

www.aztectents.com

WINTER 2007

A Customer Service Revolution

New, Innovative Product Line Offers Groundbreaking Options



Compatible-Plus products make it possible for Eureka! customers to purchase compatible parts, replacements or additional inventory for the Elite® with Aztec Tents' Series 1500.

Compatible-Plus products are aesthetically and structurally indistinguishable from their competitive counterparts. However, the new series have been re-engineered, incorporating significant improvements to their structural quality and design.

"We have listened to the industry, and we have listened to what our customers want," said Alex Kouzmanoff, Aztec Tents' National Sales Manager. "We have invited customers to our Southern California headquarters for product testing and analysis over the past several years to help refine these new products."

Aztec Tents also offers the Series 1200, Series 2200, Series 2500 and Indiana Frame Tops through its Compatible-Plus lineup. The company plans to continue adding to its Compatible-Plus product lineup throughout 2008.



A Customer Service Revolution

AZTEC TENTS	COMPATIBLE-PLUS WITH
Series 1200	Century® Mate by Anchor Industries
Series 1500	Elite® by Eureka!
Series 2200	New Century® by Anchor Industries
Series 2500	Genesis® by Eureka!
Indiana Frame Tops	Fiesta® by Anchor Industries

Finally, event and rental professionals have options when deciding how to buy their tents. Aztec Tents has unveiled its new Compatible-Plus lineup, a comprehensive series of tent products designed specifically to provide more options to customers throughout the industry. Compatible-Plus products were designed to structurally interlace with existing tents already produced within the industry, many of which are manufactured by Aztec competitors.

"These products are designed to give tent-industry customers options when purchasing tents and other structure alternatives," said Chuck Miller, President of Aztec Tents. "For decades, our industry's customers have been held to the standards by which their specific vendors operate. Aztec Tents is dedicated to changing that and providing customers the freedom to increase or modify their tenting inventory from the best available source. We believe that source should be Aztec Tents."

For example, Aztec Tents' Series 1500 product line – one of five current Compatible-Plus product lines – is designed to interlace with the Eureka! Elite®, a popular product offered by New York-based Eureka! Party Tents.



AZTEC TENTS
 2665 Columbia Street
 Torrance, CA 90503
 800.228.3687

AZTEC TENTS
 DESIGN & PRODUCTION

AZTEC TENTS
 DESIGN & PRODUCTION

If YOU can IMAGINE it... WE can BUILD it



Getting Bigger

Growing Eastern Division Has Become An Integral Part of the Aztec Team

Continuing a decade-long strategic growth pattern, Aztec Tents has introduced new outside sales representatives for two of the nation's quickest growing regions. Eric Christensen and Cory Scott now oversee the company's sales and distribution services throughout the Northeast and Southeast U.S., respectively. Both report to Biff Gentsch, Director of Sales for the recently formed Eastern Division. Already one of the largest tent manufacturers in the United States, the addition of Christensen and Scott will play an important role in strengthening Aztec's customer service capabilities in the Eastern U.S.

The Aztec family has seen new possibilities come to life this last year, embarking upon a worldwide strategic growth campaign. The internal expansion includes the continued development of its East Coast U.S. operation, the addition of its first two international sales representatives, the establishment of a nationwide distribution alliance with Losberger U.S., and the introduction of its industry-first Compatible-Plus product line.

"This is an exciting time to be a part of the Aztec Tents team," said Gentsch, who will continue to expand the company's growth east of the Mississippi River. "Our customers are experiencing services and options never before available to them, and our upward staff of talented and knowledgeable representatives is helping to establish a new leader in the tent and structure marketplace."

Christensen joins the Aztec Tents team with over a decade of outside sales experience in the tent industry. He began his career in 1997, selling tents, structures, tables, chairs, dance floors and tent accessories to the event rental market in the Midwest U.S. In 2004, Christensen joined Aztec as an independent outside sales representative. He now manages the company's inside sales and support services in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine.

Scott, a former Marine sergeant, grew up surrounded by a family-owned special events business. His sales experience includes a successful tenure with a global logistics firm and government sales in Georgia's high-density storage industry. In his new role with Aztec Tents, Scott oversees inside sales and support for Georgia, Alabama, North Carolina, South Carolina and Florida.



BIFF GENTSCH



CORY SCOTT

WE ARE EXTREMELY PROUD OF OUR GROWING EASTERN DIVISION AND THE SUCCESS THAT WE ARE SEEING IN THESE EMERGING MARKETS.

ALEX KOUZMANOFF



ERIC CHRISTENSEN

"We are extremely proud of our growing Eastern Division and the success that we are seeing in these emerging markets," said Alex Kouzmanoff, Aztec Tents' National Sales Manager. "As we continue to grow – both throughout the United States and internationally – Aztec remains committed to the tenets of customer service and loyalty that have guided us since 1966."



WESTWORLD FABRIC RECOVER AS IT NEARS COMPLETION OF INSTALLATION

A Picture's Worth a Thousand Words

Hired by the City of Scottsdale, Arizona, Aztec produced the new fabric panels for their Westworld facility, home to the annual Barrett-Jackson Auto Auction. Car collectors and enthusiasts travel from across the globe each January to take part in what has become one of the most prestigious and anticipated collector car auctions and expositions in the world.

The structure was purchased in 2005 by the City and was in need of major renovations. With dimensions of 320-feet wide by 400-feet long by 90-feet high, designing new fabric for the building was not an easy task. Aztec designed, engineered, and constructed the new fabric panels in August, and FCI & Image

Building Systems and MTY Enterprises completed the installation in late October. The new fabric featured a tan exterior that would blend into the surrounding desert landscape with a black interior to maximize usage for special events inside the structure.

In 2007, the Barrett-Jackson Auto Auction included over 1,250 cars, earning a staggering \$112 million in sales and over 250,000 attendees. With the new building, administrators expect these numbers to increase dramatically in 2008. It's hard to imagine that this world famous event began as a simple meeting between two car buffs in 1960.

To feature one of your recent premier events showcasing an Aztec tent, please submit photos with event credits to our marketing department at

sales@aztectents.com.

If your photo is selected we may use it in upcoming advertisements and newsletters.



Lessons Learned

How To Keep Your Clear Vinyl Looking Its Best

Clear vinyl used in tent tops, sidewalls, and windows can provide dramatic appearances to most any tent installation, but most users can only attain a fraction of the life of conventional white or ultra-white tent vinyl. The chemical composition that makes this vinyl so stunningly clear and flexible also renders the fabric less durable and less resistant to UV damage caused by the sun. A few of the below tips will help prolong the life of your clear fabric:

1. Try to minimize the time the clear fabric is installed. The UV exposure from the sun accounts for about 1/3 of the lifespan for a tent top. If you can shorten the time the fabric is exposed, the fabric will last longer.
2. Treat your clear fabric gently during cleaning and installation.
3. Use only soft towels to clean your clear fabric. Rough or abrasive materials will scratch and cloud the highly polished surface.
4. Use light dish soap – like Joy – highly diluted in water to clean you clear vinyl. Be sure to wash off any residue before storage.