

Rioja Village



Welcome to Rioja Village

Gateway Systems are portable and lightweight modules created with fabric graphics. They install quickly and designate the point of arrival for attendees. Spanning 12 feet in height, they are easily visible from a block away and clearly define the destination.



Highlighting Spanish Village Architectural Elements.

Dye Sub Canopy Tent: 10' deep x 20' wide.
Accommodates (2) vendors in a separated 10'x10' space.

Dye Sub Canopy Tent: 10' deep x 10' wide.
Accommodates a single vendor.

Dye sublimated graphic walls with village imagery have 70% bleed through, connecting both the tent exterior and the vendor space to the village theme. By slightly staggering the multiple tent footprints at the festival site, unique village imagery on tent walls combined with strategically positioned archways will create sightlines reminiscent of a Spanish Village regardless of the direction of approach.

Tents are portable and collapsible, inserting into a travel bag.



Overhead Messaging

Branding and place designation are easily viewed using portable feather flags that elevate a message well above the heads in the crowd to the 14' level. Easily set-up and transportable in individual travel bags.

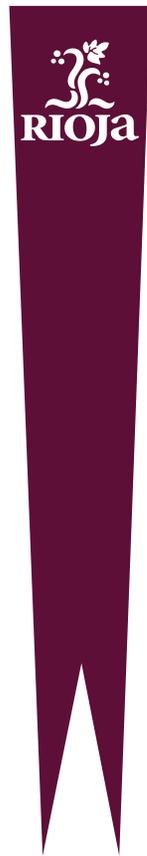


Drawing in the Crowd

At 22' high, free standing kite poles capture attention from hundreds of feet away with long fabric pennants that also create a moving canopy over the crowd. With a telescopic pole, these high overhead pennants can be placed at various heights to avoid obstructions in an urban setting.



1-Color Imprint
on Nylon
Magenta



1-Color Imprint
on Nylon
Ruby



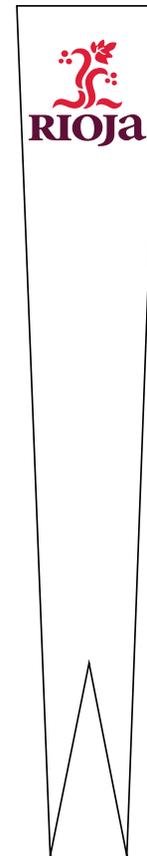
Solid Nylon
Canada Red



Solid Nylon
Orange



Dye-Sub Printed
w/ Logo



Street Level Branding

At the ground level, crowd control systems provide a unique opportunity to brand and enhance the event site by turning industrial barricades into a complimentary graphic campaign that is visible to both pedestrians and event visitors while defining the footprint of the festivities. These fabric sleeves are zip-tied to existing barricades and envelope over the top rail to ensure a uniform fit on various sized structures.



