



The Ultimate Tent Buying Guide

Welcome to your **go-to resource for purchasing commercial-grade tents!** This guide is designed to provide you with the knowledge you need to make confident, informed decisions every step of the way.

Whether you're hosting an event, running a rental business, or looking for reliable shelter, we have the expertise to guide you. If you need immediate assistance, our all-star customer service team is just a quick phone call away.

The right tent can transform your event from ordinary to extraordinary—**providing comfort, safety, & leaving a lasting impression on your guests.** From selecting the appropriate size & material to considering setup and customization options, your tent choice plays a crucial role in the success of your event. With so many options available, the process can seem overwhelming. Give our tent gurus a call at 920-677-4116, & we'll simplify it for you every step of the way.

For immediate guidance in your tent buying process, please call our helpful tent experts at 920-677-4116 Option 1

STEP 1:

GET TO KNOW THE DIFFERENT TENT TYPES

With so many tent options available, it can be tough to know which one is right for you. But don't worry—we've made it simple!

Take a look at the features in our chart for an at-a-glance comparison, & explore more detailed information below.

	SECURE W/ STAKES	ANCHOR W/ BALLASTS	CENTER POLES	EASE OF SETUP	TENT PRICE	LENGTH OF USE
HEAVY DUTY INSTA TENTS				★★★★★	\$	SHORT TERM
SHADEMAKER POP-UP TENTS	✓	✓		★★★★★	\$	SHORT TERM
VERTEX HIGH PEAK TENT	✓	✓		★★★★	\$\$	SHORT TERM
CAPITOL POLE TENT	✓		✓	★★★	\$\$	MEDIUM
atrium frame tent	✓	✓		★★	\$\$\$	LONG TERM
CONSTELLATION CLEAR TENT	✓	✓		★★	\$\$\$\$	SHORT TERM
AMERITRAC KEDER TENT	✓	✓		★★★	\$\$\$\$	LONG TERM

S H E L T E R . S I M P L I F I E D .



HEAVY DUTY INSTA TENTS

Lightweight and portable, these pop-up tents can be set up in under 20 minutes. Perfect for short-term events like farmers' markets and backyard parties. Not designed for long-term use.



SHADEMAKER POP-UP TENT

Designed to outperform standard pop-ups, these feature a durable vinyl top & can be secured with stakes for added wind resistance. This tent is a step up from InstaTents.



VERTEX HIGH PEAK TENT

Add a touch of elegance with high peak tents. Their striking look & easy setup make them ideal for short-term events. They typically come in compact sizes, limiting them for large gatherings.



CAPITOL POLE TENT

Perfect for outdoor parties on grassy areas. These tents feature central poles, require staking, and are easier to set up and take down compared to frame tents. Ideal for short-term setups.



atrium frame tent



CONSTELLATION CLEAR TENT



AMERITRAC KEDER TENT



CUSTOMIZED TENTS

F R A M E J A C K R E C O M M E N D E D

Versatile & durable, these tents can be set up on hard surfaces using a ballasting system. They feature unobstructed interiors, making them suitable for longer-term setups and various event types.

Ideal for weddings, banquets, & special events, these tents combine the practicality of a frame tent with the beauty of a clear top, offering stunning views. Clear tops don't offer the same longevity as blockout vinyl.

Designed for long-term use, these tents feature a track system that allows the top to be removed without dismantling the frame. They can be modified for different sizes, reducing the need for multiple tents.

Make a statement with custom tents that enhance brand visibility. Perfect for showcasing your logo or brand colors at any outdoor celebration. We can also make custom sized frame tents.

STEP 2:

FIND THE PERFECT TENT SIZE FOR YOUR EVENT



Choosing the right tent size is key to keeping your guests comfortable & your event running smoothly. Still unsure? Our experts can provide personalized suggestions based on your event—**just call us at 920-431-0938!**



Take a quick look at the snapshot or
CLICK HERE FOR THE FULL TENT CAPACITY CHART

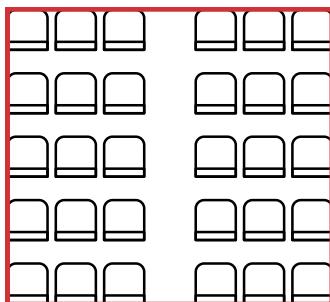
Tent Capacity Chart Snapshot

TENT SIZE	SQUARE FEET	THEATER STYLE 7 sqft/person	COCKTAILS 8 sqft/person	BANQUET SEATING 10 sqft/person	SIT-DOWN DINNER 12 sqft/person
20'x20'	400	57	50	40	33
20'x30'	600	86	75	60	50
20'x40'	800	114	100	80	67
20'x50'	1000	143	125	100	83
20'x60'	1200	171	150	120	100
20'x80'	1600	229	200	160	133
30'x30'	900	129	113	90	75
30'x40'	1200	171	150	120	100
30'x45'	1350	193	169	135	113
30'x50'	1500	214	188	150	125
30'x60'	1800	257	225	180	150
40'x60'	2400	343	300	240	200
40'x80'	3200	457	400	320	267

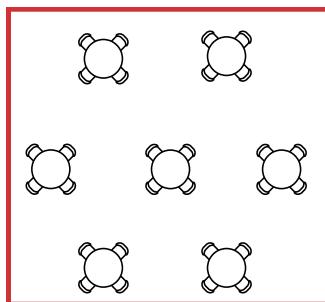
POPULAR EVENT LAYOUTS FOR ANY OCCASION

Deciding on the perfect layout for your event is all about understanding your space and how it will be used. Picture the main areas, like guest seating, but don't overlook the extras that influence the event's flow—dance floors, bars, buffets, and entertainment spots like stages or photo booths. **A well-planned layout ensures you maximize the space** and create a smooth, enjoyable experience for everyone.

