

Let's dive deeper into the art and logistics of tented events. No matter what event services you provide, an in-depth knowledge of tenting will make you a more expert collaborator and a better communicator, setting both you and your clients up for success. Alyssa Ruth, CPCE is an enthusiastic tenting sales and design pro, and is excited to be back at NACE Experience to talk about tenting design, safety, planning, and logistics. From tent decor essentials to custom details, let's explore high-level tenting and design together.



Let's Get In Tents

An Immersive Look at Design &
Collaboration for Tented Events

Alyssa Ruth, CPCE
Curated Events Raleigh

We have lots to cover!

But first, let's learn about you!



What do you do?

SLIDOO #1

**What's your favorite
type of event?**

SLIDOO #2



**What would you most like
to learn about tenting?**

SLIDOO #3

Today's Agenda

- Tent Types & Basics
- Safety & Essentials
- Power & Guest Comfort
- Choosing the Right Tent

- Lighting & Draping
- Flow & Entry Impact
- Stepping Up Your Rain Plan
- Showing Up As An Expert
- Q+A

Tent Basics: Types of Tents

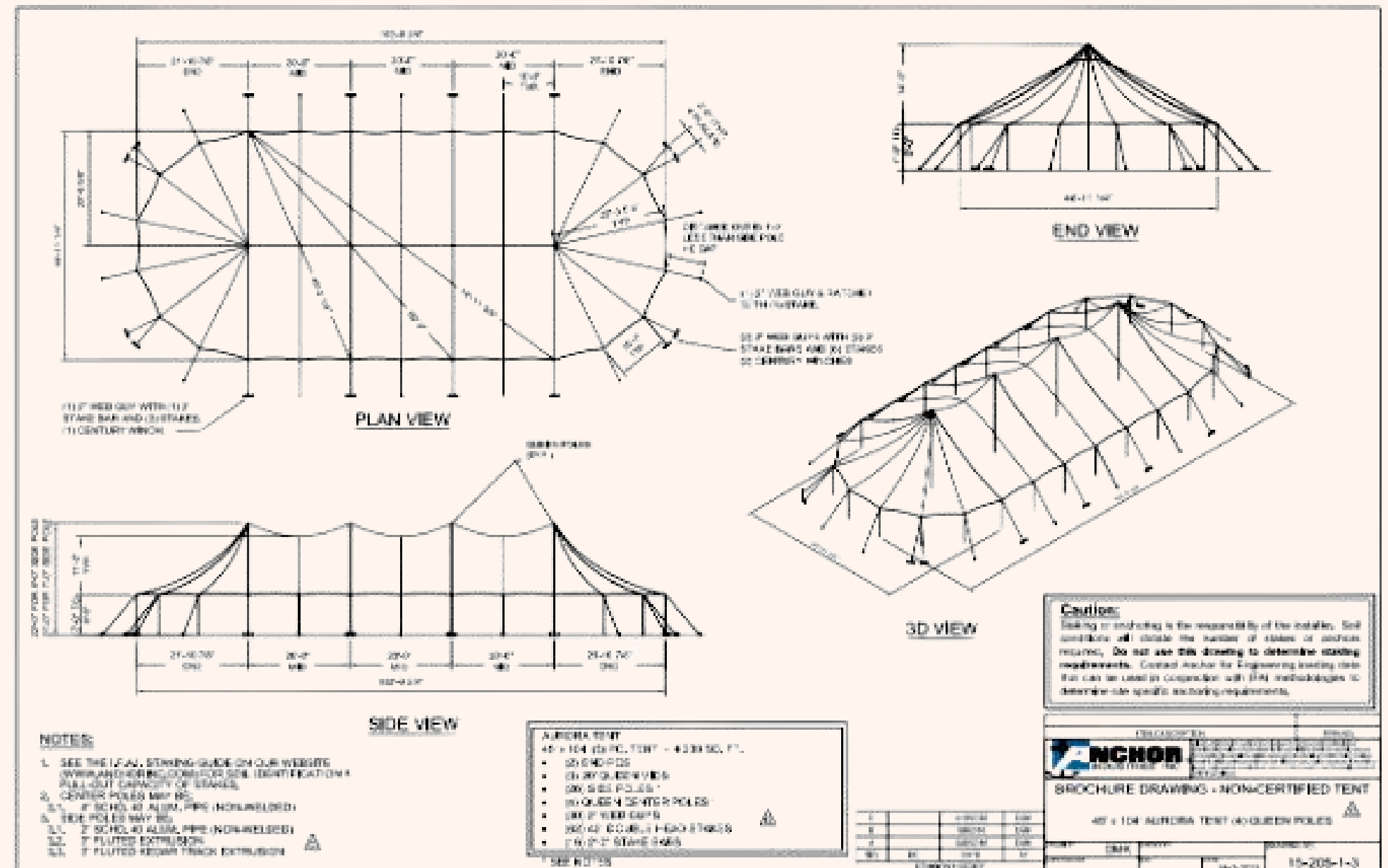
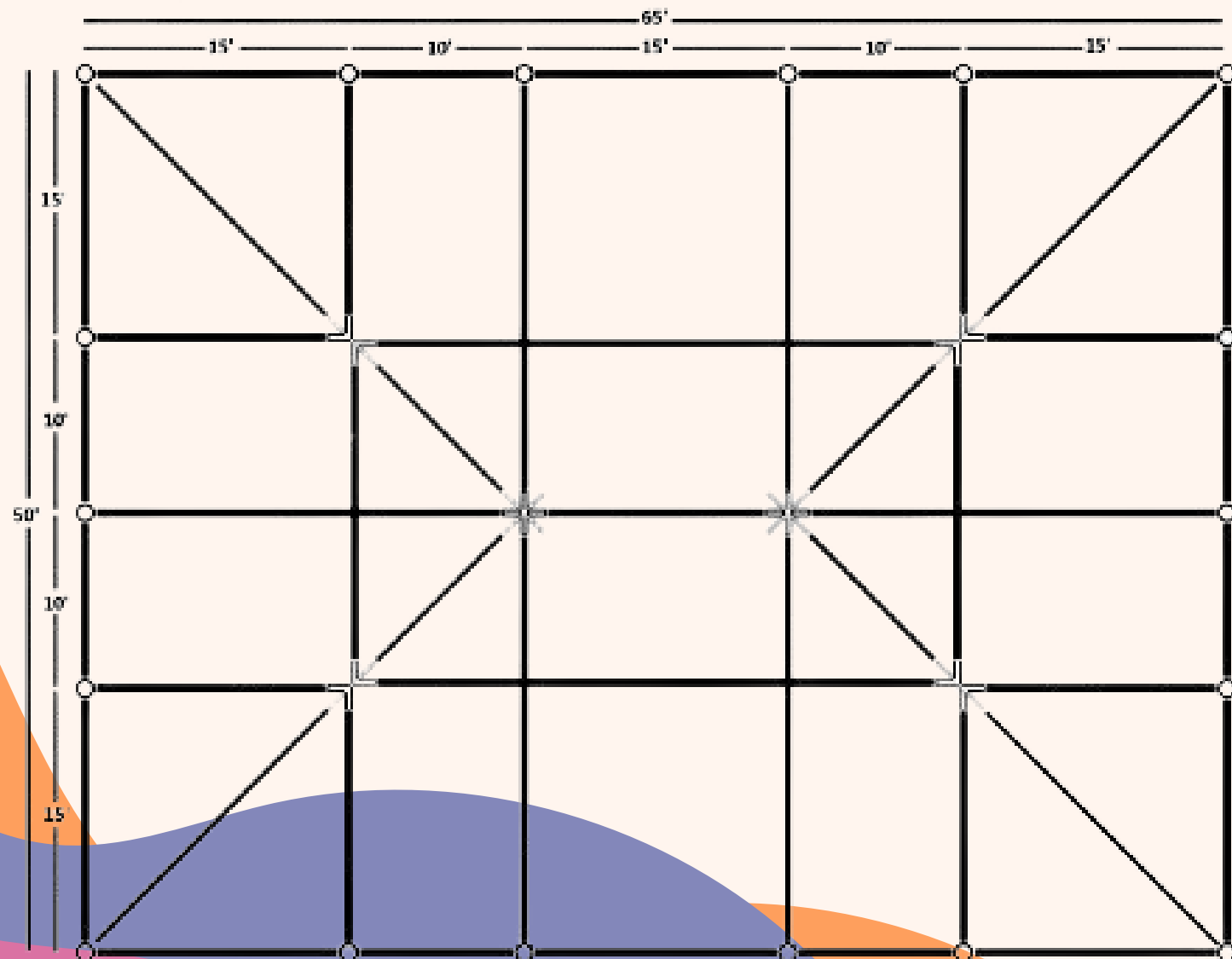
- Frame Tents
 - White Top or Clear Top
 - 9' wide - 50' wide
- Pole Tents
 - Basic White
 - Sailcloth
 - Typically ~40'-60' wide
- Structure Tents
 - Large scale, higher cost
 - 60'+ wide



