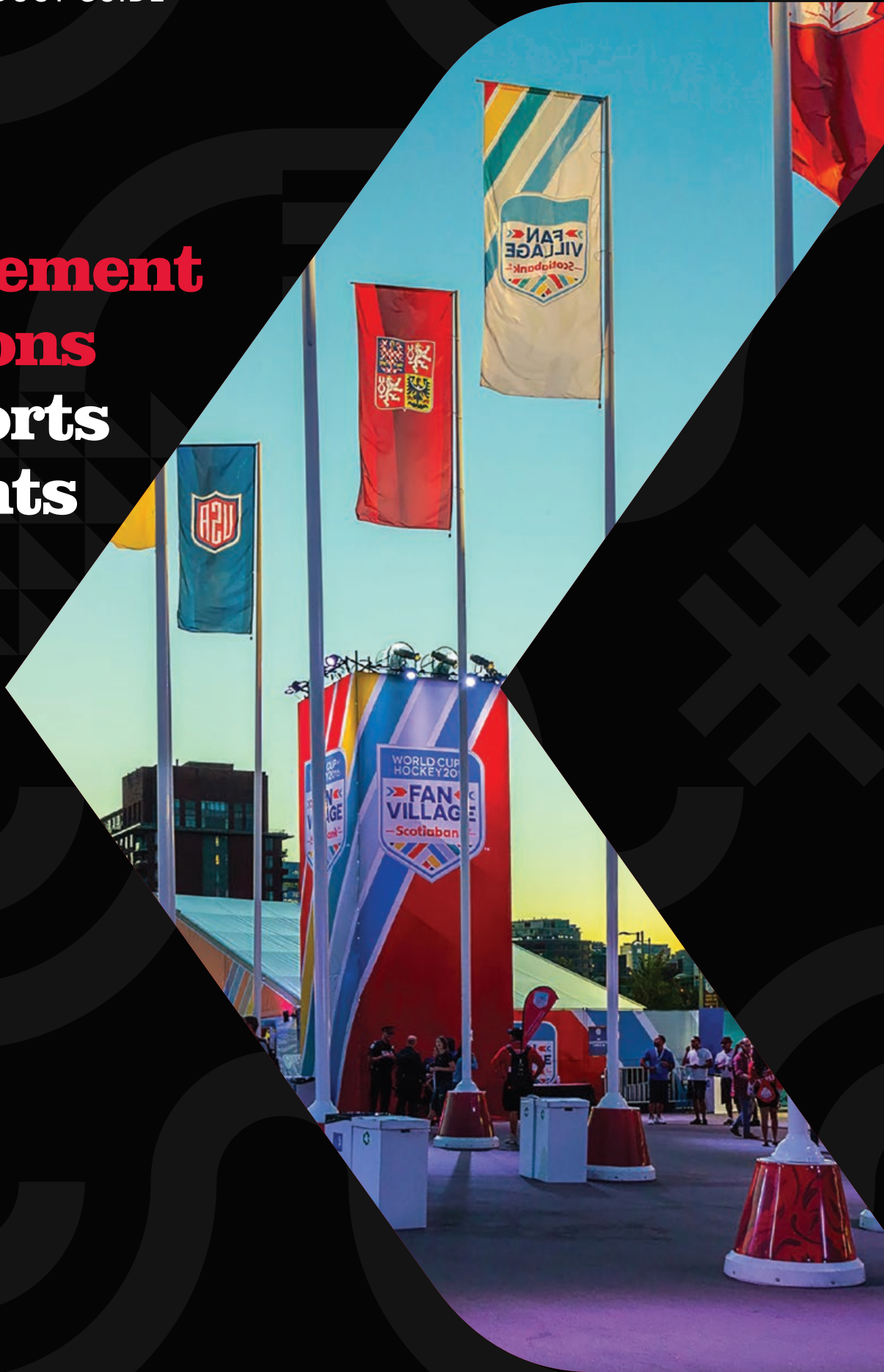


# Visual Engagement Solutions for Sports & Events



# VISUAL ENGAGEMENT SOLUTIONS FOR SPORTS & EVENTS

**The Look Company's visual engagement solutions transform sports environments into engaging and memorable brand experiences. We offer everything you need to fully outfit your venue or event.**

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# EVENT BRANDING

Temporary event solutions for large scale events, brand activations and conferences. Products include flags and banners, media backdrops, table skirts, pop-ups, kiosks, fence scrim, towers, tents, custom fabrications or full stadium pageantry.

