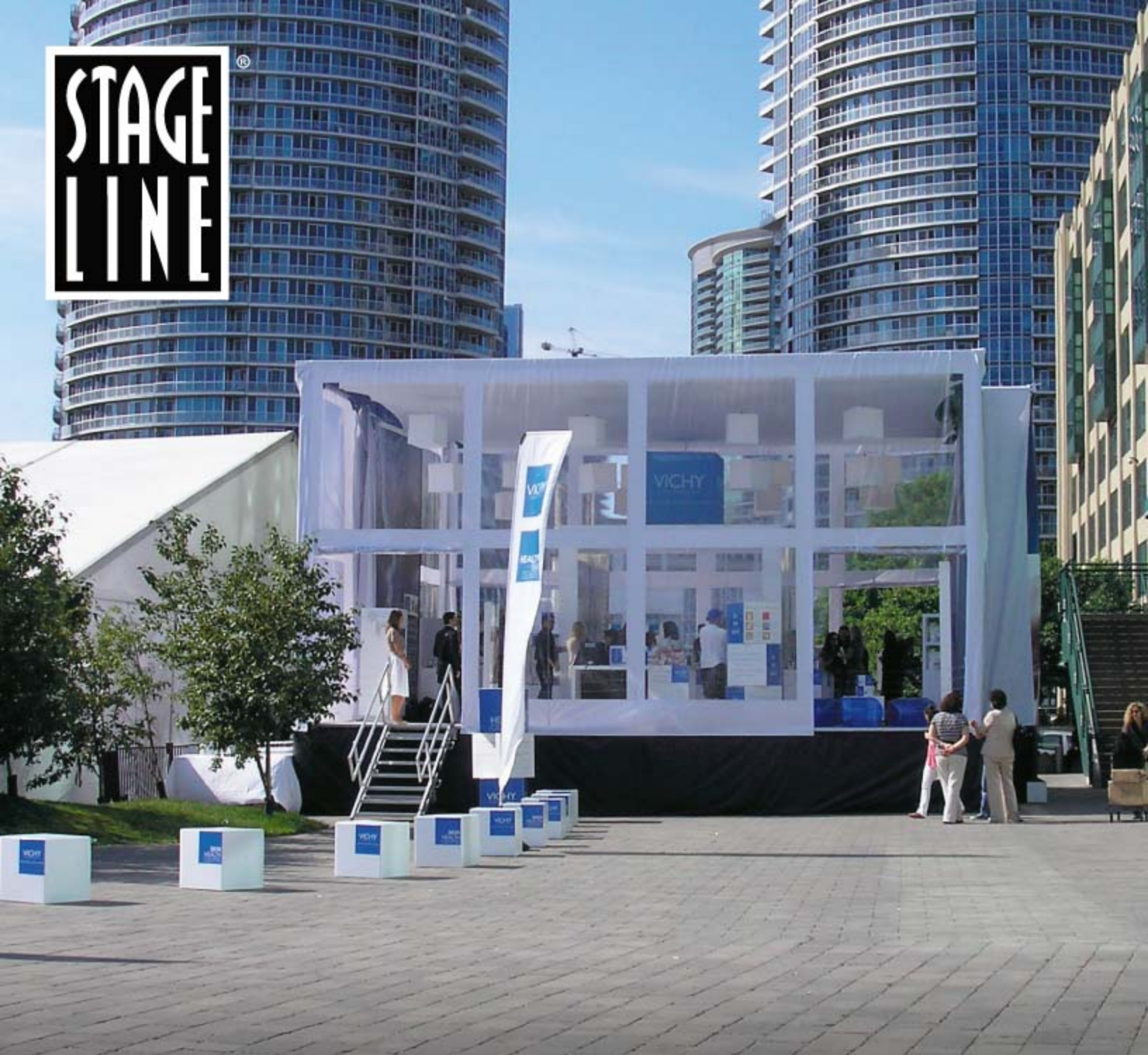


STAGE  
LINE®



An alternative to traditional display trailers

Promobile  
Mobile Space  
Mobile Stage  
Custom Project



Event marketing solutions









# Who we are

Stageline® has revolutionized and radically simplified the organization of outdoor events.

With more than 10,000 events each year taking place on Stageline® units in over 35 countries, the Company is the reference and uncontested leader in the design and manufacturing of mobile units.