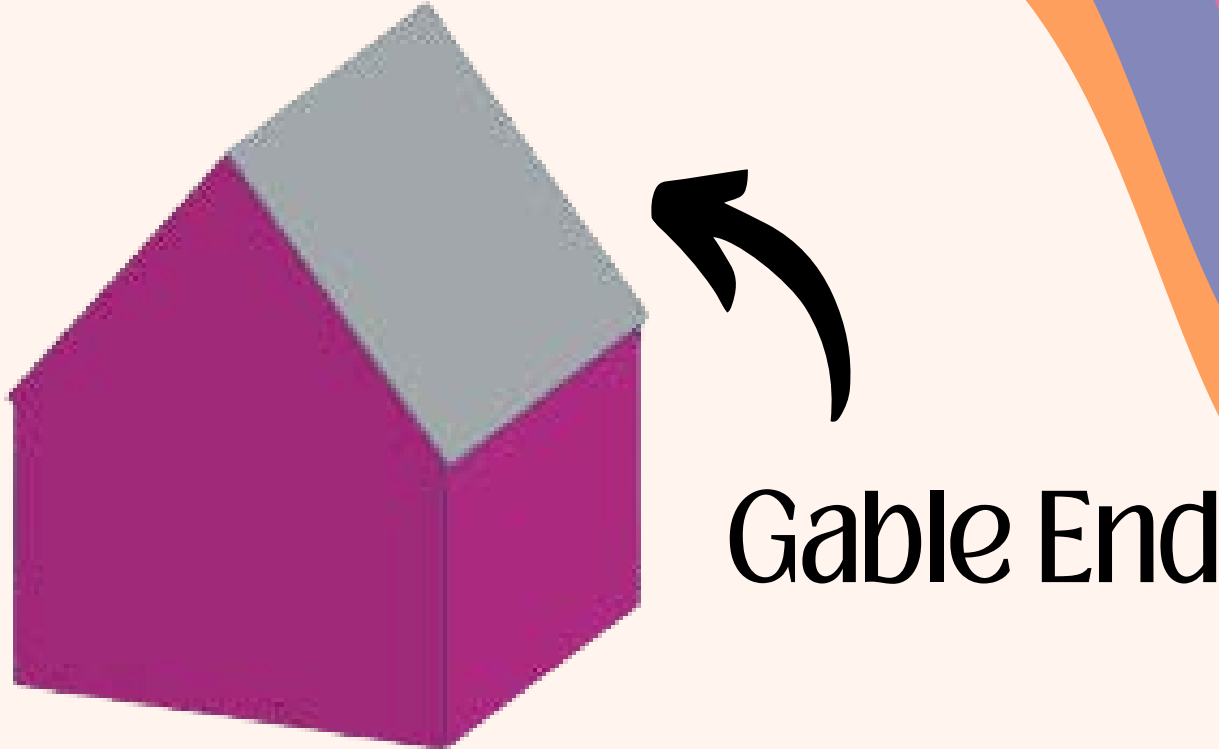
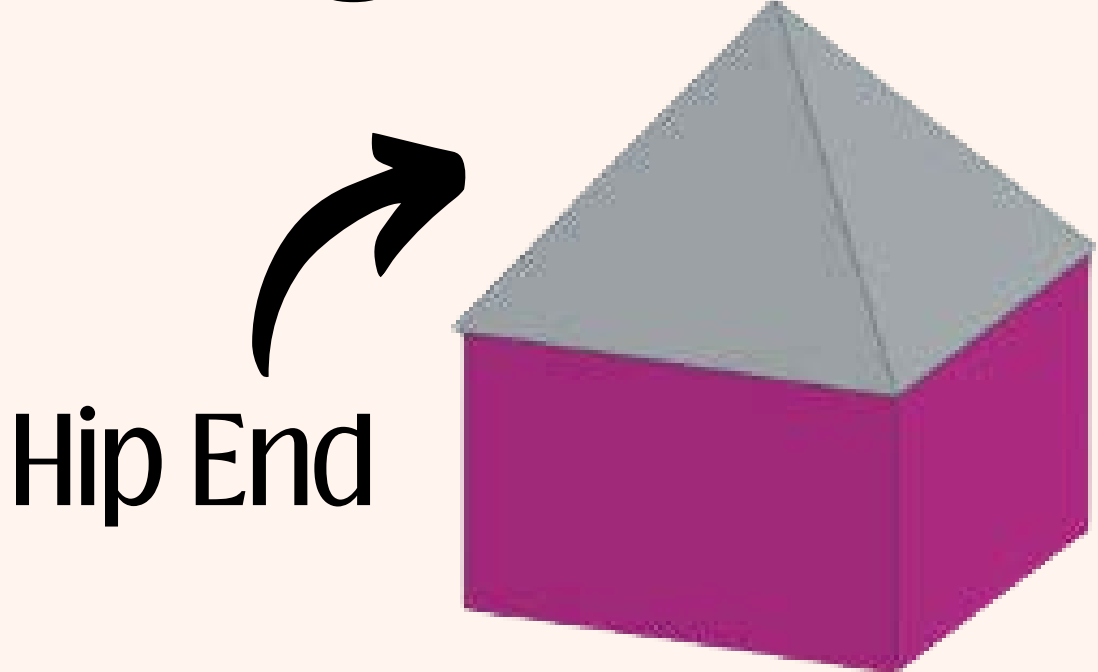
Tent Basics: Frame Tent vs Pole Tent