- ✓ Flags & Banners
- ✓ Media Wall and Backdrops
- ✓ Custom 3D Elements
- ✓ Fence Scrim and Barricades
- ✓ Fabric, Frame and Structures
- ✓ PSV Graphics



## FLAGS & BANNERS

Build awareness, promote the home venue, players and teams, identify parking areas or community initiatives through highly visible printed fabric vinyl.



### Flags

Our flags are available in a wide range of sizes and materials and can be custom made to suit any application. Bases are available for indoor and outdoor use.

- ✓ Feather flag, single sided
- ✓ Feather flag, double sided
- ✓ Teardrop flag, single and double sided
- ✓ Flag, custom sizes

### Bases

- ✓ Cross/square steel bases for feather/teardrop flags
- ✓ Poured concrete bases for fibreglass poles
- ✓ Water/sand bag weights available if needed

Feather and teardrop flags include ground spike hardware and are available in sizes S - XL.

### Flagtrax

Flagtrax is a patented flag and banner mounting system that can be retrofitted onto existing light standards or flagpoles. Our push-pull technology allows brands and advertisers to change flags and banners easily from the ground allowing for multiple flag changeouts during activation.

### Banners

Engage a wider audience through attention-grabbing graphics printed with 100% penetration and a strong reverse image quality. Our banners are custom made and are available in fabric, vinyl or vinyl mesh to suit any application.

- ✓ Street banners
- ✓ Hanging banners
- ✓ Scroll banners



## MEDIA WALL AND BACKDROPS



### Media Backdrop

Media backdrops are available in a variety of frame types and size options from standard 8'x8' and 8'x10' to customizable large format structures. Stretch fabric ensures a wrinkle-free, crease-free look that eliminates flash reflection. Great for sharing information, highlighting sponsors, entrances, and press conferences.

- ✓ Pop-up backdrop, small (8' x 8') w/ endcaps
- ✓ Pop-up backdrop, small (8' x 8') no endcaps
- ✓ Pop-up backdrop, large (10' x 8') w/ endcaps
- ✓ Pop-up backdrop, large (10' x 8') no endcaps

### Tube Frames (EZ Frames)

Tube frames consist of a lightweight frame and stretch pillowcase fabric. The frames are quick and easy to set up, ship and store. They can be used for sharing information, highlighting sponsors, entrances, and press conferences.

- ✓ Tube frame, single-sided
- ✓ Tube frame, double-sided
- ✓ Tube frame, small (8' x 8')
- ✓ Tube frame, medium (10' x 8')
- ✓ Tube frame, large (20' x 8')



## CUSTOM 3D ELEMENTS

Create an immersive brand experience at special events with larger than life custom 3D elements. Great for creating photo opportunities and social sharing.

- ✓ Life size cutouts, base & contour cut 3" printed ultraboard upright
- ✓ Photo ops, freestanding units with face cut outs
- ✓ Raised letters, CNC router foam or PVC
- ✓ Contour cut logos or shapes, CNC router foam or PVC

## FABRIC, FRAME AND STRUCTURES



### Tents

Our fabric tents are a versatile solution for outdoor events. Tents are available in custom sizes and can be fully printed for a unique branded look.

- ✓ Tent with canopy, fabric and frame
- ✓ Tent, top only, fabric
- ✓ Tents, backwall, fabric
- ✓ Tents, sidewalls & backwall, fabric

### Towers

Custom built 2, 3 or 4 sided structures with printed fabric. Highly visible towers can be used indoors and outdoors and for multiple applications such as wayfinding, count down clocks, and displays.

### Pillar Wraps

Custom wrap columns and pillars with lit or non-lit fabric prints for seamless branding at events and stadium interiors. Available in stretch or polywoven fabric with velcro finish.

