



COMPANY OVERVIEW

PREPARED EXCLUSIVELY FOR SPECTRA & VENUE PARTNERS



SPECTRA



For 35 years, we've been helping some of the world's largest brands visually connect with their audience. From events to retail and from hardware to print, we make sure your brand is engaging and getting noticed. We have years experience under our belts. We've solved all kinds of issues displaying brands in various places and we're here to make it easier for you.

The 300,000 square-foot facilities in Traverse City, Michigan are home to Britten's extensive team of industry experts and an extraordinary arsenal of digital and screen printing technology.

VETERAN-OWNED SMALL BUSINESS / PRODUCTS MADE IN USA

- + **PRINT**
- + **FRAMES & DISPLAYS**
- + **WOODWORKING**
- + **METALWORKING**
- + **BARRICADES**
- + **FOAM3D™**
- + **BOXPOP™**



SAMPLE CLIENT LIST





LEADERSHIP TEAM



BOB LOBDELL
DIRECTOR OF SALES

After 25 years leading sales teams at AT&T, Bob joined Britten in May 2021. He and his team at AT&T were instrumental in leading successful and industry best-practice digital and print product launches throughout the Midwest. With a clear focus on collaboration, communication, and execution, Bob now leads a best-in-industry sales team at Britten and is a trusted partner with to the company's largest clients.

PROJECT ROLE
+ Project Updates & Execution

CONTACT
231.202.1272
blobdell@britteninc.com



AUBREY EKBLAD
SENIOR PROJECT MANAGER

Aubrey's been kindly kicking butt and taking names at Britten since 2016. She supports customers by delivering solutions that ensure projects are always on time, on strategy, on budget, and with quality second to none. Aubrey took point on recent projects and fan activations for MLS/Allstate, Chicago Marathon, Roval, and Tropicana. She also runs Britten's new hospital gown division. A hyper organized problem-solver, Aubrey focuses on the details that matter and makes things right when the job becomes complex.

PROJECT ROLE
+ Project Management
+ Customer Support
+ Quality Control
+ Operational Logistics

CONTACT
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Spectra Announces New Signage & Activation Partner

FRIDAY, JAN 29TH 2021

Britten, Inc. Joins Team To Create End-To-End Solutions For Venues And Unforgettable Experiences For Live Event Fans

PHILADELPHIA —Spectra, a leader in venue management and hospitality for the sports and entertainment industry, raises the bar again on live events in a new partnership with one of America's top visual fabricators.

Foam3D™ sculptures. Mobile shipping container bars and merch stands. Building wraps, signage, and banners. For 35 years, Britten Inc. has built a reputation as a no-limits creative production house. Based in Traverse City, Mich., the company's state-of-the-art printing and manufacturing capabilities allow Spectra greater latitude to adapt and innovate in ways that drive revenue and growth for venue owners, advertisers, and sponsors.

"Spectra leads with a creative, client-focused approach that emphasizes the guest experience at the venues we manage, and our partnership with Britten elevates that experience through large scale venue signage, mobile food service operations, and in-venue experiential activations," Bryan Furey, Spectra's senior vice president of Partnerships, said. "In an effort to continually enhance our



SPECTRA

operational efficiencies, our venue general managers may use Britten's customer portal to quickly cost out and submit projects, and trust the Britten team to expertly install even the most time-sensitive and complex projects."

Most recent collaborations between Spectra and Britten include the exterior rebranding of Chicago's NOW Arena. The Britten team hand-painted the huge rooftop logo, printed in-house then delivered and hung the giant 436" x 196" banner that now welcomes fans outside.

Britten's BoxPop® custom shipping container fabrication team is currently putting the finishing touches on a mobile concession stand for soccer's Inter Miami first home game scheduled for March.

To further optimize service of Spectra venue customers, Britten has also launched a convenient website and customer portal for securely ordering signage, banners, stadium chair covers, flags, and more. The new site is faster and user-friendly, allowing users to quickly request a quote for pre-templated projects, upload art files for custom messaging, and place speedy direct orders.