50' x 65' TopTec Future Trac

Total Leg Count: 18

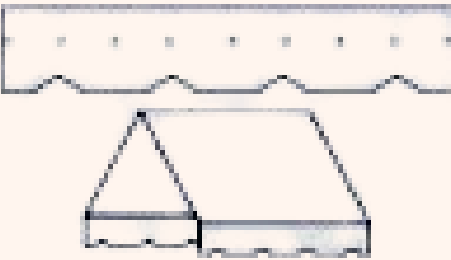


Tent Basics: Terminology

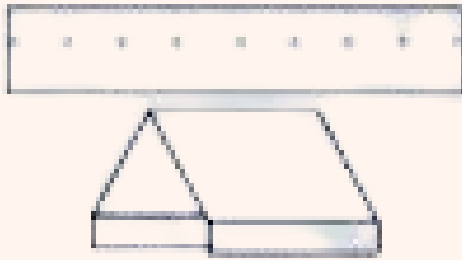


Valance Options

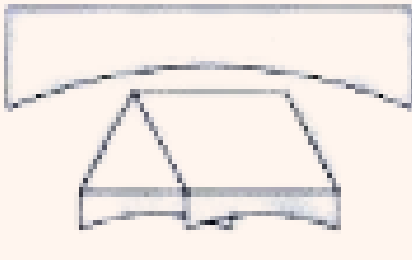
Scalloped Valance



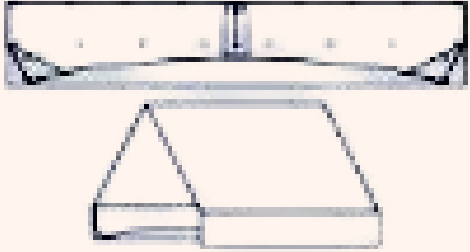
Straight Valance



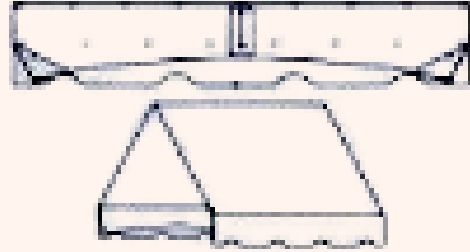
Catenary Valance




Double Valance
Straight/Catenary



Double Valance
Scalloped/Catenary



Safety & Essentials

- Fire Safety:
 - Exit signs
 - 'No Smoking' signs
 - Mounted fire extinguishers
 - Safe Anchoring
 - Stakes and Ballasts
 - Wind:
 - Above ~35mph, it's not *that* the wind is blowing, it's *what* the wind is blowing
 - Evacuation Plans:
 - Have a secure backup for extreme weather
- 

