



# PODS® HELPS NEW YORK CITY'S TIMES SQUARE RING IN THE NEW YEAR

See how PODS for Business helped to alleviate the stress of throwing one of the biggest and most celebrated New Year's Eve parties in one of the most highly trafficked locations in the world.

## THE COMPANY

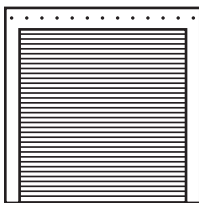
The Times Square Alliance works to improve and promote Times Square—cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Each year, the organization coordinates many large-scale events, including the world-renowned Times Square New Year's Eve celebration.



## THE CHALLENGE

From audio and visual gear, to guest handouts including, hats, scarves and mittens, to balloons, confetti and noisemakers—event organizers had an enormous amount of goods to store.

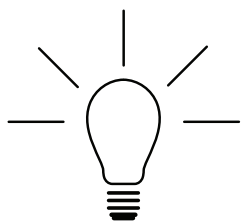
Prior to a PODS solution, the organization would store event items in a nearby Times Square building. After several clogged and broken building elevators, as well as a decreased ability to efficiently allocate and utilize event staff and resources, the Times Square Alliance recognized it was time to look for an alternative solution.



## THE PODS SOLUTION

PODS provided a custom solution enabling the Times Square Alliance to more efficiently store and manage event needs in support of the largest New Year's Eve celebration in the country:

- Overnight installations of PODS containers prevented event workers from blocking streets during the transport and unloading of containers.
- Containers were dropped off on nearby sidewalks and streets, cutting down on the resources and time needed for loading and unloading.
- Inventory was delivered and pre-loaded into containers at a local PODS storage facility, then delivered to various event locations with products already inside, allowing event staff to reduce time and resources on-site.



## RESULTS

The PODS solution increased on-site efficiency, saved time and streamlined operations for event staff at the Times Square Alliance. "Working with PODS alleviated all of the headaches and stresses of putting on such a big event," said Gary Winkler, VP of Events & Programming at Times Square Alliance. In addition, there were no complaints from police, business owners, street vendors or local neighbors due to blocked streets and cars in the area—a marked difference from prior years.

Considering price, convenience, accessibility and customer service, PODS was the clear solution to the storage and logistics challenge facing the Times Square Alliance.



# The Moving & Storage Innovators

PODS®, the most trusted brand in portable storage, combines moving and storing into one convenient and flexible solution.

**PODS solutions** can be adapted by any business in any industry to help maximize efficiency and revenue. PODS has two decades of experience as an industry leader and a team of dedicated commercial specialists, so you can count on us to deliver the right solution for your business.

To learn more, visit [PODSforBusiness.com](http://PODSforBusiness.com).

## How PODS Works



### We Deliver

Schedule delivery of your empty containers when it's most convenient.



### You Load

Or, one of PODS' labor partners can pack, load and unload for you.



### We Move

When you're ready, we pick up the container and drive it across town or across the country.



### We Store

Keep containers on-site, or we can move them to a local, secure PODS Storage Center.

## PODS Flexible Solutions for Business

**Flexible Scheduling.** Prepare for the unexpected with easy schedule changes and reservation options.

**Secure Storage.** Our steel-framed, weather-resistant PODS containers can be kept either on-site or in one of our secure local Storage Centers.

**Conveniently Mobile.** Even when fully loaded, containers can be delivered just about anywhere thanks to PODZILLA®, our patented level-lift system.

**Extensive Network.** There are nearly 200,000 PODS containers and 230 PODS Storage Centers across the U.S., Canada, Australia, and the UK.

## Dedicated Business Solutions Team

- Dedicated support coordinators and a single point of contact
- Deep industry knowledge to provide customizable solutions to unique challenges
- Dependable, onshore teams readily available via phone or email
- A dedicated Business Solutions Specialist working directly with all PODS locations to ensure deliverability
- Commercial pricing and exclusive, local rates

## Let PODS be an Extension of your Business