PRINT



FRAMES & DISPLAYS



WOOD & METALWORKING



BARRICADES



FOAM3D™



BOXPOP™

TRANSFORMING SHIPPING CONTAINERS INTO MOBILE KITCHENS



MIAMI, FLORIDA / APRIL 4TH, 2021

situation

Inter Miami's permanent home for training, but temporary home for game playing, hosted their first game to fans on April 18, 2021 after having their original opening canceled two days before scheduled due to COVID-19. The 18,500 seat stadium was built in a semi temporary fashion due to the fact that the team will move into its future home, Miami Freedom Park, in a few years. While the stadium provides most modern amenities, it does so in a unique fashion. Suites are fairly typical but the grand stands are all aluminum structure, the clubs are built out in a golf tournament chalet fashion, and Spectra was tasked with figuring out how to deliver concessions without any permanent infrastructure.

solution

The solution for concessions was to purchase converted shipping containers and then supply them with food produced in mobile kitchen trailers. This would allow for the service required, but also provide assets that would be liquidated a few years down the road if they were not required any further.

impact

Game one with a limited capacity of 8,000 was a stopgap success. By the end of May, the team's 18,000 capacity DRV PNK Stadium in Fort Lauderdale was operating at full capacity.

DELTA HOSTS FREE AIRLINE TICKET CONTEST



situation

To highlight Atlanta United's connection to the world of soccer, official team sponsor, Delta Air Lines® along with global sports agency, Octagon, partnered with Britten to create a once-in-a-lifetime brand experience for fans, customers, and Delta employees.

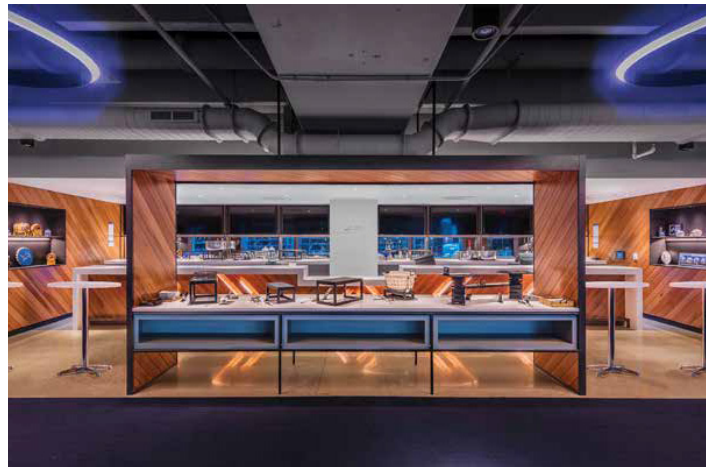
solution

Concept a unique travel contest and FOAM3D™ build to turn the Mercedes-Benz Stadium pitch into a globe with seven "goals" representing worldwide travel destinations: New York, Los Angeles, London, Rome, Buenos Aires, Johannesburg and Seoul. If a fan connected a shot into any of the corresponding goals, they would win a trip to that city.

impact

Delta senior vice president of global sales, Bob Somers, called the event a way to "capitalize on our partnership with Atlanta United." Thousands of customers and soccer fans entered a sweepstakes for the opportunity to participate. Some 20 Delta Air Lines® employees were also selected. Atlanta United players joined and coached fans during competition, which inspired social media shares and local/national media attention.

NEW GRIDIRON CLUB AND SUITES AT FORD FIELD



DETROIT – The Detroit Lions and Comerica have extended their partnership and expanded it to include exclusive naming rights to the new Gridiron Club and Suites being built as part of The New Ford Field renovation project. Comerica will continue to be the Official Business Bank of the Detroit Lions.

The Comerica Gridiron Club and Suites will capitalize on Detroit’s growing culinary recognition and the social scene that parallels it. With four new Detroit-centric food partners (to be announced) and two bars, one featuring craft beer and the other wine and craft cocktails, along with multiple large screen TVs, the club will be a lively dining and bar environment.

“The Gridiron Club and Suites will provide a unique entertainment experience for Detroit Lions fans in the 2017 season,” explained Mike Ritchie, president of Comerica Bank-Michigan. “As the season

approaches, we look forward to sharing more news about our partnership with the Lions and our support of Detroit’s small businesses.”

Naming rights terms of the partnership will also include a VIP entrance lane near Gate A during Detroit Lions home games where Comerica customers can bypass the line to enter the stadium. Comerica will continue to have prominent signage at Ford Field along with other various game day activations and digital assets.