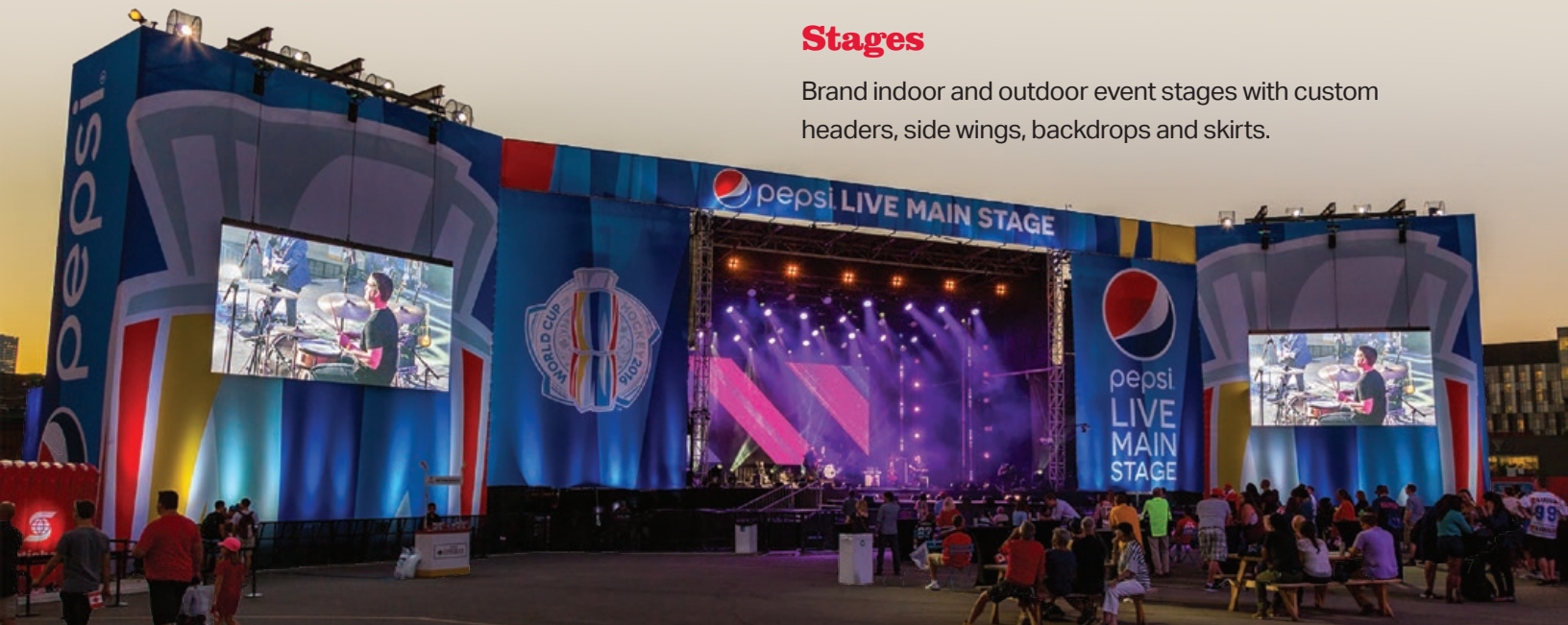
### Table Covers

Increase brand awareness with custom printed tablecloths. Available in both perimeter and fitted options.

- ✓ Perimeter skirt, stretch or polywoven fabric with velcro finish.
- ✓ Fitted table cover, stretch or polywoven fabric with pillowcase finish

### Stages

Brand indoor and outdoor event stages with custom headers, side wings, backdrops and skirts.



## PSV GRAPHICS



### Custom Floor Graphics

Our custom full color floor graphics can be used to place team logos and arena lettering temporarily and permanently when sealed. PSV and anti-slip laminate graphics can be applied to a variety of floor surfaces.

- ✓ Sport court PSV, indoor
- ✓ Floor PSV, indoor
- ✓ Floor PSV, outdoor

### Decals

High tack or low tack pressure sensitive vinyl can be used indoors and outdoors. Brand areas such as concourses and courts, retail aisles, hotel lobbies. Decals can be applied to floors, walls, doors, windows, mirrors, brick and much more.

### Window Coverings

Adhesive graphic coverings for windows and other indoor or outdoor surfaces. Available in transparent or opaque, printed or frosted options.

- ✓ Window PSV 60/40, one-way vision PSV for windows
- ✓ Phototex B/O, lo-tac adhesive with fabric texture
- ✓ Frosted PSV, unprinted frosted adhesive

### Elevator Wraps

Brand elevators in hotel lobbies and sport complexes with elevator wraps. Made from Lo-Tac pr Phototex B/O PSV and can be easily removed after the event.

### Vehicle Wraps

Gain exposure for your event or team. Wrap vehicles and buses with custom bold and bright PSV graphics.



## FENCE SCRIM AND BARRICADES



### Fence Scrim

Custom printed fence scrim is a flexible, branded substrate that can be fastened to any size fence for crowd control, advertising, sponsorships, venue signage and wayfinding. Use fence scrim for multi-sport tournaments, stadiums, athletic fields, as well as festivals, events, concerts and construction sites. Fence Scrim can be mounted to one or both sides of temporary or permanent fencing and grandstands.