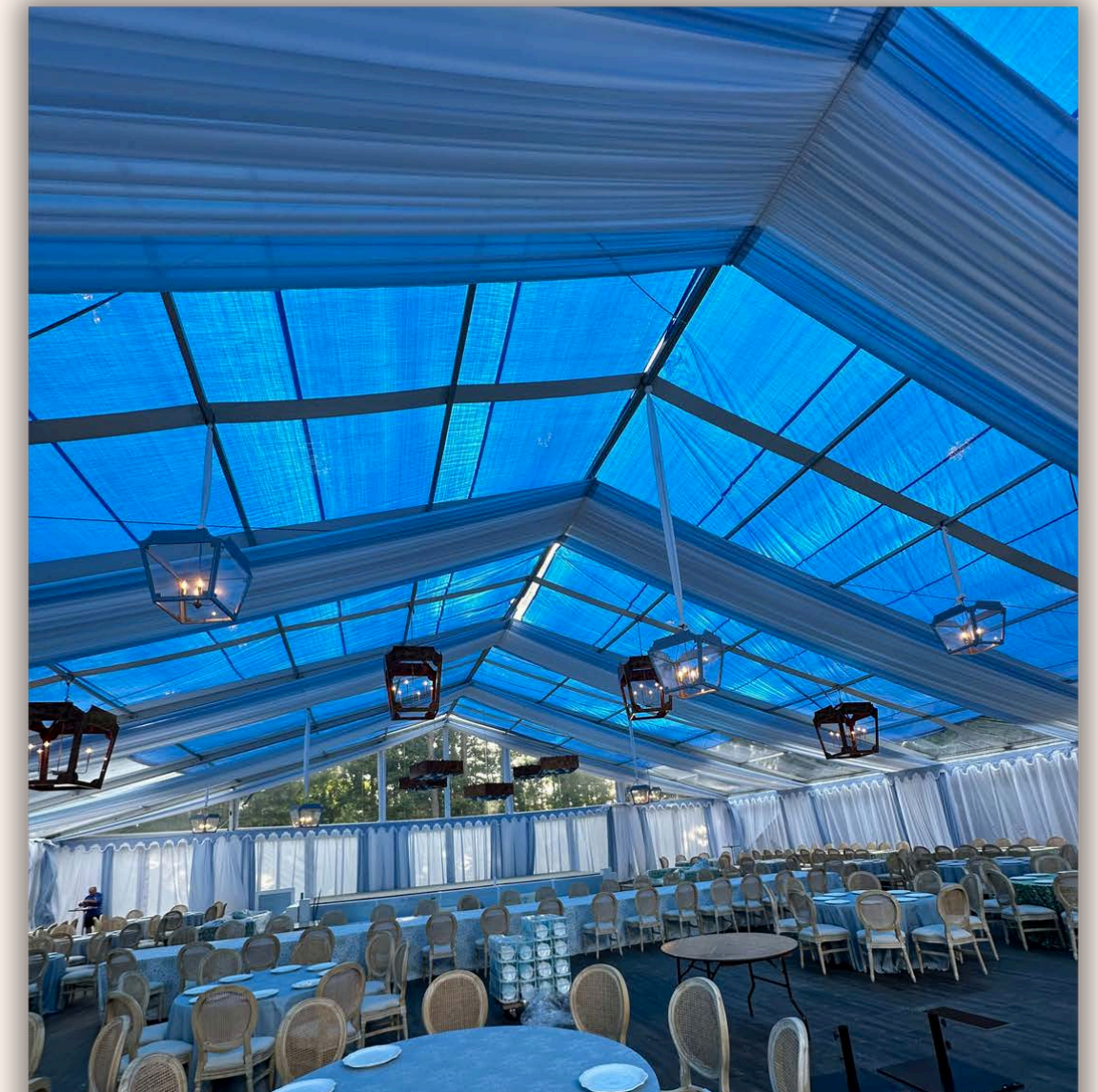
Wind & Anchoring



Wind & Anchoring



Guest Comfort



Permits & Inspections

Think Ahead