Digital on Vinyl



2C Silkscreen on Nylon



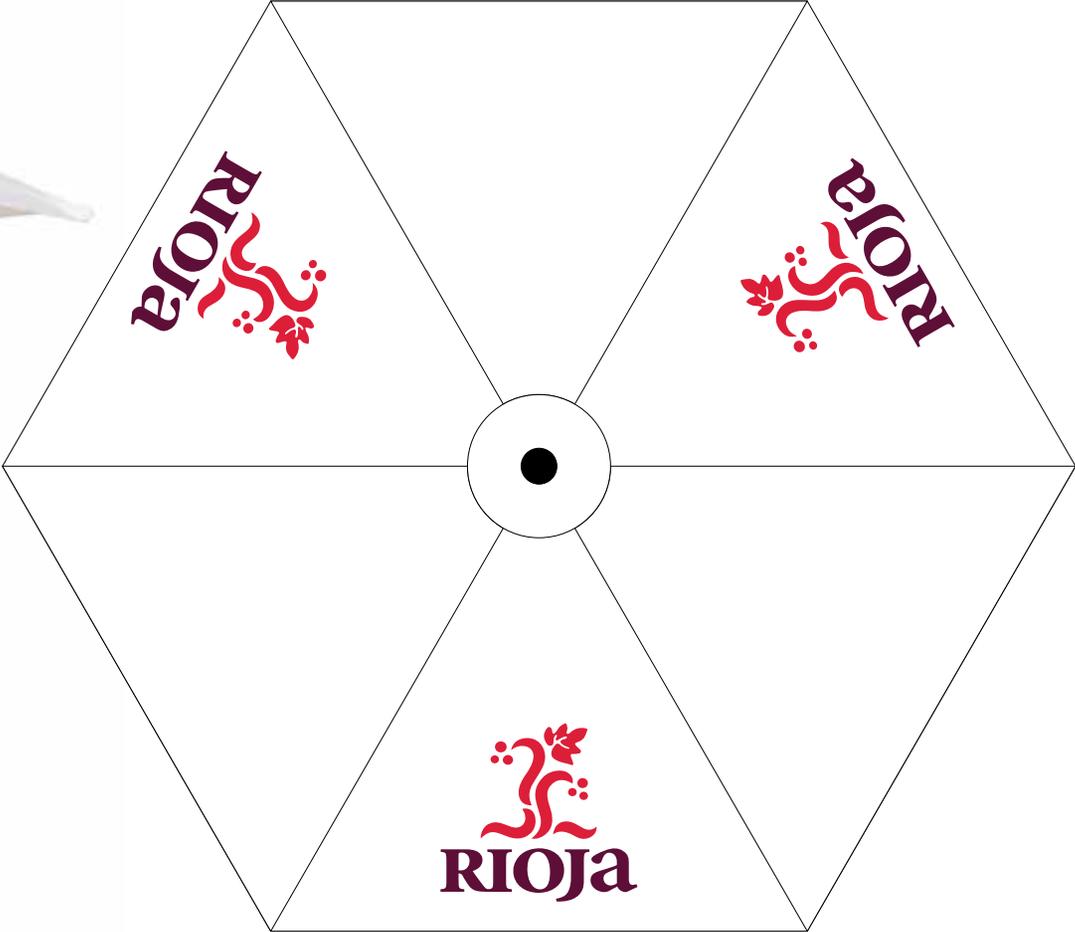
1C Silkscreen on Nylon



1C Silkscreen on Nylon

Intimate Spaces

Available with custom printed messages or solid colors that compliment the festival theme, umbrellas create an intimate and shaded gathering space reminiscent of al fresco dining on village streets.



The Community Table

Custom table coverings in complimentary colors fabricated to connect standard banquet tables and invite attendees to sit, relax and socialize. These table coverings may be branded or include a separate runner with sponsor recognition printed on the fabric or printed with the names of notable wineries in the Rioja region.