- ✓ Fence scrim, perforated fabric or vinyl mesh finished with grommets

### Barricades

Brand your event barricades with custom printed graphics. Options include fitted, saddle style and notched corners.

- ✓ Bike rack, crowd control barrier, fabric or vinyl



# STADIUM BRANDING

**Transform live sports into unforgettable experiences. Our stadium branding process involves complete projects, event scoping, concept development support, large-format printing, project management, and on-site installation.**



## OUTDOOR STADIUM BRANDING



Create a cohesive brand experience with visual engagement solutions for teams, fans and sponsors.

### Applications include:

- ✓ Field walls
- ✓ Fascias
- ✓ Concessions
- ✓ Vomitories
- ✓ Athlete tunnels

- ✓ Big hits
- ✓ Scoreboard branding
- ✓ Custom elements
- ✓ Wayfinding
- ✓ Exterior signage
- ✓ Flags and Banners

## INDOOR STADIUM BRANDING



Create unforgettable brand experiences. Elevate indoor stadium or venue spaces with bold graphics, lightboxes, and innovative display solutions.

### Applications include:

- ✓ VIP suites
- ✓ Lounges
- ✓ Concourses
- ✓ Retail
- ✓ Media centers

- ✓ Team operations
- ✓ Offices
- ✓ Weight rooms
- ✓ Locker rooms
- ✓ Hallways
- ✓ Interior wayfinding

# FABRIC AND FRAMES

Create a unified brand story throughout your environment using quality SEG fabric prints and customizable framing systems.



## Tension Fabric Graphics with SEG

Our tension fabric silicone edge graphics are printed through dye sublimation. Dye sublimated graphics contain a high saturation of ink in a two-stage process to lock in the bold, vibrant colors and crisp lines. Sublimated fabric prints naturally diffuse light and do not reflect other lighting so there's no surface glare. In addition, the prints with SEG stretch taut over the aluminum extrusions, providing a smooth, wrinkle-free graphic. Compared to traditional substrates, the fabric does not scratch or tear during shipping or installation, prolonging the life and quality of the graphics for the duration of use.



## Fabric & Frame Solutions

Brand unused wall space with our low-profile frame solutions. Finishes are available in standard black and silver, and custom powder coated colors.

✓ 17mm

## Seat Covers

Stagger seating for venue audiences in rows, individual seats, or block out entire sections that are visible during broadcasted events. Customized to fit your arena, stadium, gym or field using printed or unprinted non-stretch, stretch or lightweight banner material with different fastening options.

## Wall-Mounted Graphic Treatments & Signage

A low-profile frame anchored directly to the wall surface provides a versatile graphic system that can be constructed to any shape and size.

The low-profile wall-mounted frame system offers:

- ✓ Most cost-effective way to brand a wall
- ✓ Easy graphic changeouts
- ✓ Lightweight installation - can be installed on the wall with no mess or downtime



# LIGHTBOXES LIGHT UP YOUR SPACE

Lightboxes are an effective way to accent furniture galleries, retail storefronts, product displays, along concourses and guest relation areas. Build lightboxes into freestanding partitions and product display units, or use them as full and half wall treatments to create unique brand environments.

## LIGHTBOX SOLUTIONS

Our lightboxes are available in a wide range of sizes to meet every need, from space-saving slim designs to seamless corner lightboxes.

- ✓ 50mm (2") One-sided, Backlit
- ✓ 50mm (2") Rounded Corner, Backlit
- ✓ 50mm (2") Seamless Corner, Backlit
- ✓ 75mm (3") One-sided, Backlit
- ✓ 75mm (3") One-sided, Perimeter-Lit
- ✓ 75mm (3") Rounded Corner, Perimeter-Lit
- ✓ 100mm (4") One-sided, Perimeter-Lit
- ✓ 100mm (4") One-sided, Backlit
- ✓ 120mm (4.5") Two-sided, Perimeter-Lit
- ✓ 120mm (4.5") One or Two-sided Corner



The LOOK Company

**We offer a wide range of lightbox solutions all produced to custom sizes and shapes with a variety of hanging, wall mounting or self-standing options.**

**50mm (2") ONE-SIDED, BACKLIT**

The 50mm (2") Lightbox combines all of the benefits of an LGP with the full flexibility of the backlit LED system. The thinner profile allows the lightbox to be wall-mounted or integrated into display systems where space is at a premium.