Through MSR Mobile Stage Rentals, the company operates a fleet of more than 85 Stageline® mobile stages & promotional units across North America.



# Courtesy



Vichy Skin Care Center  
JSEM  
Cover



USAA Tour  
USAA  
P-08



La Caretta  
Pelican Events  
P-09



Motorola's Studio Moto  
141 Worldwide  
P-11



Get Up and Move Tour  
Grand Defi Pierre Lavoie  
P-15



Grand Prix de France  
Monster Energy Europe  
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Grand Prix de France  
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Jeep Mobile Ramp  
George P. Johnson  
P-20





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Our products	8
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## **Additional Sections** (available upon request)

Case studies  
Applications

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# What we do

We build a wide range of models, extremely reliable and highly advanced mobile units that are easy to install in any open-air situation. We design equipment which provides a new alternative to the traditional expandable display trailers.





# What we offer

25 years of experience in design, engineering, manufacturing, production and touring to assist you in shaping a spectacular mobile environment that requires minimal set-up time and labor.







Grand Defi Pierre Lavoie



USAA

## Mobile Space

The Stageline® Mobile Space is the first pre-assembled building on wheels with unlimited applications. Our Mobile Spaces tower over all other conventional mobile units, and are available in various sizes. A custom made mezzanine can be added to all sizes of mobile space upon request.

## Promobile

The Promobile is an unequalled mobile marketing tool featuring two accessible levels. A mobile unit with 1700 ft<sup>2</sup> (158m<sup>2</sup>) of usable space designed for marketing professionals who need more height, more space, and more load-bearing capacity.



# Our Products



Cirque du Soleil



La Caretta

## Custom Project

From drawing board to reality, you can benefit from our expertise gained over 25 years. With a complete in-house R&D and Engineering team, and two manufacturing plants, no project is too big or too small.

## Mobile Stage

Described as a phenomenon of design and mechanical ingenuity, Stageline® hydraulic mobile stages combine fast deployment, versatility and safety, and are available in a broad range of models.

From 20'x16' (6m x 5m) to 56'x90' (17m x 27m)

For more information about mobile stages:

Sale: [www.stageline.com](http://www.stageline.com)

Rentals: [www.mobilestagerentals.com](http://www.mobilestagerentals.com)

... Stageline welcomes sharing your challenge 9





## Mobility

A specially designed trailer which complies with highway regulations, while being able to travel on all types of road and terrain.

## Ease of Installation

All units can be installed and taken down the day of the event. They integrate all structural elements for the installation of banners, scenery, sound, lighting and screen. No additional tools or machinery required.

## Visibility

With greater height, a roof strong enough to rig any type of equipment, and banner possibilities beyond any other mobile unit, Stageline® equipment allows for maximum visibility to showcase your product.



# Features

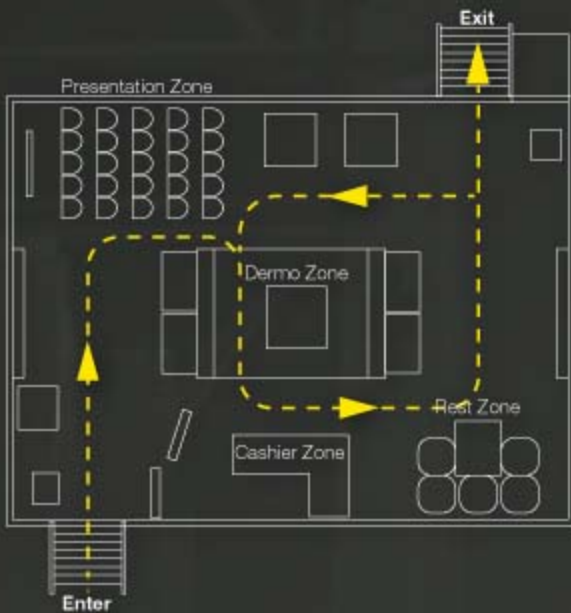


«2007 Grand Ex Award»  
Event Marketer award





# Case Study



# Vichy laboratoires

## Vichy Skin Health Center

### Objective:

To turn JSEM's (L'Oréal's experiential marketing agency) vision of a bold new mobile activation environment for the VICHY Skin Care Center into a reality.

### Solution:

A spacious Stageline® SL260, which allowed VICHY to set up an enormous 32'x32' (9.75m x 9.75m) interior space with a ceiling that soared over 24' (7m) from the ground. This spacious interior area allowed JSEM to create a brand-centric showroom for the VICHY skin care products, complete with a skin diagnostic center and kid's zone.

