



The Event Structure Investment Guide for Rental Companies

How to expand your structure inventory,
increase revenue potential and improve
operational efficiency.



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Investing in Event Structures

Smarter structure investment strategies

For event rental companies, structures are no longer just equipment. They are strategic business assets that determine how efficiently projects can be delivered, how competitive your offering is, and how fast your company can grow.

Rental companies today face increasing pressure:

- clients expect unique and premium event environments
- projects are becoming larger and more complex
- labour availability is decreasing
- competition between rental companies is increasing

At the same time, investing in new structures requires significant capital.

The key question for many rental company owners is therefore: **How do you expand your structure inventory without increasing operational complexity or financial risk?**

This guide explains the key trends shaping the event structure industry and provides practical insights to help rental companies make smarter structure investments.

1. The changing reality for event rental companies

The event industry has changed significantly in recent years. Clients no longer view tents as simple shelters. They expect structures to deliver unique environments that support branding, guest experience and functionality.

For rental companies this means structures must now support a wider range of event formats, including:

- corporate hospitality environments
- product launches
- festivals and large public events
- exhibitions and trade shows
- temporary hospitality venues

Rental companies that invest in versatile structures can serve multiple event markets with the same inventory. Those that rely on outdated systems often struggle to compete for larger or more complex projects.



Photo: Peak Event Services

2. The economics of structure investments

Investing in new event structures requires careful consideration of the business impact. Successful rental companies evaluate structure investments using several key metrics.

Utilization rate

How often can the structure be rented each year?

Structures that can serve multiple event types typically achieve higher utilization rates.

Revenue potential

Can the structure support premium event environments that allow higher rental pricing?

For example, transparent structures used in corporate hospitality events often command higher rental fees.

Installation efficiency

How many crew members are required to install the structure?

Structures that require fewer crew members or faster installation reduce operational costs.

Lifecycle and durability

Event structures must withstand repeated installation and transport. Durable systems with long lifecycles offer better long-term returns.

Inventory compatibility

Can the structure connect to existing inventory systems?

Structures that integrate with current equipment provide far greater operational flexibility.