“Comerica has been a great partner of the Detroit Lions for many years,” said Detroit Lions Team President Rod Wood. “The longevity of that relationship along with their deep roots in Detroit’s business community make them an ideal partner for what will be one of Ford Field’s most premium fan and corporate hospitality experiences.”

CABI, THE SCOOP / SEMI-ANNUAL FASHION SHOW



LOS ANGELES, CALIFORNIA / JANUARY 17TH, 2020

situation

Originating in 2002, "The Scoop" fashion show plays host to cabi employees and provides the world with an exclusive first look at their newest clothing collection. This seasonal fashion retreat gives stylists an opportunity to meet with top executives and attend fun group seminars. Seeking to increase brand awareness and event excitement, cabi directors turned to Britten's design experts to generate eye-catching and company-strengthening prints.

solution

Over the years, the Britten team has engineered graphics for multiple cabi fashion shows. Branded fabric banners, as big as 40'H x 40'W, have welcomed consultants to the styled extravaganza.

Suspended vinyl prints, sized at 50'H x 25' W, provided sneak peaks of the new line and built anticipation for the runway production. Huge decals affixed to concrete columns, interactive display stands, and wayfinding signage accessorized the various event venues over the years.

impact

Fashion trends constantly evolve, but Britten's commitment and dedication to a job well done never goes out of style. Showcasing large format capabilities, cabi's regular fashion shows draw over 3,500 entrepreneurs, employees, and guests each season. The Britten team delights in constructing products for this career-building event. Getting the inside scoop on the latest trends isn't so bad either.

KENNY CHESNEY'S 'TRIP AROUND THE SUN TOUR'



DETROIT, MICHIGAN / AUGUST 4TH, 2018

situation

In 2017, Kenny Chesney announced an upcoming tour of 42 NFL, MLB, MLS stadiums and amphitheaters. Promotional managers teamed with Britten to produce special flags and giant stage backdrops for what would be the American country music star's biggest tour ever.

solution

Manufacture a 25' x 48' skull and crossbones pirate ship flag to mark the tour's kickoff in Tampa. On every concert stop, 60' speaker banners printed on 70% mesh let sound permeate through the graphics. A 40' x 80' centerstage, fabric backdrop raised like a curtain to reveal a massive video screen.

impact

Britten's delivered a massive flag and backdrops uniquely constructed to engage Chesney fans, enhance sound quality, and reliably withstand the abuse of daily setup and teardown, packaging, and transport.

"Thank you for a great job on the Austrian drape. It looks great hanging and it packs nicely when retracted. Love it!" wrote Ed Wannebo, Kenny Chesney's Production Manager.

DOLPHINS ULTIMATE FAN ZONE



MIAMI GARDENS, FL / APRIL 28, 2013

situation

Fin Fest started as a concept—a new way to engage and entertain the hometown faithful involving pre-game activities, unique visuals, and player-fan interactions that would get football fans talking, taking pictures, and sharing their experience on social media. The Miami Dolphins just needed someone who could build and put it all together.

solution

Life-sized, 3D-printed player signage? No problem. Fun props and family-friendly games? Absolutely. For the Dolphins, creating the ultimate fan experience involved making a 25' custom foosball table that could accommodate 50 players. The team also wanted colorful flags, interactive football and autograph stations, and a fleet of mobile "Fin Carts" with powerful music systems, PAs, and t-shirt cannons.

impact

Transforming ideas into powerful brand experience. Fin Fest delivered. Upon its debut, this "heaven for Dolphins fans" helped draw more attendance (and sell more tickets) than an average home game. Fans texted, shared photos, called it awesome, fun, and "the coolest experience," which the Britten team was thrilled to help provide.