**With the SL260 stunningly transformed into an exceptional mobile environment, the impact of this customized production and branded concept was appreciated by all.**

The clear windows and white windwall design made an immediate visual impression while respecting all engineering specifications. The clean and classic lines of the cube, coupled with the natural sunlight streaming through the clear walls, captivated the consumer's attention and added to the sensorial, VICHY brand experience. Thousands of visitors passed through the VICHY Skin Health Center over a 3 day period.





# Case Study



## Objective:

To transform the structure of a 32' x 24' (9.75m X 7.3m) mobile stage into a fully enclosed two level mobile building. The space was used to educate and demonstrate to hundreds of students everyday about the importance of physical training and good health habits.





# Le Grand Défi Pierre Lavoie

Get Up and Move!



Mobile Space

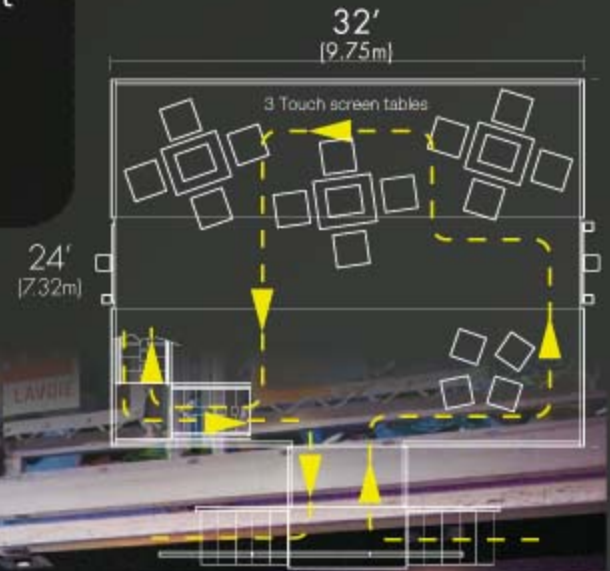


# Case Study



## Key Features:

- Mezzanine
- Setup in 4 hours with 4 persons
- Fully enclosed AC / heated environment
- 1,030 ft<sup>2</sup> (95.7m<sup>2</sup>) total floor surface
- 16 stationary bicycles
- 300,000 students reached



## 1<sup>st</sup> Floor





# Le Grand Defi Pierre Lavoie

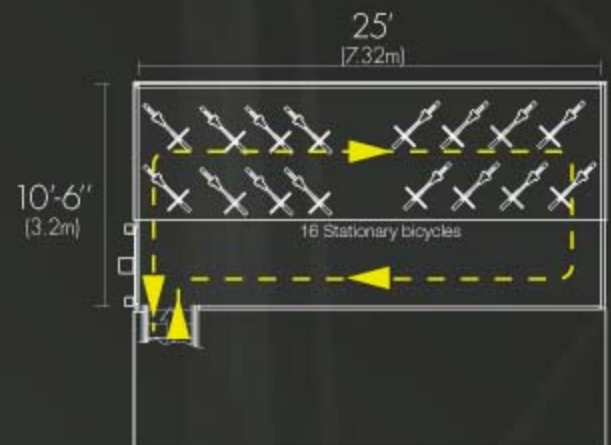
Get Up and Move!

## Solution:

The first level was equipped with multi media stations, including touch screens and computers. The second level featured a training room with 16 pre-positioned stationary bicycles connected to a special training software.

All structural elements and other components were designed, tested and integrated to the same Stageline® SL260 mobile stage model as those that were recently used to complete the cross-country journey of the Olympic Torch Relay 2010.

The projects' commercial objective was to develop and further commercialise a multi purpose multi level mobile building that could serve many different applications and fields such as: health sectors, education and commercial activities.



## Mezzanine



Mobile Space



# Case Study



## Objective:

To offer an eye-catching way for Monster Energy Drink® to showcase their products at concerts and events while maximizing visibility and maintaining a close relationship with their customers.





# Monster Energy Drink®

## European Tour



We already knew of the quality and safety of the Stageline® products from Monster Energy USA but our recent purchase of the Stageline® Promobiles for the European market has reinforced their strength's over durability, versatility and engineering excellence. Without doubt, the effect of the Stageline® trailers at the core of our events has had a great impact on all partners and consumers.