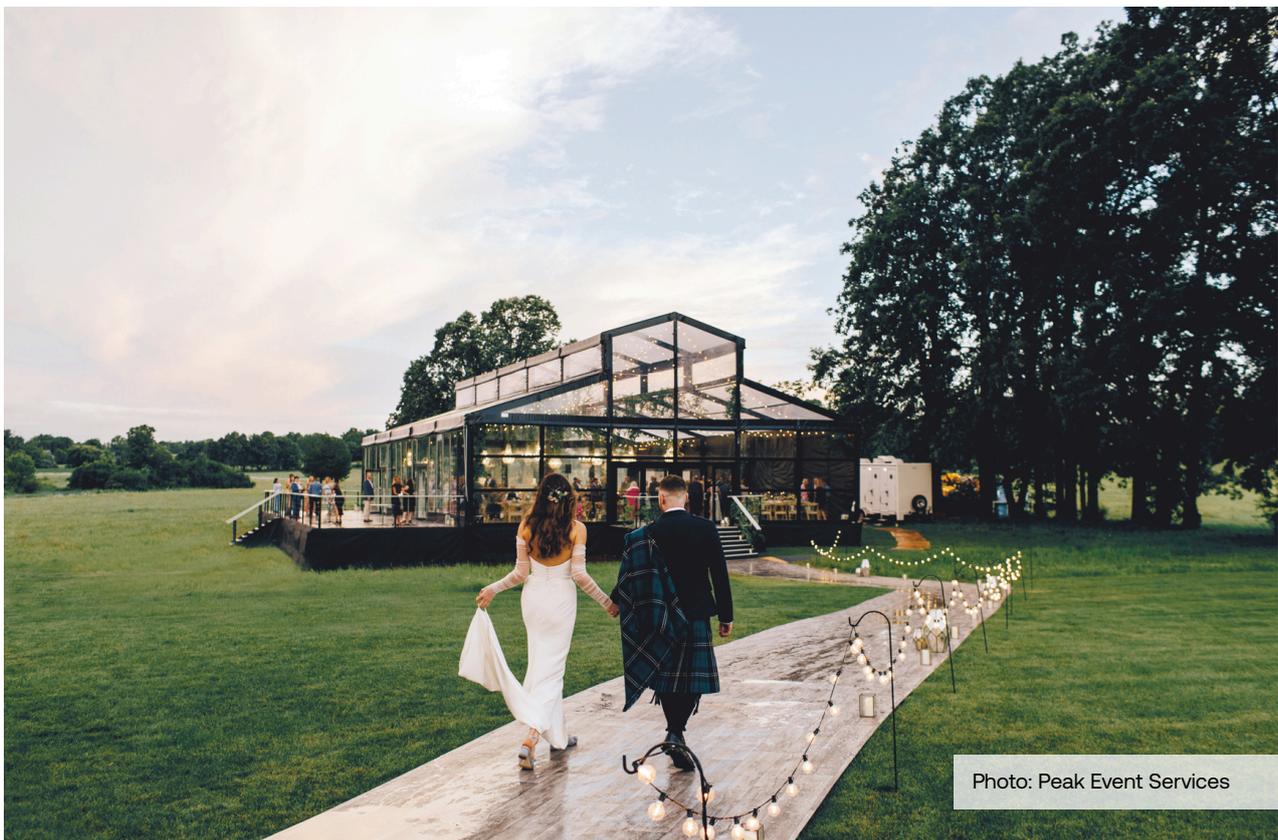


Photo: Peak Event Services



3. Five trends shaping the event structure industry

Clearspan structures

Clearspan structures eliminate internal support columns, creating wide open event spaces. For rental companies this flexibility allows a single structure to support many different event types.

Examples include:

- corporate conferences
- exhibitions
- festivals
- product launches

Because layouts are unrestricted, event planners can design seating arrangements, stages or exhibition areas without structural limitations.

Transparent structures

Transparent roofs and glass walls are increasingly popular in the premium event segment. These structures allow natural light to enter the venue while providing full weather protection.

Transparent structures are particularly attractive for:

- corporate hospitality events
- luxury brand activations
- gala dinners
- scenic outdoor locations

For rental companies this opens opportunities to enter higher-value event markets.

Modular structure systems

Modular structures allow rental companies to expand event capacity using interchangeable components. Instead of purchasing completely new systems for every project size, modular structures allow you to scale layouts based on client requirements.

This reduces the capital risk of expanding inventory while maintaining flexibility.

Installation efficiency

Labour shortages have become a major challenge in the event industry.

Structures that require large installation crews or complex assembly processes reduce the number of projects a rental company can deliver simultaneously.

Modern structure systems increasingly focus on simplified installation processes and prefabricated components.

This reduces both setup time and labour costs.

Inventory compatibility

One of the most important considerations for rental companies is how new structures integrate with existing inventory.

Structures that can connect to other systems allow rental companies to combine equipment in new ways and respond more effectively to complex event layouts. This flexibility significantly improves inventory utilization.



4. Expanding your structure inventory strategically

Before investing in new structures, rental companies should evaluate how the investment supports long-term growth.

Key questions include:

- Which event markets do we want to serve?
- How versatile is the structure system?
- How many crew members are required for installation?
- How easily can the structure be transported?
- Can the structure connect with our existing inventory?

Answering these questions helps rental companies avoid costly investments in structures that offer limited flexibility.

5. Choosing the right structure supplier

Selecting the right supplier is just as important as choosing the right structure. Rental companies typically evaluate suppliers based on several factors.

Product quality

Structures must withstand frequent installation and transport without compromising safety or performance.

Stock availability

Reliable suppliers maintain sufficient stock to meet demand quickly.

Delivery time

Long delivery times can delay expansion plans and limit business growth.

Customization options

Structures should allow customization and adaptation to different event layouts.

Service and support

Technical support, training and installation guidance can significantly improve operational efficiency.



Conclusion

Event structures play a central role in the success of modern event rental companies.

