



Anywhere from 2,000 to 3,000 people a day visit the BCLC 2010 Winter Games Dome. After receiving "accreditation," they spend about 15 minutes per experience. The dome spends two to four days per location, will accommodate 120 visitors at a time, and admission is free. Photos courtesy of BC Lottery Corp.

## Let the promotion begin

It takes more than athletes to create a successful Olympics.

A lot has changed since 776 B.C. (the first written record of the Olympics)—and even since 1896 (the first "modern" Olympics). These days, the games entail building permanent structures (i.e., stadiums), as well as temporary structures used before, during and after the extravaganza, held every four years.

BC Lottery Corp.'s 2010 Winter Games Dome illustrates the breadth of the Olympics' reach. Leading up to Feb. 12, 2010, the name of the game(s) is promotion with a capital "P."

"We wanted something unique and new, so the idea of just pitching a big tent and throwing a circus in it wasn't enough," says Christopher Fairclough, corporate communications officer for BCLC, an Official Supporter of the Vancouver games.

In May, BCLC's Dome began touring British Columbian communities to allow the public to "experience" the games from the athletes' perspective. After receiving their

"credentials," guests can try their hand at simulated sports, including biathlon, hockey, bobsled and sit-ski.

Over five months, Ideal Canopy Tent & Structure Ltd. of Delta, B.C., Canada, designed and fabricated the structure, in which each dome can operate independently.

"The client's vision and technical requirements called for a durable material that would address the issue of light bleed for the multiple A/V installations," says Raj Pooni, senior sales and marketing director. "Our solution was double-colored [charcoal inside and white on the outside] blackout fabric featuring

This is the first of four installations covering tent rental and the 2010 Winter Olympics.