**Matthew Kowal**

*EMEA Event Logistics & Production Manager  
Monster Energy Europe Ltd*



# Promobile



# Case Study



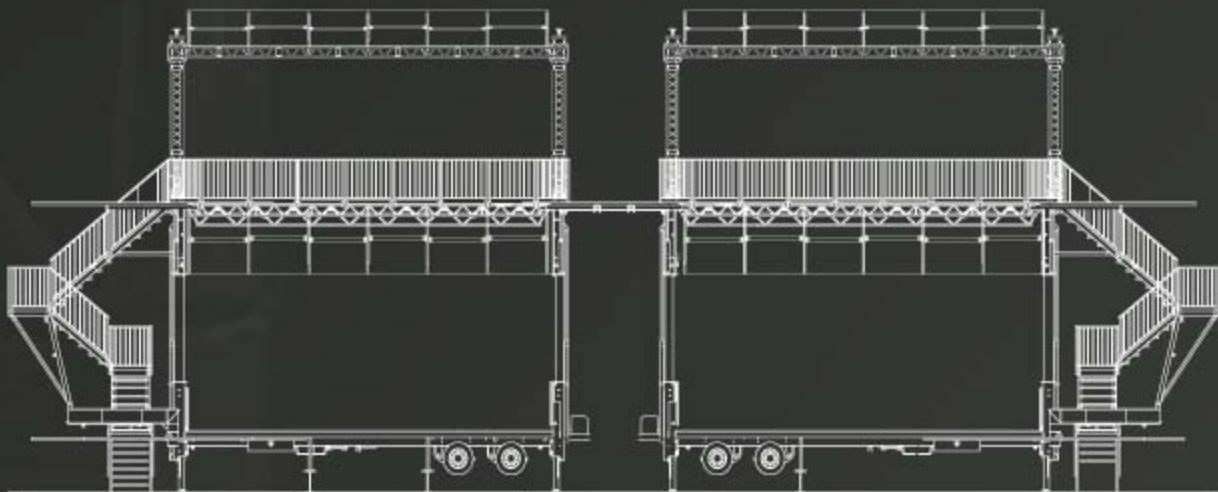
## Key Features

- 500 visitors at once
- 360° of branding visibility
- Over 3,200 ft<sup>2</sup> (300m<sup>2</sup>) of floor experience
- 2 VIP lounges
- 2 viewing decks at 24' (7.3m) of height

13'  
(4m)



37'-5"  
(11.4m)



Over 100' (30m)





# Monster Energy Drink®

## European Tour



### Solution:

Two customized Stageline® Promobiles. One of the units was opened to the public for beverage tasting and a meet and greet autograph session with the drivers.

**The second unit was converted into a VIP lounge for guests, with food, drinks and live shows.**

In addition of the 1,614 ft<sup>2</sup> (150 m<sup>2</sup>) of available footprint for each Promobile, the units were equipped with two 14.4' x 32.8' (4.4 x 10 m) stage extensions, while the second levels were covered with roof canopies. These cool add-ons contributed to making this installation the definite "biggest kid on the block".

Pushing the limit, a spa was installed on the roof at 8 m of height; while the two Promobiles were linked together by a bridge accessible from the second level.

# Promobile



# JEEP®

## Mobile Ramp

### Objective:

Jeep® needed a solution to replace the very expensive and time consuming installation of a dirt mountain they used to demonstrate their product in various tradeshows. The solution needed to be easy to set up and dismantle.



### Solution:

A mobile hydraulic ramp that sets up in 2.5 hours and requires only 4 technicians. After only one trade show, the Stageline Mobile Ramp had reduced Jeep's expenses by 100% compared to what was spent with the installation of the dirt mountain.



**With the Mobile Ramp, \$60,000 to \$80,000 was saved per event on labor and setup, equipment rental and restoration costs.**





