

//MONTAGE MOUNTAIN LIVE NATION PROJECT

BEST LINE
EQUIPMENT
+
LIVE NATION
WORLDWIDE
SUMMER 2014



RENTAL | SALES | SERVICE

//CASE STUDY MONTAGE MOUNTAIN

COMPANY PROFILE

Live Nation Entertainment was established in 2005 and is known as the world's leading live entertainment and ecommerce company. They produce over 22,000 shows annually for more than 2,300 artists globally. Live Nation is the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into 200 million consumers. Live Nation delivers through live events and digital platforms.

BUSINESS SITUATION

The Pavilion at Montage Mountain, is a large amphitheater located at the Montage Mountain Ski Resort in Scranton, Pennsylvania. It seats 7,000 people, covered by the pavilion roof, with room for another 10,500 on the lawn. The amphitheater, along with other surrounding stages host the annual Peach Music Festival, for the course of several days in mid-August. This huge event is managed by Live Nation each year, drawing thousands of locals from all over Pennsylvania, leaving power generation, portable lighting, and utility vehicles a big necessity for the event to run smoothly. Live Nation needed to rely on a local rental company specializing in the industrial industry to supply, transport, setup and service their equipment needs, as well as managing the production layout for the event; all within a timely manner.

THE PLAYERS

Live Nation needed power, lighting, and utility vehicles for the weekend long event. They decided to work with Best Line Equipment.

Best Line Equipment, based in State College, PA is the area's premier equipment rental, sales, service and parts provider serving all of Pennsylvania and 7 surrounding states. For more than 28 years, founder and CEO, Michael Houseknecht, has built a successful 13 location equipment business, serving the industrial, gas & oil, construction, and residential industries.

“Best Line Equipment, Doosan, Montage Mountain and Live Nation worked together to design an efficient and creative production plan. The project was a success.”

– Kurt Weibel, Industrial Manager at Best Line Equipment

As an authorized dealer, Best Line Equipment recommended Doosan based on their high quality industrial equipment. Doosan was founded in 1896 and since then, Doosan has developed into a multinational conglomerate, with particular emphasis on consumer goods, manufacturing construction, and industrial sectors. In 2007, Doosan acquired the construction machinery company Bobcat USA, the world's largest supplier of small construction equipment. Since then, Doosan became the world's seventh largest supplier of construction and industrial machinery.



//ABOVE

BEST LINE PROVIDED MOBILE GENERATORS TO POWER MUCH OF THE UTILITIES AND FACILITIES NEEDED FOR THE EVENT.

//BELOW

A GEHL TELEHANDLER PROVIDED THE NECESSARY MEANS TO HAUL EVENT CARGO AND POSITION STRUCTURES.



THE SOLUTION

Best Line Equipment, in collaboration with Doosan's exclusive equipment, were able to supply various sizes of generators and portable lighting. Utility vehicles were also used at the event.

GENERATORS

Over 15 diesel generator sets were used, operating as the main power-supply for many vendors, and as an alternate power supply at both stages for the event. Upon production planning, the sizing of diesel generators is critical to avoid low-load or a shortage of power. Best Line provided a few large generators (260 KVA / 208 KW) at each performing stage, and a variety of small generators with lower KVA / KW for vendors. Each generator is hooked into a distribution box by an extension cable, transporting power from the generator into the distribution unit itself. Typically, depending on the size of the generator, the average run time is about 15 hours, running on an average of 220 gallons of fuel (per generator). The production team decided they needed a wide variety of about 15 diesel generators of all sizes to supply power to about 150 vendors.

PORTABLE LIGHTING

Best Line Equipment also supplied over 20 Doosan portable lighting units. The lighting towers feature dependable engines, a brighter, larger coverage area, and is weather resistant; withstanding winds up to 65mph. An average size light tower is 6KW and can run on an average of 50 hours. The lighting units were staged throughout the venue, providing additional lighting for the event's festivities as the sun went down.

UTILITY VEHICLES

Transportation was a high priority for the event. Many employees needed a fast and efficient way to transport from one side of the venue to the other. Best Line supplied a wide variety of over 20 open cab utility vehicles. Hauling cargo was also an important factor, as many employees used the vehicles for event set-up / tear-down and security purposes. Best Line Equipment carries Polaris, Bobcat, Cushman and GEM. Most of our utility vehicles are 2X4, 4X4, 6X6 drive-trains and also feature dump and utility rears.

THE RESULT

"Best Lines Equipment's production and execution went perfectly. This event is one of the biggest production projects for Best Line, and with the hard work and dedication I saw from our team, we're looking forward to many more business opportunities with Live Nation," said Kurt Weibel, Best Line's Industrial Manager.

To learn more about how Best Line Equipment can help you, call us today.

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