MGM'S LUXURY ESCAPE



SAN DIEGO, CA / SEPTEMBER 2019

situation

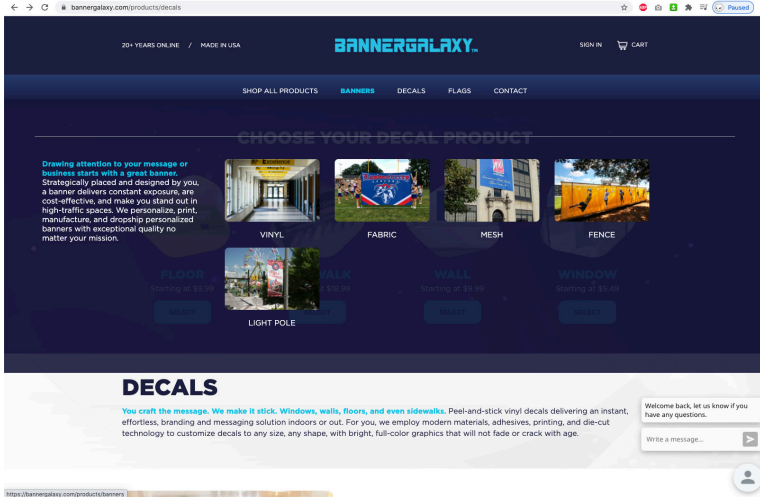
Founded in 2014 for adult music lovers, the three-day KAABOO music festival launched a new kind of entertainment, food, and arts experience designed around creature comforts and grownup hospitality. MGM Resorts, represented by Octagon, reached out to BoxPop®/Britten for help delivering a luxury brand experience to festival fans.

solution

In its debut year, KAABOO drew a sold-out crowd of 10,000 to Grand Cayman island. In 2019, the three-day event (now relocated in San Diego) reported capacity crowds of at least 35,000 fans every day. MGM's VIP lounge attracted a nonstop flow of spectators, leading to numerous social media posts and photos.

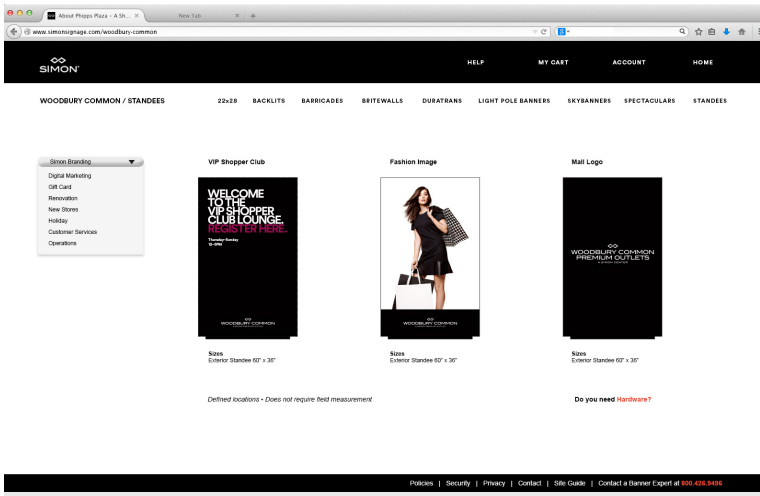
impact

The BoxPop® team designed a 10' X 20' custom structure with a rooftop patio, massage area, and comfortable seating where music lovers could escape, sip cocktails, and lounge. Installation team members traveled cross-country to deliver and setup the BoxPop® container that Octagon/MGM used to create a posh VIP area.