**50mm (2") ROUNDED CORNER, BACKLIT**

Our 50mm (2") Backlit Lightbox is now available with rounded corners. Integrate rounded corners into wall-mounted, self-standing and hanging 50mm (2") lightbox applications.



**50mm (2") SEAMLESS CORNER, BACKLIT**

Incorporate the 50mm (2") Seamless Corner Backlit Lightbox into your retail design for 360° continuous graphics that can be seen at every angle.



**75mm (3") ONE-SIDED, BACKLIT**

This thin lightbox offers a wide range of application possibilities without any installation restrictions. It is fully customizable and can easily be integrated into existing store fixtures and millwork where space is limited.



### **75mm (3") ONE-SIDED, PERIMETER-LIT**

75mm (3") Perimeter-Lit Lightbox delivers wider, brighter, and evenly illuminated graphics, free from hotspots or shadowing.



### **75mm (3") ROUNDED CORNER, PERIMETER-LIT**

Integrate rounded corners into wall-mounted, self-standing and hanging 75mm (3") Perimeter-Lit Lightbox applications.



### **100mm (4") ONE-SIDED, PERIMETER-LIT**

Our standard lightbox solution is fully customizable and can be configured to any size for multiple applications. The 100mm (4") lightbox can be used in a suspended, one-sided freestanding or wall-mounted configuration.



### **100mm (4") ONE-SIDED, BACKLIT**

For larger unlimited size options, or where premium visual impact is desired, our backlit 100mm (4") lightbox provides vibrant illumination.



### **120mm (4.5") TWO-SIDED, PERIMETER-LIT**

A double-sided lightbox with flexible power supply locations and direct power options. Freestanding or hanging, it can be used as an exhibit piece, partition, or even tabletop system.



### **120mm (4.5") ONE OR TWO-SIDED CORNER**

Achieve a continuous 360 degree wrapped graphic with our lightbox cube or create dynamic 90-degree corners to create arches with a smooth, seamless finish on the outside of the frame.



## **THINNEST LIGHTBOX ON THE MARKET**

Our 50mm (2") Backlit Lightbox is half the depth of a standard 100mm (4") lightbox. The thinner profile allows the lightbox to be wall-mounted or integrated into display systems where space is at a premium.



# NEXT GENERATION LED LIGHTING SYSTEM

**Our Next Generation LED system is available in all of our lightbox product offerings in either backlit or perimeter lit for double-sided or corner lightboxes.**

The Look Company is certified under UL-48 to manufacture lightboxes. Our products bear the UL seal and meet standards applicable in the United States and Canada. Our Look-brand high-efficiency LED lights and power supplies are UL-recognized or UL Listed and are built to our exact specifications for superior performance. All of our lightboxes are built under the supervision of a UL-Certified team leader, and our production facility is regularly inspected by UL. You can use our UL compliant products securely knowing that your safety is assured.

## THE NEXT GENERATION LED AND POWER SUPPLY FEATURES:

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- ✓ High color rendering index (CRI), providing a true white light source
- ✓ 4 Watts per sq. ft. power consumption - 60% less compared to our first generation LEDs
- ✓ Life expectancy - 100,000 hrs
- ✓ Universal input from 100-240 volts AC, 50/60 Hertz



## WARRANTY

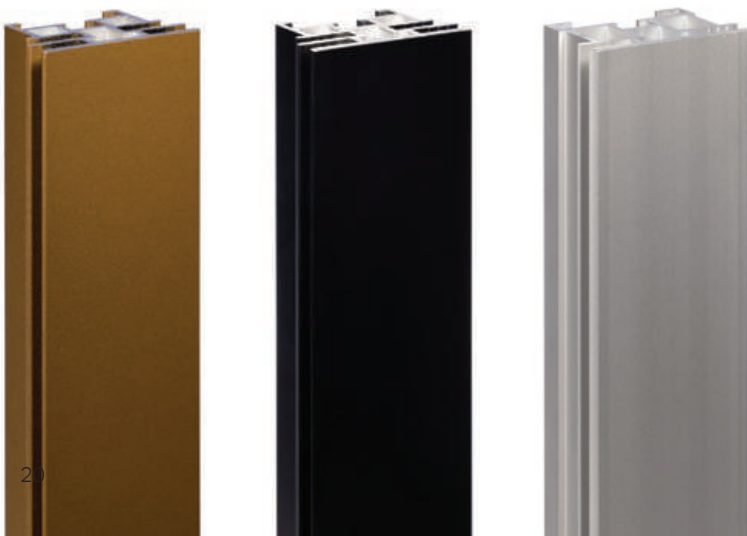
- ✓ **Hardware components**  
Lifetime limited warranty on manufacturers' defect
- ✓ **Electronic components**  
3-year limited warranty on manufacturers' defect

## PACKAGING & INSTALLATION

- ✓ Ships knocked down for economical shipping
- ✓ Easy on site assembly and quick graphic print change-outs
- ✓ Toolless, unskilled installation design

## FRAME COLOR OPTIONS

Standard color coatings - black & satin clear anodized aluminum. Custom powder coated and other finishes available.