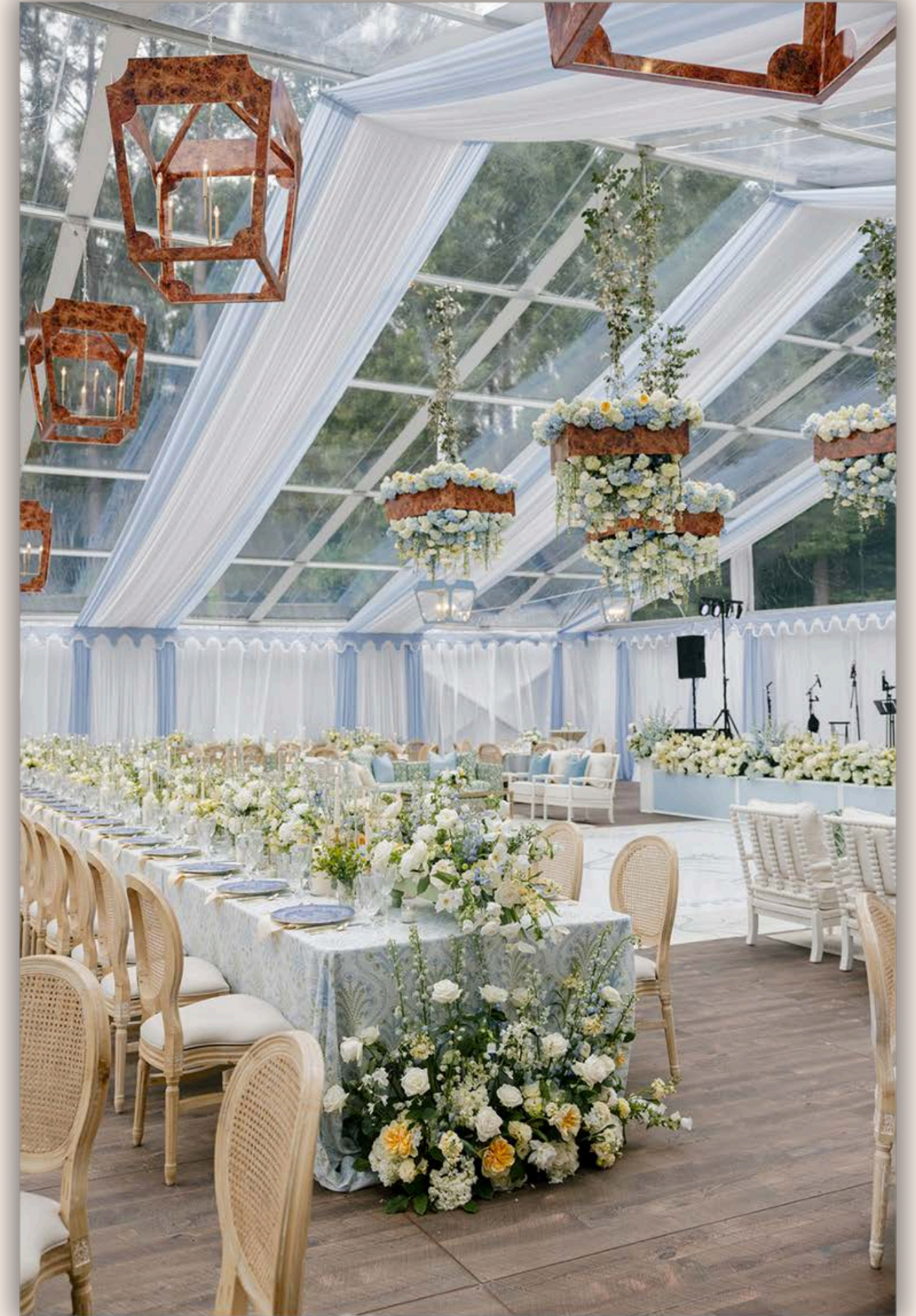
- Safe exits
- Distances from buildings
- Approved sq. ft. per person
- ADA compliance