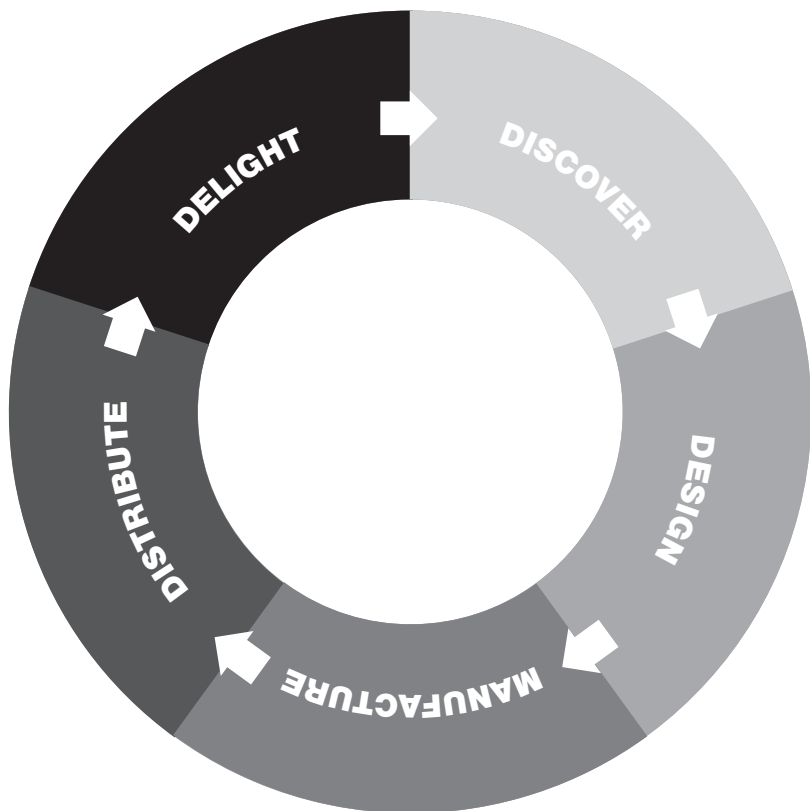
BANNERGALAXY.COM

- Quick & easy ordering — enjoy our online designer, easy upload of your own artwork, editable templates and immediate digital proofs.
- No minimum quantities — banners, signs, flags & more. Print as many or as few designs as you want.
- Ships within 48 hours — order exactly what you need & trust that your project arrives on time.
- Quality guaranteed — if you're not happy, we'll make it right. Simple as that.
- Access to real humans — no automated messages or chatbots. Get your questions answered every step of the way.



CUSTOM PORTAL

- Dedicated to your venue.
- Set up specifically with custom products, sizes and special pricing.
- Banners are billed directly to your property and typically ship in 2 to 3 days.



- discover**
site visits/purchase order/signed contract
- design**
shop drawings/proof approvals
- manufacture**
progress updates
- distribute**
tracking and project alerts
- delight**
ensure client satisfaction

services

From design to creation to final installation, you get a 360° visual branding advantage that extends to every facet of the production process. Our in-house team delivers easy, efficient service and a direct line of communication to ensure your exacting standards.

design & engineering

If you can dream it, we can build it. We have the manpower, equipment, and creative talent to transform your ideas into a powerful brand experience. To get a visual advantage over your competition, just share your own design or let us create something spectacular for you.

print, production, and fulfillment

Our advanced production and fulfillment capabilities make Britten way more than “just a print shop.” Partnering with us comes with the confidence of knowing every facet of your project will be handled on strategy, on budget, and drop-shipped on time anywhere in the world.

installation

Put the power of our nationwide installation network to work for you. From light pole banners to massive building wraps, site surveys to project management, our elite team of on-call installers get the job done even if it means rappelling down the side of a 60-story skyscraper. In over 35 years, we’ve seen and done it all.

MAXIMIZE EXPOSURE WITH BRANDED DISPLAY SOLUTIONS

Foam3D™ sculptures. Mobile shipping container bars and merch stands. Building wraps, signage, and banners. For 35 years, Britten Inc. has built a reputation as a no-limits creative production house. Based in Traverse City, Mich., the company's state-of-the-art printing and manufacturing capabilities allow Spectra greater latitude to adapt and innovate in ways that drive revenue and growth for venue owners, advertisers, and sponsors.



WHAT UPCOMING EVENTS ARE ON YOUR CALENDAR?

Let us schedule a no cost, no obligation site visit to discuss your project.

Visit our website to review Britten's capabilities, meet your team members, and request a quote today:

britteninc.com/spectra



SPECTRA LEADS WITH A CREATIVE, CLIENT-FOCUSED APPROACH THAT EMPHASIZES THE GUEST EXPERIENCE AT THE VENUES WE MANAGE, AND OUR PARTNERSHIP WITH BRITTEN ELEVATES THAT EXPERIENCE THROUGH LARGE-SCALE VENUE SIGNAGE, MOBILE FOOD SERVICE OPERATIONS, AND IN-VENUE EXPERIENTIAL ACTIVATIONS.

— BRYAN FUREY, SENIOR VP OF PARTNERSHIPS / SPECTRA



JASON ELAM 1991-92
73 SIMON FLETCHER 1987-88
DAN REEVES 1981-82

BRITTEN CORPORATION

TM

**BRITTEN BUILDS UP PEOPLE, BRANDS, AND COMMUNITIES
WITH HIGH-QUALITY DISPLAYS, BANNERS, AND EVENT SOLUTIONS.**