



**PEAK**  
EVENT SERVICES®

# Planning for Boston's Largest Citywide Events This Year

CORINTHIAN EVENTS | ABOVE SUMMIT

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# INTRODUCTION

Boston will host several high-profile, high-attendance citywide moments this year that will significantly increase demand for temporary infrastructure, hospitality rentals, and outdoor event solutions.

These events draw overlapping audiences, compressed timelines, and heightened expectations, making early coordination essential for brands, venues and partners planning experiences tied to these moments.



NXT EVENT BOSTON | MUSEUM OF SCIENCE



# MAJOR CITYWIDE MOMENTS DRIVING DEMAND

KERI KETTERER WALTER CO. | KRISTINA ADAMS PHOTOGRAPHY

## AMERICA'S 250TH BIRTHDAY CELEBRATIONS

Citywide programming, cultural events, waterfront activations, and public gatherings will increase demand for tents, staging, seating and crowd-management infrastructure across multiple neighborhoods.

## MAJOR INTERNATIONAL SOCCER TOURNAMENT SEASON

Global soccer drives an influx of corporate hospitality, watch events, brand activations, and sponsor experiences throughout the city.

## TALL SHIPS AND WATERFRONT PROGRAMMING

Large-scale waterfront events bring extended dwell times, increased tourism traffic, and outdoor hospitality needs. These environments require thoughtful planning for coastal weather conditions, power distribution and guest flow, particularly in high-visibility harbor locations.





## WHAT THIS MEANS FOR EVENT PLANNING IN BOSTON

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Boston's major citywide moments create an exciting opportunity for brands, venues, and agencies to engage audiences at scale. With multiple high-profile events happening across the city, early planning helps teams secure preferred dates, venues, and layouts while maintaining flexibility and creative control.

Coordinating in advance allows for smoother permitting coordination, more intentional design, and stronger alignment between guest experience, logistics, and brand goals.

# HIGH-DEMAND INFRASTRUCTURE TO PRIORITIZE EARLY



Certain infrastructure categories are especially popular during peak event periods. Planning ahead ensures access to the right solutions and greater flexibility in event design.

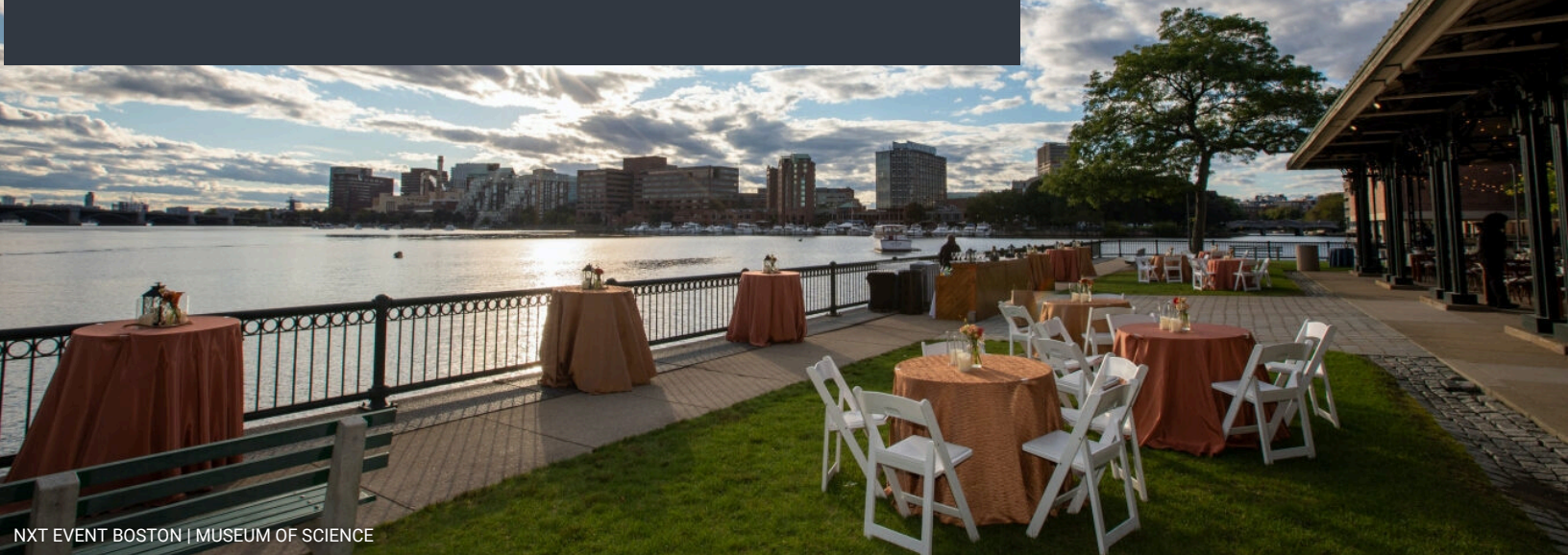
## High-demand categories include:

- Temporary structures and tenting
- Power distribution and generator solutions
- Lounge furniture and communal seating
- Lighting for evening and waterfront environments
- Staging and screen support for programming and viewing

Securing these elements early supports better layouts, enhanced guest comfort, and a more polished final experience.



# PLANNING WITH BOSTON IN MIND



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Boston offers a diverse range of venues and environments, from waterfront locations to dense urban spaces.

Successful events benefit from thoughtful planning that considers:

- Waterfront access and site logistics
- Coastal weather and seasonal conditions
- Efficient load-in and load-out strategies
- Guest flow, accessibility, and safety
- Coordination with city schedules and surrounding activity

Working with a partner experienced in Boston events helps streamline planning, unlock creative possibilities, and ensure smooth execution from start to finish.

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## EVENT TYPES WE SUPPORT DURING BOSTON'S LARGEST CITYWIDE MOMENTS

### FLEXIBLE INFRASTRUCTURE AND RENTALS FOR HIGH-DEMAND EVENT PERIODS

Major citywide events create opportunities for brands, venues, and organizations to engage audiences through a wide range of experiences. We support events of all sizes that require reliable infrastructure, thoughtful layouts, and seamless execution.

### CORPORATE WATCH EVENTS AND HOSPITALITY

Designed for brands, employers, and corporate partners hosting internal or client-facing experiences.

#### Examples include:

- Outdoor watch events and viewing lounges
- Corporate appreciation events
- Client entertainment and VIP hospitality
- Team celebrations tied to global sporting moments

**Support includes:** tenting, lounge seating, furniture, bars, catering support and more.

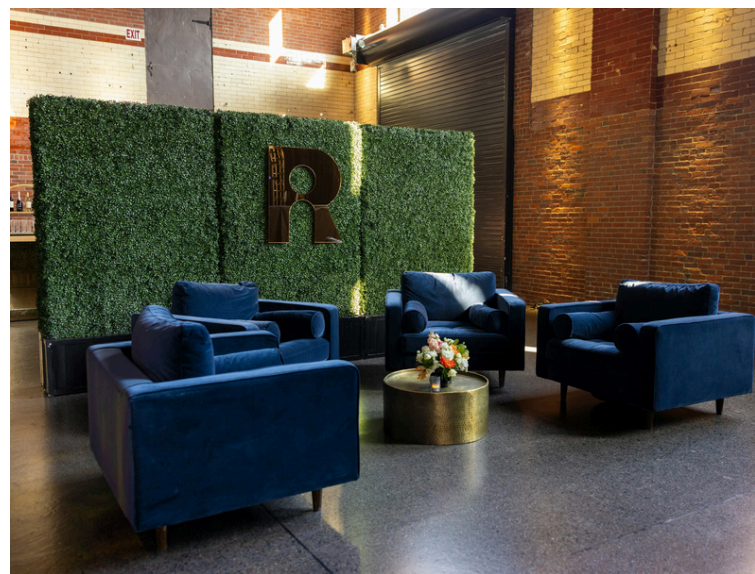
### WELCOME EVENTS, RECEPTIONS, AND AFTER-PARTIES

Social gatherings that extend the event experience beyond the main programming.

#### Examples include:

- Welcome receptions and opening-night gatherings
- Client and partner dinners
- After-parties and late-night hospitality events
- Networking receptions tied to citywide programming

**Support includes:** tents and indoor-outdoor structures, dining and cocktail furniture, bars, lighting, tabletop, décor accents, and catering support.