# PRODUCT COMPARISON

Product	Frame	LED	Dimensions	Applications
50mm (2")		Backlit	Custom sizes available	<ul style="list-style-type: none"> <li>• Single-sided</li> <li>• Wall-mounted</li> <li>• Suspended</li> <li>• Adaptable to modular system and store fixture integration</li> </ul>
50mm (2") Rounded		Backlit	Custom sizes available	<ul style="list-style-type: none"> <li>• Single-sided</li> <li>• Wall-mounted</li> <li>• Suspended</li> </ul>
50mm (2") Corner		Backlit	Custom sizes available	<ul style="list-style-type: none"> <li>• Suspended</li> <li>• Freestanding</li> <li>• Pillar Wraps</li> <li>• Wall-mounted</li> </ul>
75mm (3")		Backlit or Perimeter	Custom sizes available	<ul style="list-style-type: none"> <li>• Single-sided</li> <li>• Wall-mounted</li> <li>• Suspended</li> <li>• Adaptable to modular system and store fixture integration</li> </ul>
75mm (3") Rounded		Backlit or Perimeter	Custom sizes available	<ul style="list-style-type: none"> <li>• Single-sided</li> <li>• Wall-mounted</li> <li>• Suspended</li> </ul>
100mm (4")		Backlit or Perimeter	Custom sizes available	<ul style="list-style-type: none"> <li>• Single-sided</li> <li>• Wall-mounted</li> <li>• Suspended</li> <li>• Self-standing</li> </ul>
120mm (4.5")		Perimeter	Custom sizes available	<ul style="list-style-type: none"> <li>• Double-sided</li> <li>• Suspended</li> <li>• Freestanding</li> </ul>
120mm (4.5") Corner		Perimeter	Custom sizes available	<ul style="list-style-type: none"> <li>• Suspended</li> <li>• Freestanding</li> <li>• Pillar Wraps</li> <li>• Wall-mount</li> </ul>

## VIVID FABRIC

Our new Vivid Backlit Fabric is the premier choice for visually engaging retail displays. This revolutionary fabric provides truer and bolder printed colors and is wrinkle resistant. Printed graphics can be shipped folded, saving space and shipping costs.



# COMPLETE SOLUTION PROVIDER

**We offer a full range of integrated services with a team of experienced specialists to transform your sport environments into engaging and memorable brand experiences. We can work in collaboration with an existing team or take on the full scope of requirements.**



## **Our project capabilities include:**

- ✓ End to end project management
- ✓ Project liaison management between stakeholders
- ✓ Concept and brand guideline development
- ✓ Scoping of facility for real estate spectaculars and hardware determination
- ✓ Survey and CAD as-built drawings
- ✓ Engineering to regulatory and physical requirements for weight, wind load and facility standards
- ✓ Technical drawings and product development services
- ✓ Design application of brand and sponsor integration
- ✓ Complete project production
- ✓ Full service installation
- ✓ Ongoing venue maintenance and conversions for temporary events



# WHO WE ARE

**The Look Company transforms environments by delivering extraordinary visual engagement solutions to inspire brand experiences. For over 20 years, we have been perfecting our digital printing processes and have won multiple international awards for print quality.**



The Look Company is a G7® Master Certified Facility which confirms our commitment to provide our customers with the best results in color management and print consistency. With offices in North America, the Middle East, and Europe, The Look Company applies the same commitment to print quality anywhere in the world.

As an award winning print partner, we have produced visual solutions for stadiums in the Canadian Football League, Canadian Premier League and U Sports. We have delivered branding and signage for FIFA World Cup Qatar 2022™, FIFA's Women's World Cup, the Olympics, and Pan Am Games, the World Cup of Hockey, Major League Baseball, The National Hockey League, the Canada Games, the Calgary Stampede and several other international sporting events.





**OUR WORK**





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