What to Expect

- Certificates of flame retardance
- Diagram & site map
- Power check & exit sign battery test
- Correct fire extinguisher types

Tent Flooring



Choosing the Right Tent

- Anchoring restrictions
- Spatial needs
- Overall aesthetics
- Design obstructions
- Seasonality
- Portage
- Safety



Lighting Design

Designing for functionality and impact

- Start with sunset and timeline
- Think ambient glow
- Layer in focal points: of lighting or with lighting
- Light the talent, florals, and egress
- Factor in candlelight
- Dimmers are a must



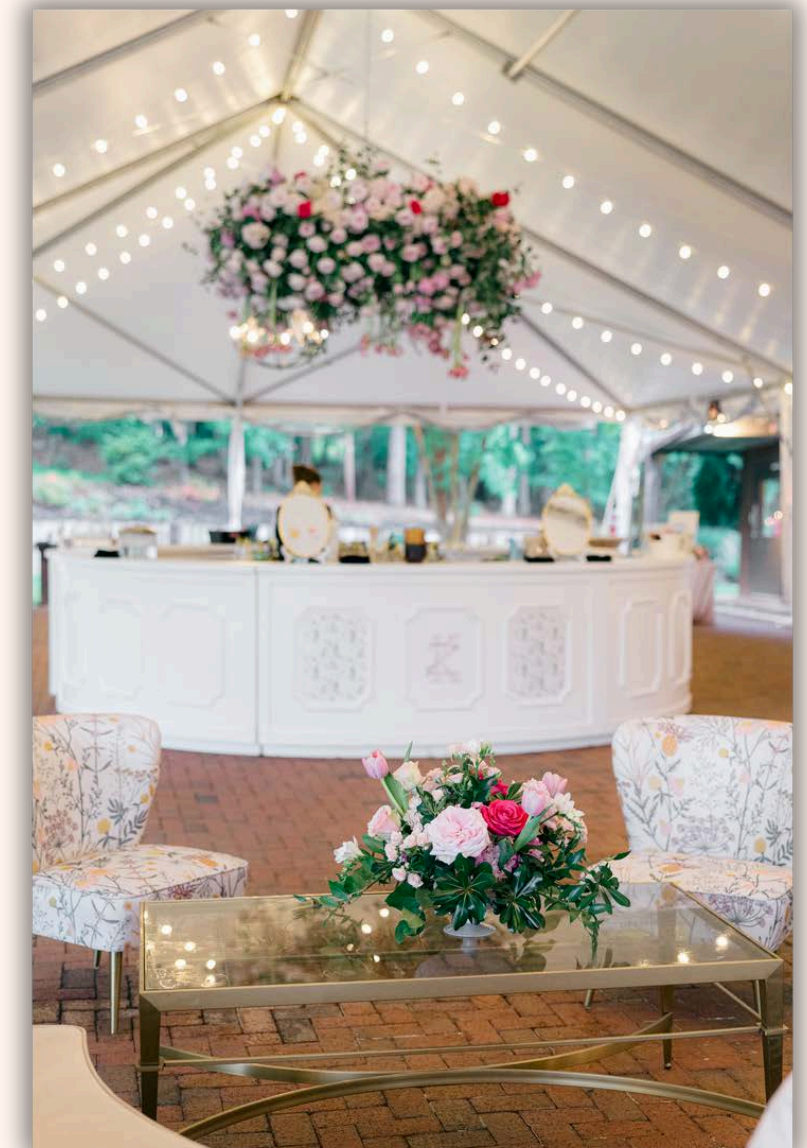
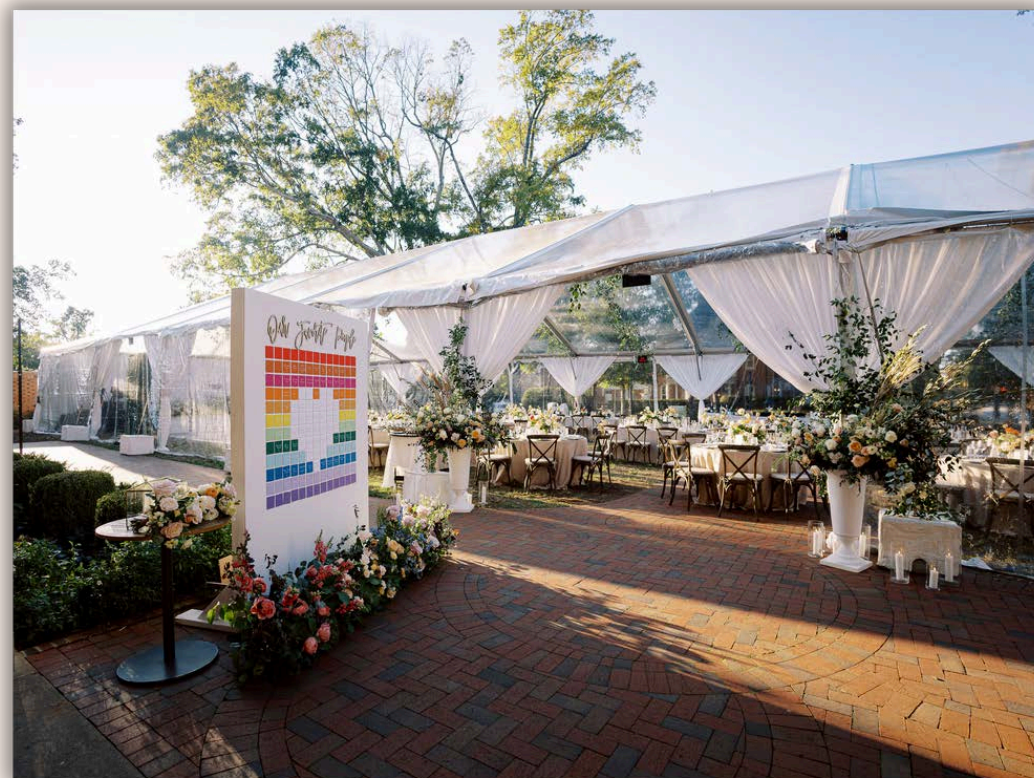
Draping Design