## EVENT TYPES WE SUPPORT DURING BOSTON'S LARGEST CITYWIDE MOMENTS CONT.

### BRAND ACTIVATIONS AND SPONSOR EXPERIENCES

High-visibility environments designed to drive engagement during peak city activity.

#### Examples include:

- Pop-up brand activations
- Sponsor hospitality lounges
- Experiential marketing installations
- Sampling and consumer engagement zones

**Support includes:** tenting, custom options, furniture, and weather protection and more.

### VENUE OVERFLOW AND CAPACITY EXPANSION

Temporary solutions that allow venues to maximize opportunities during busy event windows.

#### Examples include:

- Outdoor lounge expansions
- Tent-based dining or reception areas
- Covered queuing and entry experiences
- Flexible event footprints to increase attendance

**Support includes:** structures, seating, and guest flow planning.





## EVENT TYPES WE SUPPORT DURING BOSTON'S LARGEST CITYWIDE MOMENTS CONT.

### NONPROFIT, CIVIC, AND COMMUNITY EVENTS

Events aligned with cultural celebrations and citywide programming.

#### Examples include:

- Fundraisers and galas
- Public-facing celebrations
- Community receptions and sponsor events
- Cultural and historical programming

Support includes tenting, staging, seating, and crowd-conscious layouts.

### WATERFRONT AND OUTDOOR HOSPITALITY EVENTS

Designed specifically for Boston's harbor and outdoor locations.

#### Examples include:

- Waterfront receptions
- Hospitality tents near public programming
- Outdoor lounges for extended dwell times
- Evening events requiring enhanced lighting

**Support includes:** weather-rated structures, under the tent rentals, and coastal planning considerations.

### AGENCY-LED AND MULTI-PARTNER EVENTS

Complex events involving agencies, DMCs, sponsors, and multiple vendors.

#### Examples include:

- Multi-day activations
- Sponsor villages
- Coordinated brand environments
- Media and press hospitality areas

**Support includes:** scalable inventory, logistics coordination, and experienced install teams.



# HOW WE SUPPORT BOSTON'S LARGEST CITYWIDE EVENTS



## Infrastructure, Rentals, and Event Execution at Scale

Large-scale citywide moments require thoughtful planning, reliable infrastructure, and partners who understand the complexities of Boston events. We support brands, venues, agencies, and municipalities with end-to-end rental and infrastructure solutions designed to scale.

## Temporary Structures and Tenting

- Weather-ready structures for outdoor events
- Flexible layouts for hospitality, watch events, and activations
- Site-specific planning for waterfront and citylocations
- Experienced installation teams



# HOW WE SUPPORT BOSTON'S LARGEST CITYWIDE EVENTS CONT.



EFK EVENTS | MICHAEL BLANCHARD PHOTOGRAPHY

## General Equipment and Event Rentals

*Supporting Every Layer of the Event Experience*

Beyond large infrastructure, we provide a comprehensive range of event rentals that support both front-of-house and behind-the-scenes needs.

### Equipment and rental categories include:

- Tables, chairs, and lounge furniture
- Bars and beverage service equipment
- Tabletop, catering, and service items
- Lighting for ambiance and functionality
- Flooring, staging, and screen support
- Back-of-house and operational rentals

This full-scope offering allows clients to streamline planning by working with a single partner across multiple rental categories.

## Seating, Lounge, and Guest Experience

- Communal and lounge seating layouts
- Corporate-friendly and hospitality-driven furniture options
- Scalable configurations for varying attendance levels

## Catering and Back-of-House Support

- Dedicated catering prep and service zones
- Rental equipment for front- and back-of-house needs
- Layouts that support staff movement and guest experience
- Coordination with caterers and venues





**IF YOU ARE EXPLORING EVENTS TIED TO BOSTON'S MAJOR CITYWIDE MOMENTS THIS YEAR, STARTING THE CONVERSATION NOW ALLOWS FOR STRONGER DESIGN, BETTER LOGISTICS, AND A MORE SEAMLESS GUEST EXPERIENCE.**

## **CONNECT WITH US**

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833-888-PEAK

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