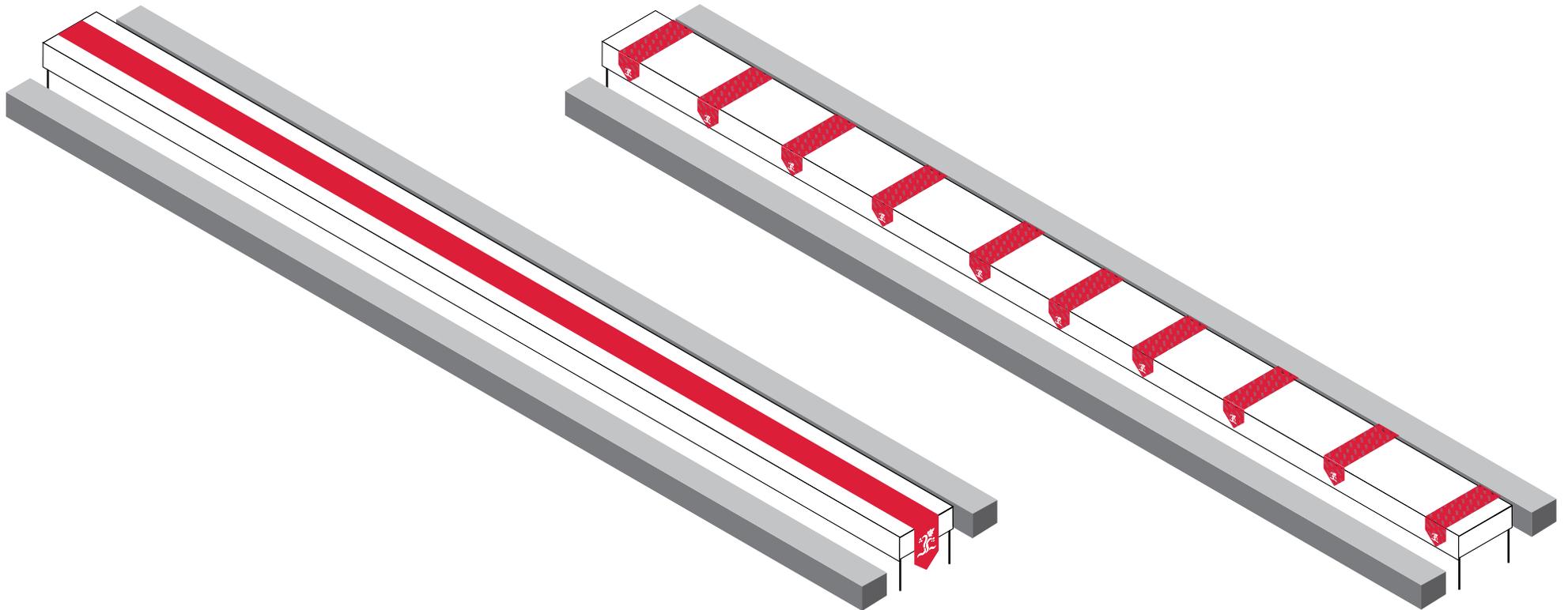
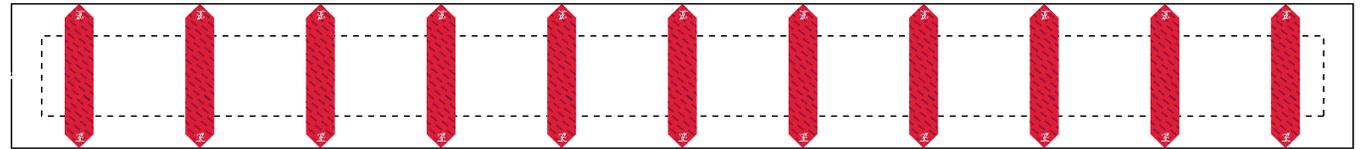
White Poplin Table Cover with Red Poplin Table Runner.



White Poplin Table Cover with Red Poplin Table Runner with Step & Repeat Graphic

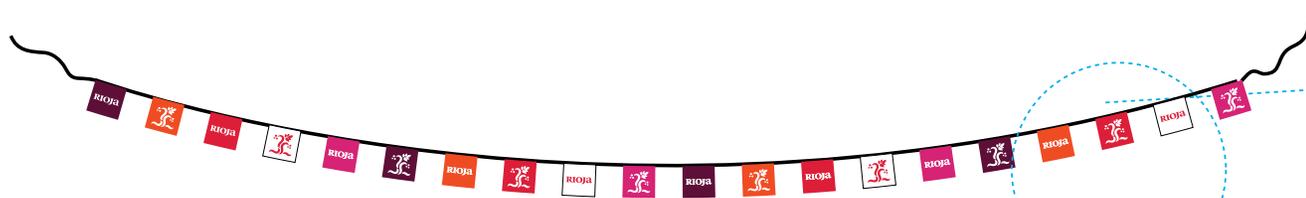


White Poplin Table Cover with Red Poplin Table Runner with Step & Repeat Graphic



Festival Spirit

Synonymous with peace and friendly nations, prayer flag strings provide messaging opportunities as well as accessorizing different sightlines within the event site to create more interest and add to the spirit of the occasion.



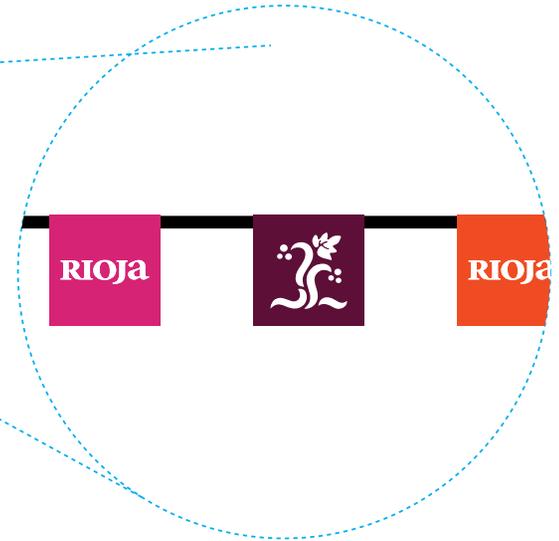
Option 1: (20) 10"x10" Nylon Flags; 1-Color Imprint; 1-Side; Sewn on 40ft webbing