Softening the space and adding texture



Layout + Flow

- Initial 'wow' visual impact
- Audio & power placement
- Ample space for queues and guest flow
- Back of House space & placement
- Clear weather/Inclement weather versions



Entry Impact & Tent Entrances



Custom Tent Leg Configuration



Stepping Up Your Rain Plan

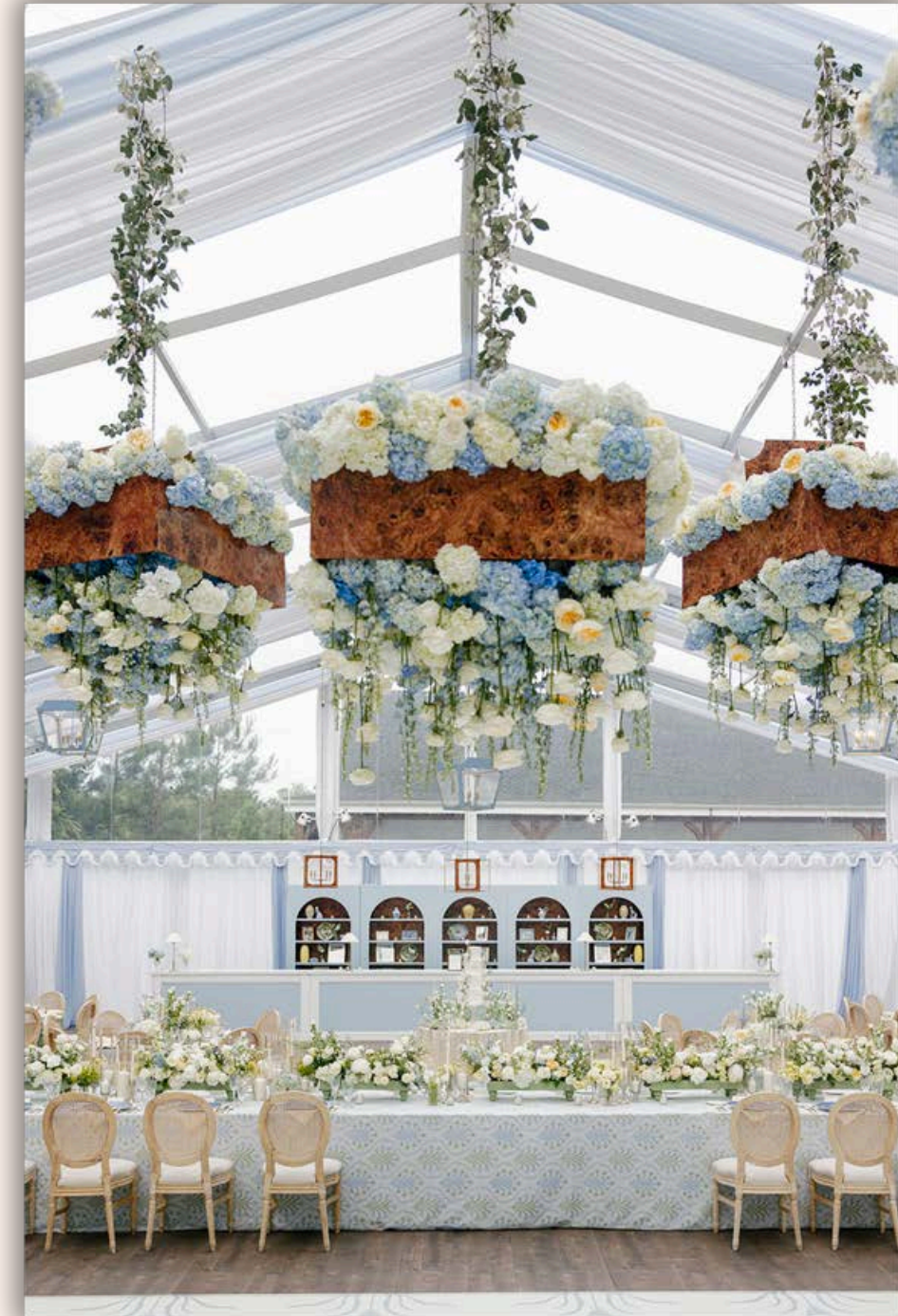






Showing Up As An Expert

- No matter your role in the event, ask for what you need well in advance
- Have the hard conversations up front on both budget and weather
- Be ready for an event that's more challenging than an indoor venue (but also more memorable!)
- Embrace the day and the joyful unpredictability of a tented event



✿✿Include if time allows✿✿

Mapping out logistics

Production planning for vendors

Example timeline 5/25 Daly



Q+A



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A story for you



✿✿ Pull Notes to Read - No text/no slide ✿✿✿

Well, it happened and it was a huge success!! I had my first tent event last night as the lead planner. Thank you for inspiring me and remotely mentoring me (you may not think you did but you TRULY did!)

I attached a few photos. Just a few highlights to note:

- 60x70 pole tent with a connecting 20x30 kitchen tent

- the event, with decor, menu, music all inspired by Israel, was a post-wedding celebration on the bride's parent's estate grounds. (The bride and groom had their actual wedding in Israel last month and this was the event state-side to introduce the groom's Israeli family to the brides family and friends. Yes, the current war in Israel fully impacted the event as the groom's family just arrived last Thursday from Israel, where the war broke out overnight before the event. The Groom's father said to me at the end of the party: "Thank you for allowing us to celebrate on a day that we didn't think we could or should be celebrating. It was a spectacular event. Thank you for doing all of this for our son and Silvi"

- had to build and design around the pond/fountain in their yard.

- the decorator, I collaborated with on the design, created palm trees with the poles to mask them

- the weather here the last week was so insane, with the forecast changing daily leading up to the day, and had to pivot and reconfigure the kitchen tent, entrances, and flow in and out of the tent in the 48 hours leading up to the event.

- added flooring and carpeting in the last 2 weeks, with special order of the brown carpet who insisted we find it (it had to shipped from out of state and arrived the morning of install). The client insisted on no flooring for the last 6 months. (My most difficult client and one of Philadelphia's top 10 wealthiest families - no pressure, hah!)

- amazing event partners especially the tent company who were the only vendor that knew I've never designed and planning lead on a full tent event)

- the lighting design was me leading the lighting company on concept and design.

- the floral decorator started her company late in life (and also a former internal medicine doctor - no lie. (Her new nickname coined by me is "Doctor of Design"). She and I stood at the entrance of the tent looking in and we both burst into tears. This client was very difficult and hard to manage and getting to this point was an enormous feat in itself. What you see in the photos was our original concept we came up with together x10. And we're beyond proud and excited to see it come to life.

Sorry to be very braggadocio but I've been waiting to send this email to you ever since I met you at the NACE conference and my motivation throughout the process to learn as much as I could about the tenting process and make you proud!!! I'm not an expert by any means but ready for my next tent event!!!

I'm grateful to have met you at NACE and best educational-breakout-decision I've ever made!

We're now partnered with a tent company as their event planner and about do another event at a private home and feel like a pro now lol.

Thank you!

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