

THE MAIN EVENT™

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KOHLER
EVENT SERVICES

When our Web team tackled the

redesign of our new Web site, a new “front porch” wasn’t enough. Instead, our designers rethought the interface and navigation



THE INSIDER

for the entire Web site to dramatically advance access to information in a way that is intuitive – and just plain easy.

And while we’re certainly proud of the look and feel of the site, we also believe that our team has achieved a quantum leap when it comes to content. The all-new KohlerEventServices.com site is much deeper than before, and it delivers our “Power of the Moment” story in a way that’s relevant – and we hope even entertaining to clients.

What’s new? Quick answers to frequently asked questions. Case studies that offer a behind-the-scenes peek at Kohler Event Services in action. You can read about how we’ve powered many very high-profile entertainment, governmental and sporting events that make headlines. Or you can get an inside look at how we’ve approached challenging events that required our most technically advanced equipment and creative brainstorming by our talented associates. You can now download detailed technical specs for all our power generation, climate control, staging and lighting, tenting and luxury washroom equipment. Customers can easily submit requests for proposals over the Internet for a fast estimate. And you can also browse reviews of our equipment and solutions from customers. Read our newsletters. Even watch our television commercials!

Of course, nothing will ever replace talking with or meeting a member of the Kohler Event Services team, but the new KohlerEventServices Web site is the next best thing. ●

Karla Grunewald

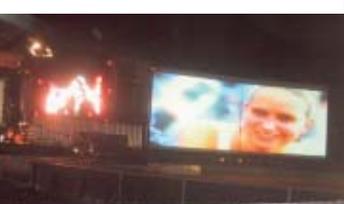
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KOHLER POWERS BIGGEST BIRTHDAY PARTY ON THE PLANET

The most technically sophisticated event powered by Kohler to date, the final night (above) of the Harley-Davidson birthday party included the largest digital projection ever executed on the planet earth (below).



Powering 100 DMX-controlled 7,000 watt “birthday candles”

encircling 150,000 Harley riders, it’s all in a day’s work for Kohler Event Services. “Make the customer’s life better, that’s the principle the company was founded on,” says **Don Gray**, Senior Account Executive – National Entertainment. And that’s what we do every day for every customer.”

Some days, though, Gray admits, are a little bigger than others. Like the finale of the year-long 100th “rolling birthday party” thrown this summer by Harley-Davidson® on Milwaukee’s lakefront – the headquarters city for the renowned motorcycle manufacturer.

“The light show for the final night’s concert was without question the most technically sophisticated and largest event we’ve ever worked on,” says Gray. “In fact, this



Kohler Event Services powered the Harley-Davidson concert finale including 14 sound delay towers to distribute sound to the 150,000 Harley faithful in attendance.

A circle of 150,000 friends.

Our concept for the finale for the Harley Birthday bash was to put on the most intense light show anyone had ever seen. We surrounded 150,000 revved-up Harley owners with a canopy of 100 DMX-controlled 7000-watt intelligent lights. We also carried sound out through the crowd, so that meant

THE NUMBERS

Kohler Event Services helped Harley-Davidson® celebrate 100 years by running up some other very large numbers!

Feet of cable:
50,000

Kilowatts of power:
5523

Man-hours on site:
750

Cable ramps:
450

Number of DMX lights powered:
100

Distribution boxes:
65

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light show was so difficult it had only been attempted once before, in Budapest. You don't have to be an engineer to appreciate what it takes to power 100 super-bright intelligent lights, plus delay towers, with limited shore power. And did I mention that no cables could be visible?

"The on-site producer contracted by Harley-Davidson – **Ralph Garrity** of Festival Productions, Inc. – affectionately called the light show 'mission impossible,' and with good reason!" adds Gray. "We're proud that Garrity had the trust in Kohler Event Services' equipment and technical know-how. I think the project redefined what it means to be a team player for all of us."

But to focus on the anniversary finale is to miss an equally over-sized story that highlights Kohler Event Services' ability to take on demanding events of world-class scale. As large an effort as the finale was, it was just one of four huge Harley events Kohler was handling concurrently around metropolitan Milwaukee.

Kohler also powered "Harley Central" at Milwaukee's State Fair Park, open every day for two weeks. Members of the Harley Dealership Association and Harley distributors gathered to organize the myriad logistics of a birthday party for more than a million riders, and as many as 500,000 of the "hogs" they ride.

There was also the 10-day Reunion Bash – everything from pancake breakfasts to a Ted Nugent concert for a few hundred thousand Harley enthusiasts sponsored by the House of Harley, a Milwaukee-area Harley dealer.

"The dealer had a vision for a Harley Village, but when it came to knowing how to build it, they didn't have any experience," says Gray. "So we designed, laid out and serviced the entire electrical infrastructure for them. We worked individually with each vendor – food, retail and entertainment – at both sites and built those villages one circuit at a time. That kind of service is one of the biggest ways that Kohler Event Services distinguishes itself from the competition."

The fourth site, The Harley Experience, was an entertainment center with four large air-conditioned tents, something of a multi-media museum of the Harley story through history.

"We're really proud to power events of this size and difficulty," says Gray, "but it's becoming more common for us. When you deliver creativity and technical know-how on this scale, clients know that you're a finisher – that you have the experience and the talent to work on absolutely any project." ●

'When you deliver creativity and technical know-how on this scale, clients know you're a finisher.'

Don Gray

Senior Account Executive, Kohler Event Services

THE CLIENT

14 delay towers, each with a KOHLER generator slipped into its base, plus isolation transformers for clean power for sound. And there were other little details, like the largest digital projection ever done.