Option 2: (20) 10"x10" Nylon Flags; No Imprint; Sewn on 40ft webbing



Option 3: (20) 10"x10" Poly-Silk (Reverse Read); Dye-Sub; Sewn on 40ft webbing



Emblematic Embellishments

Fabric table sashes created in the event color scheme and imprinted with the Rioja emblem can be distributed to vendors to drape over a small section of their sampling tables. These simple sashes create uniformity, associate the Rioja brand and emulate a community flag or coat of arms. Fabric pillows with the Rioja emblem adorn VIP areas and promote the Rioja brand with added comfort.



Publicity Graphics

Expandable backdrops create billboard advertising in less than 5 minutes. The wrinkle resistant fabric can remain attached to the frame from location to location. The entire system folds down and fits in a nylon travel bag or hard case and is remarkably lightweight. Once opened up it broadcasts the Rioja brand as a backdrop for news cameras and photo opportunities.

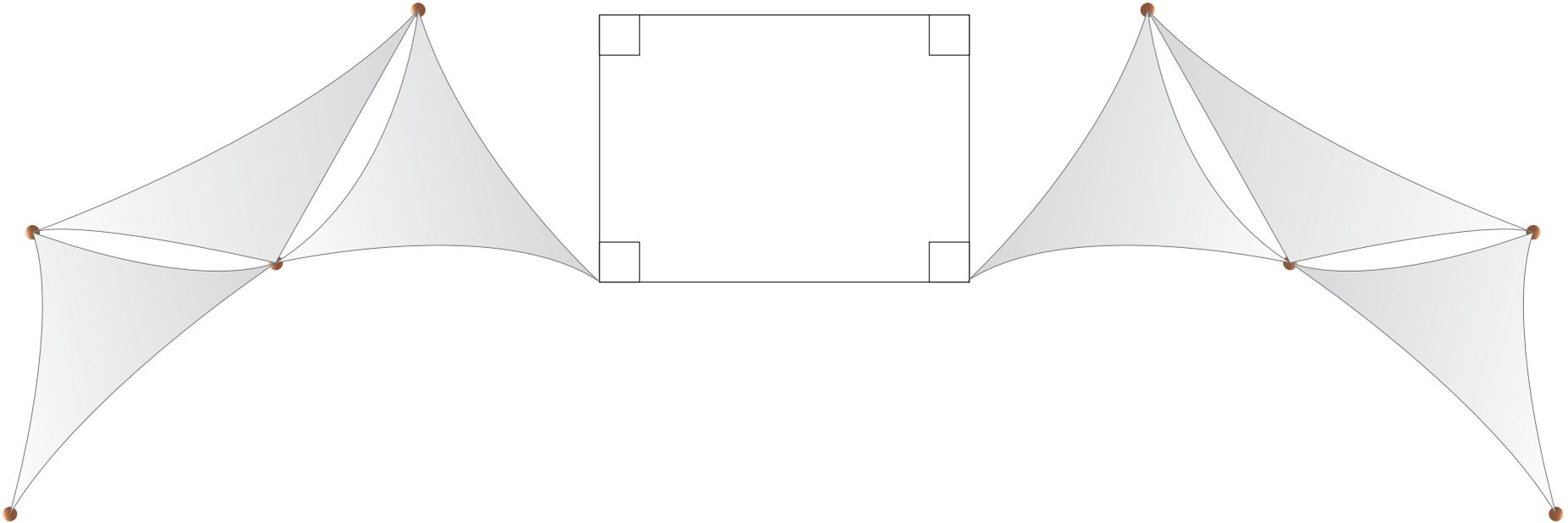


Final Salutations

These trash barrel wraps deliver the final message from the sponsor. Whether it's a thank you or possibly a web-site reference, these covers are easily applied and removed with a Velcro fastening system and install in seconds.



Stage Graphics and VIP Areas



Stage Graphics and VIP Areas