The right structure systems allow rental companies to:

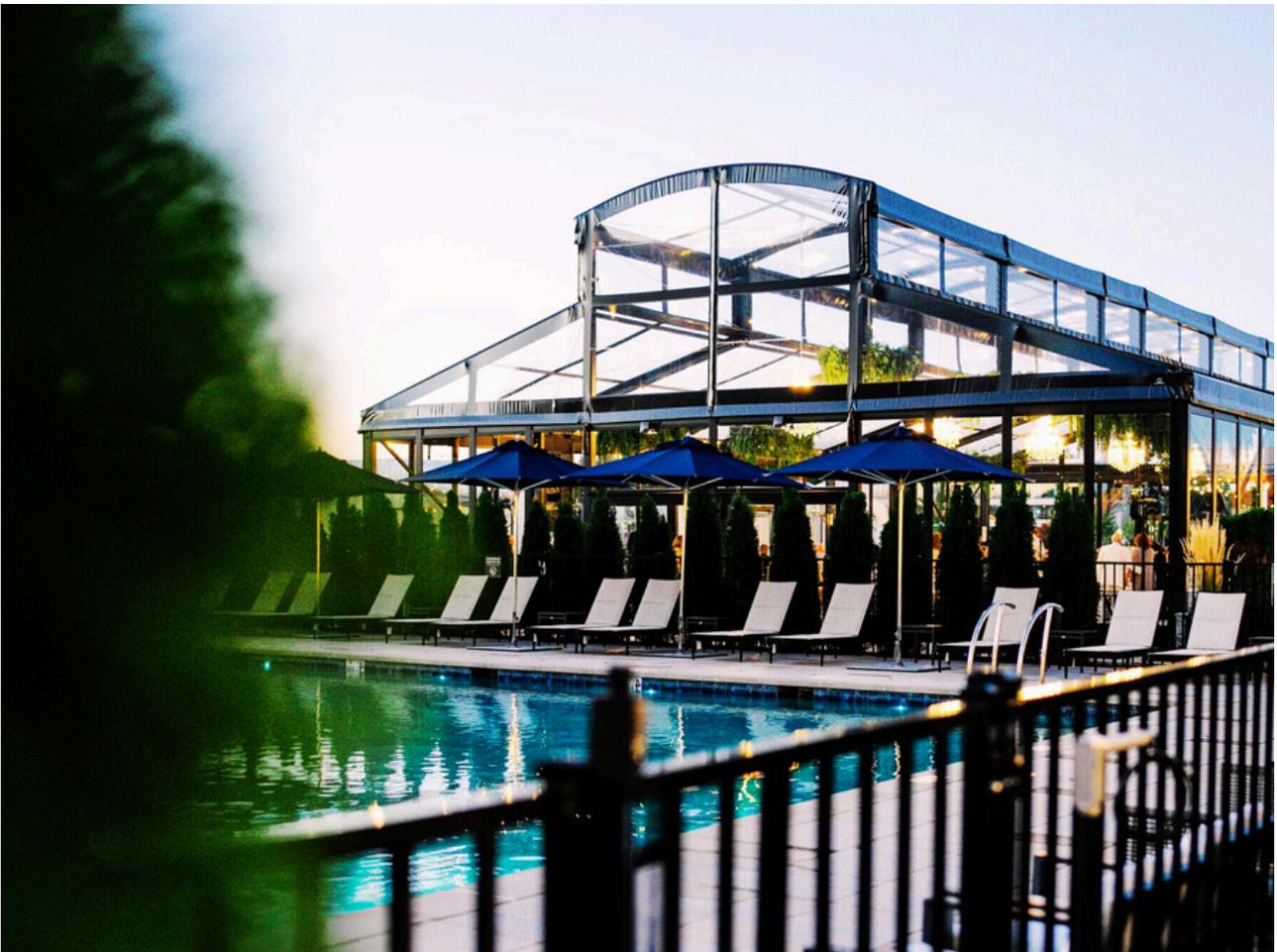
- expand their event capabilities
- serve new markets
- improve installation efficiency
- increase revenue potential

Rental companies that approach structure investments strategically are better positioned to grow in an increasingly competitive event market.

Planning your next structure investment?

Our specialists work with event rental companies around the world to design structure solutions that support long-term business growth.

Contact our team to discuss your next project via: info@losbergerdeboer.com





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