



CASESTUDY

Application

OBAMA INAUGURATION

With the historic inauguration of president Obama just three weeks away, the phone rings at **Kohler Rental**. Long-time partner **Showcall**, an event producer, has been contracted to provide security infrastructure and power for metal detectors, x-ray machines and heating tents at security checkpoints at the White House, Pentagon, U.S. Capitol and Lincoln Memorial; along the parade route; and at stops along Obama's Pennsylvania train ride — anywhere the public could enter. Showcall leans on Kohler Rental, and asks if Kohler can provide the necessary power and heat.

Kohler Account Manager Dan McFadyen, Regional Sales Manager Jay Collins, and Logistics and Operations Manager Ralph Schuh prepare a quote, an equipment plan and labor support plan that taps Kohler Rental offices in D.C., Chicago, Orlando, Los Angeles, Dallas and Kohler, Wisconsin. **Fidelity Engineering**, the Kohler distributor in Baltimore, is tapped for technical support and delivery.



RESULT

Showcall has high expectations when it comes to the equipment tasked with supporting an event of this magnitude. "We go with Kohler for superior equipment and customer service at competitive prices," reported Patil. "Kohler Rental's ability to respond rapidly to our ever-changing needs is not easily found in a vendor. It's that approach to business — an attitude and commitment to do the job right — that has made us remain loyal to Kohler Rental."



Solution

FLEXIBILITY, SECURITY

Only six days before the event, more security checkpoints and security support for the Capitol and Lincoln Memorial venues are added. More Kohler Rental equipment streams in from around the country. "We're finding that the lead time for even very large events continues to grow shorter, in part because the news cycle is accelerating," says Kohler client Ajay Patil, president of Showcall. "At the same time, security concerns are higher than ever, so we need to work with vendors like Kohler Rental who can adapt to a dynamic environment and don't flinch at very demanding security protocols. Kohler Rental will go to the ends of the earth — or at least Los Angeles — to provide the solutions we need."



Customer SHOWCALL

For the Obama inaugural that attracted a crowd estimated at 1.8 million attendees, event organizers trusted Maryland-based Showcall, a no-learning-curve-required vendor accustomed to providing services for live events around the world. ShowCall was charged with developing a security perimeter infrastructure for the biggest event ever held in Washington, D.C.

"While we work on events of every size, we specialize in full lighting, video and audio for high-profile, large-format, high-threat events — specifically live broadcast events," says Showcall president Ajay Patil. "And Kohler Rental has been part of some of the biggest projects, including Pope Benedict's mass to 47,000 faithful in National Stadium and the first G-20 summit in Washington, D.C. That's 20 world leaders coming to town, with just 18 days to prepare power, distribution and climate control, all within an extremely strict security environment."

THE JOB

- 65 KOHLER **generators**: 11,500 kW
- Over 8,000 kW **heating equipment**
- 20 miles of **distribution/cable**