" experience may just be coming out of engineering. Maybe a project just came off lease that has 80% of what you need and will save thousands.
- Quick turnaround? Let's work with some pre-engineered designs that will save time and money.
- Our team will take your renderings and make them scale drawings to build from, we also provide the artwork templates.

Big Ideas.

- Architect Series Drop Trailer — combines two great innovations
- Patented Drop Trailer
- Patented EXT Trailer
- Patent pending Architect Series
- Exclusive custom structures
- Exclusive Bolt-In
- Exclusive Demountable Containers and pods
- Authorized Airstream converter

On Time.

- Detailed production timeline
- Work back scheduling for milestones, approvals
- Pre-engineered solutions for quick turnaround
- Detailed artwork templates
- Training and pack at CGS Premier
- In stock assets available (can be customized)

On Budget.

- Detailed budget provided up front
- Options to consider
- Change order system to track any client changes
- Do more with less — Lease it!
- Pre-owned assets — many have features built in



Client Service

Our team will be with you from the very beginning and will stay with you once the asset is on the road. We realize that you may have limited experience building a custom experiential asset, that's ok, we do it everyday! We work hard to ensure all of your questions are answered and you get exactly what you expect. Every aspect of the process will be handled by one point of contact in our client service department.

- We do our best to give you 2-3 options to consider. We will work through pro's and con's to help you pick the right option for you!
- We provide a detailed scope of work outlining base price and options to consider.
- A sample board will be provided giving you options to choose from.
- We provide detailed graphic templates for all branding space.
- We have weekly project calls to answer questions and provide updates.
- Invoicing, registration, etc. will all be handled by one person. This really helps to ensure everyone stays on the same page.

CGS Premier, Inc welcomes the opportunity to present our creative suggestions to you. Please keep in mind that our concepts, ideas, designs and other services are unique, creative to content, and represent our proprietary materials. The proprietary materials provided for your consideration are confidential and are owned solely by CGS. Our materials, concepts and ideas are presented to you in reliance on your acceptance and respect of our proprietary interest.

In accordance with applicable law, including copyright and trademark laws, and accepted professional standards, please do not allow any of these materials to be used, copied, distributed or commercially exploited in any manner whatsoever without the express written permission of CGS. Thank you.

Quality

ISO 9001

- Quality, fabrication and graphics has always been the foundation for our company.
- Becoming ISO 9001 certified allowed us to focus on the quality management of our operations as well.

Quality Control

- For example, on a standard patented EXT trailer we have 209 documented quality checks throughout the build. The inspections take place from the first weld to the road test.

Continuous Improvement

- Once every project is complete on the road we review areas for improvement. Our after action reviews allow us to apply key learnings to the next build.
- When we build your project, it will most likely have had several key learnings applied!



Capabilities

Project Management

- Base Camp software to manage and archive every project
- A dedicated Client Service department that is with you every step of the way
- Testing and Quality control standards including ISO 9001

Fabrication

- Aluminum and Steel fabrication
- Woodwork, custom cabinets
- CNC routers, milling machine, iron worker, brakes, sheers, welders
- New or Refurbished fabrication

Electrical / Plumbing

- Complete electrical department, HVAC, power distribution
- Built in generators, shore power, portable power
- Fire suppression systems, water tanks, hot and cold water
- Complete A / V department

Print

- High Definition digital indoor and outdoor graphic production
- "Show quality" installation on vehicles or buildings
- Nationwide network of installers
- Vinyl cut graphics

Next Steps

Let's get started!

- Our timeline will take us through the build process and critical dates. It's important that we spend time reviewing and understanding it so that we're all on the same page.
- A signed scope of work is the starting point. We realize that some items may change as the project evolves. We will provide a change order for your approval prior to us performing the change.
- Time spent on the front end will save time and questions during the build. The first few days are very important to keep the project moving in the early stages.



EVENT

VEHICLE LEASING

Events and Vehicles

- Do more with less — often times the assets have built out elements already incorporated
- Patented CGS Premier solutions (Drop Trailer, EXT, Architect Series, Bolt-In)
- Custom solutions from 1 day to a year or more
- Structures, trailers, trucks, vans, semis
- Ability to customize the assets
- Over 40 assets available for quick turnaround
- Lease with an option to buy
- Lease option can include the build out
- Everything in this book is leasable



EMD

EVENT MARKETING DRIVERS

We drive your tour

- We handle the details so you don't have to
- Experienced CDL drivers
- We manage the electronic DOT log books
- Insurance for the asset and vehicle
- We provide the DOT number
- Our drivers are trained on the complete operation of the asset
- We will get your asset to the event on time

Printing Services

- Let's face it, graphics are the final touch, they can make or break the experience.
- From the right vinyl to the laminate finish, our team will work with you to create industry leading High Definition graphics.
- We provide file set up guidelines, detailed artwork templates and proofs.
- We have a national network of graphic installation.
- Custom one off wraps or fleets of vehicles.
- Our graphic installation is "show quality" meaning we remove trim, mirrors, etc. so the wrap looks like paint!



JOHN WICK

JOHN WICK

EMD

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Let's Get Started
cgspremier.com

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