

PREMIER EVENT TENT RENTALS



REMEMBER 2020?

How could anyone forget it? The event industry was hammered, with vendors and venues facing revenue drops between 70% and 90%. We were not exempt from this pain, but along with many others in our resilient industry we fought through the adversity and sought to make the best of the tough circumstances. Hopefully we are now through the worst of it, and we are looking forward to Summer 2021, optimistic that the months ahead will bring a return of the events and social engagements which form such a vital part of our social fabric. In preparation for the upcoming season, we have been working hard, investing in our team and our products, seeking to extend our market position as the premier provider of temporary venues for events of all sizes throughout Southern Ontario and beyond.

LATEST NEWS & HIGHLIGHTS

[Looking Back at 2020](#)

[COVID-19 Response](#)

[Latest Capital Investments](#)

[Expanding our Capacity](#)

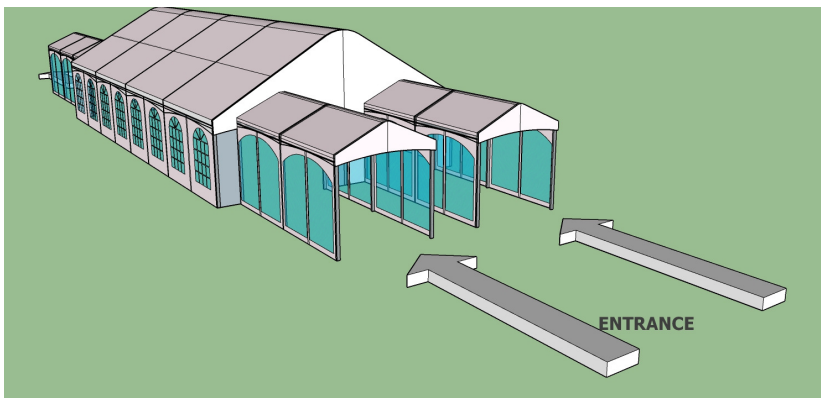
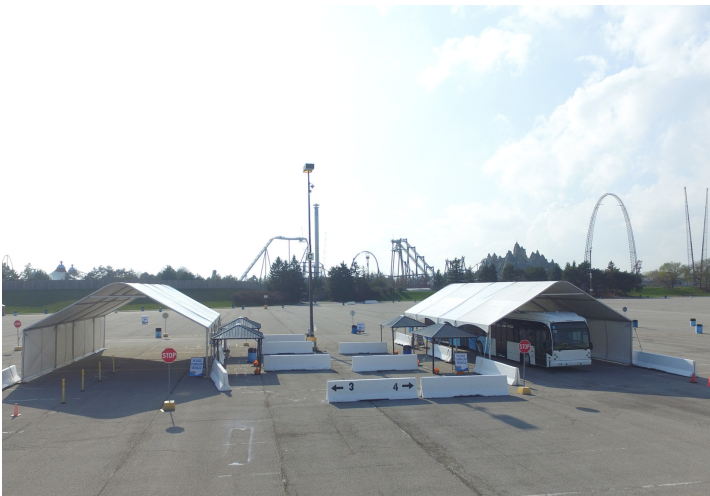
[In-house Manufacturing](#)

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COVID-19 RESPONSE

Throughout the past months, Premier Tents has been able to assist in a number of projects aimed at controlling and combating the impact of COVID-19. We set up tent structures for several drive-through COVID testing sites. We presently have tent structures in place for various drive-through vaccination sites in and around the Greater Toronto Area. We have provided tent structures for lunch rooms, staff training facilities, line up covers and screening facilities for numerous organizations in health care, food service, logistics and other essential service sectors. We are thankful for the opportunities we have had to engage in the ongoing battle against this powerful enemy, and we are proud of the contributions we have been able to make. We remain ready to respond to any unfolding needs in the weeks ahead, and welcome the opportunity to see this fight through to victory.



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NEW MONACO SERIES STRUCTURES

Introducing our new Monaco Series! This newest addition to our product line features powder-coated framing – removing completely the bland, institutional feel of regular anodized aluminum frame structures. We offer the Monaco Series with either sand-colour awning fabric, with matching sand-coloured powder-coated framing, or in black tent fabric with matching black-coloured powder-coated framing. These structures will be a hot commodity for weddings, social events and corporate functions alike. Do not hesitate to contact us with questions, or to book one of these fresh, new structure designs for your upcoming event.



ONGOING CAPITAL INVESTMENT

In addition to adding our new Monaco line of structures we have expanded our inventory of Legacy clearspan structures and Stillwater Sailcloth Pole Tents allowing us to serve more clients on the same weekend with the same great products.



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Look for us on the Road!

INVESTING IN QUALITY PEOPLE

As we launch into the 2021 season, PETR has made a conscious decision to increase our workforce to ensure maximum readiness for the year ahead. We have hired more staff, and beefed up our operating capacity to allow us increased capability to respond to what we anticipate to be an “event-full” 2021 summer season.

ADDING TO THE FLEET!

As Premier adapts to the ongoing challenges of safe operations in the ongoing COVID climate, we have expanded our vehicle fleet to ensure adequate spacing between crew members as they travel to and from jobsites. As part of this effort, we have purchased two new pickups, one new crew van, and one crew-cab box truck. We are committed to protecting the health and wellbeing of our crew members, while servicing our customer’s needs as effectively as possible despite the various curveballs thrown our direction by the ongoing pandemic realities.



IN-HOUSE MANUFACTURING



When the event rental industry pretty much crashed to a halt in Spring 2020, we used that as an opportunity to establish and expand a robust in-house tent manufacturing facility in our 50,000 sq. ft. GTA warehouse location. Over the past months, Premier Tent Manufacturing has been busy fabricating new roof panels, gables, and sidewalls for many of our existing and new tent product lines. This enhanced in-house capability allows us to respond quickly to any custom-fabrication needs, while also supporting an aggressive inventory renewal effort to keep our tents and fabric structures at the cutting edge of industry standards.

THE FUTURE IS BRIGHT

As we adapt to the ongoing shifts in daily life, the entire Premier Tents team is optimistic and hopeful heading into 2021. We will continue to do everything we can to stay safe, look after our team members, and help our customers host memorable, life-enriching events again. We will get back to large tented weddings before the summer is out. People will be able to gather with loved ones to mark life's great celebrations together, and we will be there to provide spectacular temporary venues to host these joyful events. Eventually, professional golf tournaments will return, concerts will be back, and festivals will once again blossom in our multi-cultural cities. It may take just a bit more patience, and it may call for just a few more sacrifices, but we will get there. We believe that brighter and happier days lie ahead.



FROM A HAPPY PETR CUSTOMER

"After having to postpone our wedding due to Covid-19 my husband and I found ourselves so confused. We then decided to just plan the whole wedding in our backyard and I decided to call Premier Event Tent Rentals. They were very friendly and explained everything that I needed to know about different types of tents. They met with me at our home on numerous occasions and were so open and honest about everything. They helped me with every little detail that had to do with the tent and I had so much faith that our wedding would be the wedding of our dreams. We can not thank them enough, you made our wedding day so beautiful. The tent was all clear with a plexiglass floor and at night you could see the stars. It was absolutely mind blowing and it was like a fairy tale. Thank you so much we will recommend you to everyone always and forever"

Victoria L.

**PREMIER WOULD LOVE TO HEAR FROM YOU.
SEND US OR TAG US WITH YOUR PHOTOS
AND STORY LIKE VICTORIA DID!**

@PREMIERTENTS