# Cirque du Soleil™

## Viva Elvis! Show

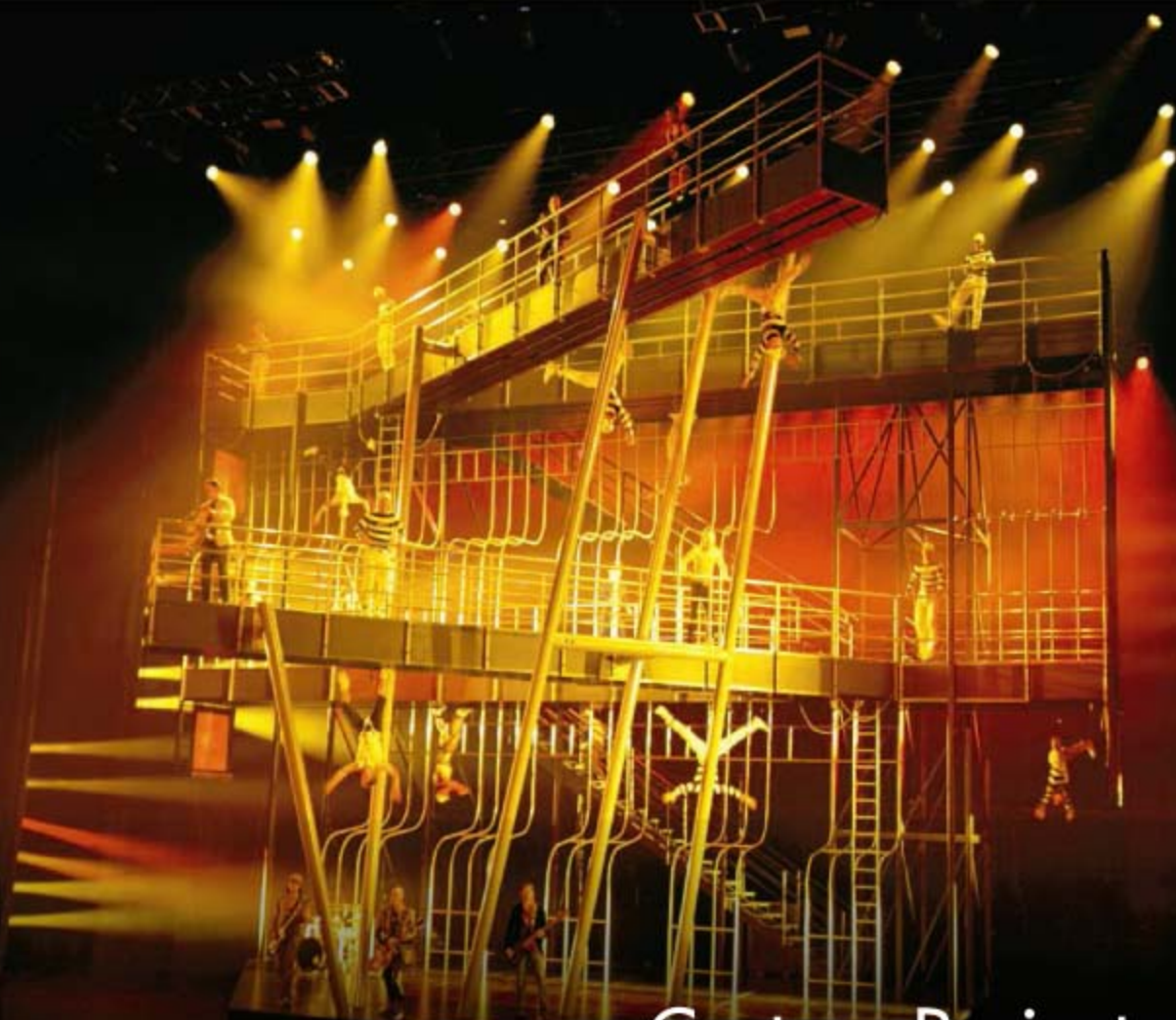
### Objective:

To design a set for the "Jail House Rock" song that would reference the one used in the film; but would also embody Cirque's unofficial mandate of being innovative, fresh, and unique.

### Solution:

A four-story (40'/12m) tall structure, 66' (20m) wide and 45' (13m) deep, weighing 83,000 lbs (37,650kg). Dubbed the «inverted walk», great care needed to be taken to ensure everything was right down to the tiniest technical detail as the dancers perform the number on or under walkways, with their heads upside down.

**The set boasts 63,000 lbs of steel and an additional 20,000 lbs of equipment. Additionally, there are a total of 15,000 different parts in this three-tiered structure which showcases artists moving in all directions.**



Custom Project





We supply the space,  
you create the environment

**Stageline Mobile Stage**

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J5W 2G9 Canada  
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1-800-267-8243 (Can./US)  
[www.stageline.com](http://www.stageline.com)

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[www.mobilestagerentals.com](http://www.mobilestagerentals.com)