

ARE YOU READY FOR SOME FOOTBALL?

Miller Lite Bull Pen Party Deck Reliant Stadium

Everything IS bigger in Texas so when approached by Miller Lite to design and fabricate their “Miller Lite Bull Pen Party Deck” — a 15,000 square foot inside/outside, temporary/permanent private space for the public, sponsored by Miller Lite and the Houston Texans — for the NFL’s Houston Texans home games at Reliant Stadium, 2020 Exhibits took the ball and ran with it, delivering dynamic and bold creative that blended strong Houston Texans flavor with a compelling mix of the Miller Lite brand.

2020 Exhibits provided concept design along with comprehensive large scale printing, fabrication and installation for this dynamic, distinctly branded gathering spot for Miller Lite and Texans fans to enjoy home turf entertainment at Reliant Stadium. From the line of site logo and branding specifications to the requirement for temporary yet permanent flexibility with nothing secured, bolted or cemented, 2020 Exhibits’ creative design celebrated the spirit of Miller Lite and the Houston Texans from every angle.

Located on the 100 level concourse (north end zone) of Reliant Stadium, the Miller Lite Bull Pen Party Deck, sponsored by Miller Lite and the Houston Texans, is anchored by the center octagonal bar, inlaid with Houston Texans logos with a 20’ goal post centered by the Texans’ Bullhead logo. Incorporating twenty 50” flat screen plasmas throughout, the venue features large oak Miller Lite faux beer barrels which flank six of the 50” plasmas on the Plasma Wall, with a Video Wall including four 50” plasmas dedicated to the Texans game.



ENVIRONMENTS | MILLER LITE BULL PEN PARTY DECK



2020 Exhibits' custom designed 9' foam Miller Lite beer bottles which are suspended from the ceilings with 12' molded fiberglass pilsner glasses wrapping the center columns, showcasing "game day" plasmas. The "Bull Pen Wall of Fame" heralds the ten home games and honors the Texans die hard "Bull Pen" fans. A 12'x12' DJ stage invites pre-, during and post-game entertainment with a promotions area setting the stage for the Texans Cheerleaders, who are on hand for photos and autographs during the game.

Interior windows are emblazoned with bright, crisp, vibrant Miller Lite and Houston Texans graphics, declaring "I'm A Texan" and "Miller Lite – Taste is our Home Turf". Western-style drink rails wrap the space, with more than 30 standing pub tables and many more bar stools spread throughout offering ample room to accommodate fan traffic and flow, while setting the perfect stage — inside and out — for fans to enjoy Miller Lite while cheering for their favorite team, the Houston Texans.

Whether you need a total interior transformation, to refresh your corporate headquarters or to create a work environment that is comfortable, productive and enjoyable, consider 2020 Exhibits.



Photo credits: Eddy Matchette Photography