None of this happens, of course, without power, so we called Kohler Event Services. And we chose them for three reasons: A fair price; their trusted name; and, most importantly, a talented team of technicians led by Dean Jagger. He's unbelievably good and clever, and has a great entertainment background. Yes, we did need reliable generators and cabling, but all things considered, the decision to go with Kohler Event Services had more to do with the personnel than the equipment.

The crowd would be walking through the ring of lights and would surround the delay towers, so we buried everything – about 6,000 feet of trenching, with power and DMX cables buried at two levels so they wouldn't interfere with one another.

Our testing took us right up to the night before the show. At 4 A.M. we got all one hundred 7,000-watt searchlights up and running and magically lit up the sky. ●

Ralph Garrity

Site Producer
Festival Productions, Inc.
ralph@festivalpro.com





A fleet of 14 Kohler-powered mobile lighting trucks lit the night for one of the tightest results in Champ Car history.

LEAD TIME

KOHLER LIGHTS A MAGNIFICENT MILWAUKEE MILE

In a first-ever night

race at The Milwaukee Mile racetrack and the first in Champ Car history, Kohler Event Services was present in a powerful way helping power a fleet of 14 mobile lighting trucks for the 19 Champ Car drivers and the 34,700 fans who witnessed #9 Michel Jourdain, Jr., capture his first CART Champ Car win in the 102nd Annual Champ Car Race last May.

Fans enjoyed a heated race under the cold, moonlit sky in West Allis, Wis., watching in anticipation as less than one second separated the top three finishers. Jourdain led 234 of the 250 laps, and ultimately, clocked a new CART Champ Car race record at The Milwaukee Mile with his

2:16:45.692 time. Oriol Servia crossed the finish line just a half-second behind Jourdain, while Patrick Carpentier finished .3 seconds behind Servia, capturing a third-place finish.

“You can imagine how critical it was that these lights were brightly and consistently lit for the drivers going around the oval track at over 110 m.p.h.,” said **Dave Rindal**, Project Manager – National Accounts for Kohler Event Services. “Giving these fans a solid view at this historic and extremely exciting race was also important for us to deliver.”

Musco Lighting, a leader in sports lighting for temporary and permanent applications, contracted Kohler Event Services to power their fleet of lighting trucks, which produced more than 126 million lumens of light for the racetrack and grandstands.

Kohler was also supporting the management team of The Milwaukee Mile by powering the mobile hospital and paddock area – the race crew’s 48-foot motor homes and hospitality chalet.

“When the calls came in, we were ready to work with both clients to deliver the best configuration of power equipment necessary to support this historic race,” said **Don Gray**, Senior Account Executive – National Entertainment for Kohler Event Services. “We’ve powered several other national auto races, but the demands for power are different from race-to-race. We take what we learn from each experience to anticipate needs for the next race.” ●

‘You can imagine how critical it was that these lights were brightly and consistently lit for drivers going over 110 m.p.h.’

Dave Rindal

Project Manager – National Accounts, Kohler Event Services



One week prior to the first lap, Kohler Event Services was preparing for the first Champ Car night race, supplying 14 generators ranging in size from 50 kW to 180 kW, and one 180 kW KOHLER Dual Pack.. One generator serves as the primary source, the second as a built-in back-up – ideal for applications that demand constant, reliable power.



KOHLER EVENT SERVICES

KOHLER, WI 888-769-3794
LOS ANGELES, CA 866-577-4797
ORLANDO, FL 866-850-8132
LAS VEGAS, NV 866-487-8844
DALLAS, TX 866-592-7050
CHICAGO, IL 877-620-7449
WASHINGTON, D.C. 866-732-8734

For more information on the new KOHLER luxury restrooms, call 888-769-3794 or visit the Kohler Event Services Web site.



KohlerEventServices.com

THE MAIN EVENT™

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Story ideas welcome.
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NEWS FROM KOHLER EVENT SERVICES



NOT YOUR TYPICAL PORT-A-POTTY

Lavatory. Restroom. Potty. Bathroom.

No matter what you call it, Kohler Event Services has added portability and push to the mix as it introduces its new luxury restrooms.

Offering the ultimate in portable bathroom functionality, privacy and comfort, these multi-user restrooms round out the festive environment of large public venues such as concerts, sporting events, trade shows, corporate events, weddings, birthday parties and festivals.

"The demand has been growing for effective, portable restroom facilities to serve visitors at upscale events," said **Bob Leffel**, Vice President and General Manager for Kohler Rental Power. "Kohler is known for its leading-edge plumbing products and design. Why not make this portable and offer our customers a luxurious mobile restroom unit to round out their special event?"

The forest green exterior aims to provide a welcomed respite for event participants. Privacy was also considered, as the restrooms feature individual male and female facilities with separate enter/exit doors. The trailer and motorized units – available in 24-foot and 32-foot units – feature porcelain KOHLER sinks and toilets, brushed-nickel chrome faucets, and luxurious trim and finish materials available in cherry wood and marble. Tasteful artwork, music, air-conditioning and full-length mirrors are also present in all restrooms, hoping to make participants feel comfortable in their bathroom-away-from-home.

Featuring a continuous instant hot water supply, the mobile luxury restrooms also include an integrated 870-gallon holding tank. Fresh water can also be accessed by hooking up to an on-site water supply. The mobile units can also be powered by generators manufactured by Kohler Power Systems. The generators can run on diesel or hook up to a fixed supply of electricity on-site. ●

Kohler Event Services introduces its new fleet of luxury restrooms, available in 24- and 32-foot units. Another plus: these artful creations are easy to assemble.



Several of these luxury restrooms will serve visitors at the 2004 Kentucky Derby.



**PRESORTED STANDARD
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