

The Render Times

THE RENDER COLLECTIVE | NO. 1. 1

Creative rentals + floral

FALL / WINTER 2023



Volvo launched an activation event through new textures, materials, and layouts of their car brand. The Intention was to show the modern, minimal, and sleek design. Rentals and floral were a huge part of that complimenting the rest of the activations throughout the space. Food and beverage from Vestals Catering enhanced what the brand wanted the attendees to feel through the menu selected as they browsed the space and elements.

CLIENT: Volvo | PHOTOGRAPHER: Natalie Shelton with NBarrett Photo | FLORAL + DECOR + RENTALS: Render Events | CATERING: Vestals Catering | VENUE: Hickory Street Annex

Who Is Render?

by Cameron Petty, Founder + CEO

You know how most companies stress about how their event will look and feel when gathering the entire company or attendees? Or how will they connect and learn? We know that those small details can keep you up at night. Will the event flow? Will the attendees gather and create memories? At Render, we alleviate those stressors by creating custom design decks that show *EXACTLY* what your event, *big or small*, will look and feel like through floral and decor. Are you currently working with anyone that does that for your events and companies? Do you have a reliable partner that makes you, as the planner of the event, look like a super star? We do this through learning more about

the company's core values and ideal outcome for the attendees who are attending the event. We personalize a custom design deck that shows exactly what their event will look like from the floral and decor perspective. These are the details and moments you will reminisce on long after the event. To be *exactly* sure, of your designs, we have a prototype meeting a month or two before their event day to show the floral arrangements and decor options all together as a personalized preview at our HQ showroom meeting space. Our competitors just give you an itemized list and a couple inspiration photos

and you hope it turns out how you envisioned it. Our clients walk confidently into their event knowing that what they dreamed up *will become a reality*. Their attendees and colleagues who attend talk all about how it reflected the company well and how they can incorporate the main message of the event into their lives and work! The Render Team would love to work with you and your clients and become your partner to accomplish big goals and events! Meet with our team today and schedule your showroom appointment! Our team cannot wait to build a lasting relationship with you to serve you and your clients with pure excellence! Reach out to events@therender.co to book.

NEW INVENTORY

READ ALL ABOUT IT



We are suckers for new goods, and here recently, we've got a ton of them! Finding a new piece can sometimes be as simple as seeing a great staple piece on one of our wholesale sites, but sometimes we find ourselves in the thrill of the hunt, which is where we acquire a *lot of our unique finds*. When we are eyeing something good, we take a few factors into consideration. We make sure the products we carry are the right pieces that last a long time and don't wear and tear too easily (we know you hate it when you order something and its in less than stellar condition, so do we!). Each of our pieces go through our five-finger test. First, we make sure the piece doesn't look "cheap". You know what we mean, the kind of pieces that come from a store that you pay for what you get. When we sit down on one of our possible new finds, we make sure it is substantial in quality while also feeling luxurious. Secondly, it has to pass our maintenance test. This means every time the piece goes out on an event and comes back, we are not having to

do too much work to assure it is in what we call "Rental Ready Condition". For every order that leaves our HQ and comes back, each piece gets a full wipe down sanitation and 360 look to assure it passes our stamp of approval for "RRC". It gets the stamp sticker and gets wrapped to be stored for the next party.

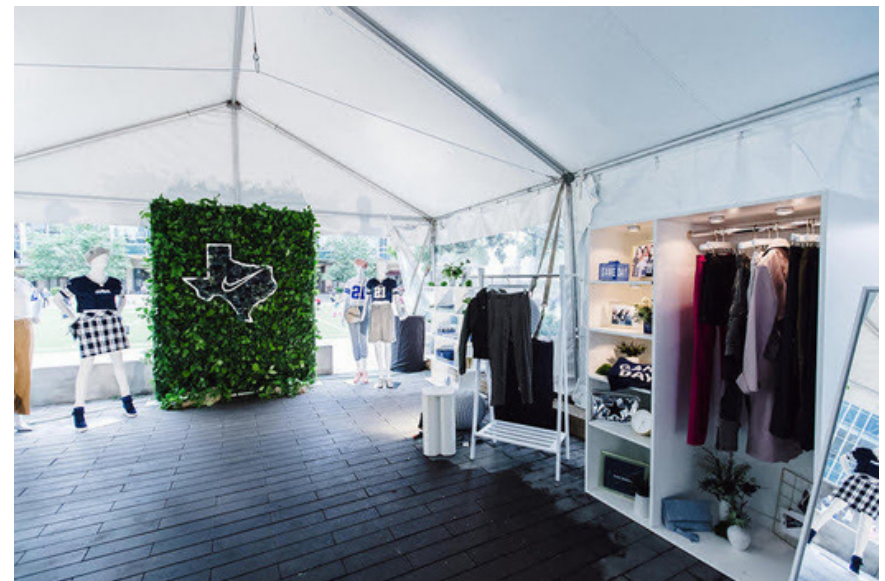
Third, the weight of the piece isn't too heavy to break our crews back, but it also isn't too light either to blow away. We walk that line tightly. Fourth, our finances are in check and we know that the piece will rent over and over (while maintaining that high quality) and earn our business profit.

Last, but not least, we assure that the piece goes with something else already in our collection or we can buy something with it that goes as well. It's important to us that you can find pieces that go together and you aren't stressing about renting from multiple different places.

Check out our full rental collection at renderevents.co/inventory.

Sofas | Accent Chairs | Coffee Tables | Side Tables | Highboys | Banquettes | Dining Chairs | Linenless Tables | Ottomans | Pillows | Rugs | Backdrops | Entry Arches | Custom Fabrication | Shelving

BRANDS WE'VE WORKED WITH



NORDSTROM

Michelob
ULTRA
PURE GOLD



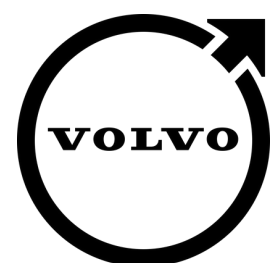
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