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### **Staging Concepts to Transform NFL Football Field into NCAA Basketball Final Four Court**

MINNEAPOLIS (February 24, 2020) – [Staging Concepts](#) will literally set the stage for this year’s NCAA Final Four Tournament and, in the process, transform an NFL football field into a basketball arena. For the past few months, the leading provider of portable staging solutions and equipment, has been honing plans to convert Mercedes Benz Stadium, home to the NFL’s Atlanta Falcons, into the center court for the 2020 college basketball playoffs.

Staging Concepts is not new to the game. Since 2008, the company has worked with the NCAA to transform football stadiums – from the Superdome in New Orleans to U.S. Bank Stadium in Minneapolis – into world-class basketball arenas by customizing staging and seating risers for each venue.

“Successfully transforming an NFL football field into an NCAA basketball court requires the careful design and installation of custom seating risers and portable platforms, while also placing an emphasis on ADA compliance to ensure a great fan experience for everyone,” said Cindy Albrecht, director of sales and marketing for Staging Concepts. “Designing for an event like this takes months of planning but our skilled engineers are star players when it comes to handling sports venue transformations like this.”

To comfortably and safely accommodate the more than 70,000 fans that attend the Final Four tournament, Staging Concepts designed one of the world’s largest portable seating risers. The massive riser system expands seating capacity by approximately 20,000 and is customized each year based on the different tournament venues. Installation takes about two weeks to complete.

The company also provides the host venue with more than 5,000 portable platforms, which cover an area of approximately 180,000 square feet. These platforms support stages and temporary seating risers and are also used to raise the playing court nearly 30 feet off the ground to optimize sightlines and fan engagement. Guardrails, aisle rails, step units, frames and accessories accompany the platforms to create a reliable and impressive system. Additionally, Staging Concepts provides solutions that meet all ADA and safety requirements to enhance the viewing experience for every fan.

“To ensure accuracy and complete customization for each host venue, our team employs high-tech, 3D laser scanning technology to capture every inch of the stadium’s interior,” noted Albrecht. “This data allows our engineers to precisely design the equipment necessary to transform a football field into a basketball court.”

Staging Concepts is not the only player involved with this transformation. For years, Staging Concepts has worked with The Colonnade Group and other vendors to supply equipment for the NCAA Final Four.

The Final Four NCAA basketball tournament is scheduled to tip-off on Friday, April 3<sup>rd</sup> at Mercedes Benz Stadium. For additional information on Staging Concepts, visit [www.stagingconcepts.com](http://www.stagingconcepts.com).

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### About Staging Concepts

Since 1990, Staging Concepts has provided the most advanced, modular, custom portable staging solutions for all types of venues, including performing arts spaces and production companies, sports facilities, worship venues, convention centers, hospitality settings and special events. The Minneapolis-based company is a division of Trex Commercial Products, Inc., a subsidiary of Trex Company, Inc. For more information visit [www.stagingconcepts.com](http://www.stagingconcepts.com).