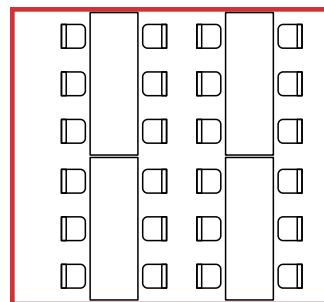
Theater Seating



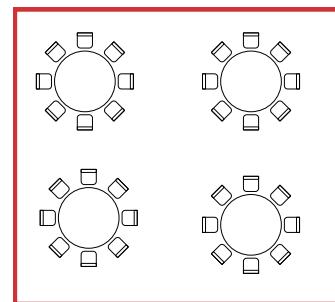
Cocktail Hour



Banquet Tables



Sit-Down Dinner



STEP 3:

CHOOSE THE BEST MATERIALS FOR YOUR NEEDS



KEY FABRIC SPECS

Don't overlook the benefits of American-made vinyl! It's known for superior quality, durability, & reliability, ensuring your tent lasts. **While most manufacturers use cheaper imported vinyl, here's what you should know to avoid buying a lower-quality tent.**

 **Weight & Durability:** Crafted from **16 oz. vinyl**, our fabric offers superior durability & extended lifespan, ideal for repeated use. Many manufacturers use *imported materials that are more likely to tear, fade, & degrade over time.*

 **Safety Standards:** When selecting a tent, it's crucial that you comply with local fire regulations & pass inspections. Foreign materials often don't meet strict fire certifications, but **our materials comply with NFPA 701 and the tougher California Fire Marshal standards.**

 **Material Strength:** Denier is a key factor in the strength of your tent fabric. It measures the weight & thickness of the thread—the higher the denier, the stronger the material. Fabrics with lower denier ratings wear out faster & fail more often. Our fabrics have a robust **1000 denier, the strongest available** for laminated vinyl.

 **UV Blockout:** Shield against sunlight with **UV-resistant blockout vinyl**, ensuring dependable shade and added comfort for your events.

 UV exposure can deteriorate the plasticizers* in vinyl, leading to discoloration & cracking. While **imported fabrics often show wear within 2-3 years**, our domestic fabrics demonstrate superior durability and **exhibits signs of wear only after 7+ years.**

 **Plasticizer:** /'plas-tuh-syz-er/ noun.
Synthetic resins that provide vinyl with flexibility & reduces brittleness

BEYOND COMPLIANCE WITH VOLUNTARY CERTIFICATIONS



ISO Certification

Our fabric suppliers uphold international standards through voluntary commitment to regular audits & third-party testing at any time.



GREENGUARD Gold Certified

With low chemical emissions, our fabric promotes safer air quality, perfect for sensitive environments like schools and healthcare facilities.



Antimicrobial Protection

Incorporates medical-grade antimicrobial surface protection treatments to enhance lasting fabric durability and longevity.

CHOOSE POLES BUILT TO LAST

We use **anodized aluminum frames that won't fray, chip, or rust**, providing a solid foundation for your tent. The anodized finish adds extra protection against the elements, ensuring durability. Lightweight yet strong, our poles are built to withstand winds & frequent use, making setup & transport easier while offering reliable support for any event.

Steel vs. Aluminum—What's Right for You?

- Aluminum:** Anodized aluminum offers reliable strength **with less weight than steel, making it easier to transport and set up.** Plus, it requires less upkeep over the life of the tent, keeping maintenance simple.
- Steel:** Heavier & more affordable than aluminum, steel provides dependable tent poles. It's a great option if you're looking for lower upfront costs. Just remember **when comparing options, be sure to match materials for a fair comparison.**

Double Tube Strength for Added Support



On frame tents over 30 feet wide, **we use double tube poles in the frame** to provide proper reinforcement for the tent. At a certain length, single poles on larger tents tend to bend which can create safety issues. Double tube poles add some cost to the tent, but it is **well worth the investment** for the additional safety & durability when dealing with a larger tent.

STEP 4:

DISCOVER VALUABLE EQUIPMENT & ACCESSORIES



Enhance your tent setup and ensure smooth installation with the right accessories. These tools and add-ons are designed to **protect your investment, streamline the process, and create a polished look for your events.**



RENEGADE SERIES DROP CLOTHS

Drop cloths create a protective barrier between your tent and the ground during installation, keeping your tent clean & preventing damage. They **minimize cleaning time & reduce maintenance efforts, while extending the lifespan of your tent** with every use. Made of recyclable Renegade polypropylene fabric, our drop cloths are both durable & eco-friendly, providing a sustainable solution for your setup needs.



JACK JAW STAKE PULLER

A stake puller makes tent takedown quick and efficient by easily removing stakes from the ground. It helps **reduce the manual labor required during the takedown process**, saving time and effort. The 302 model works best for softer soils, while the 502 model is ideal for harder clay terrains, such as those found in the Southwestern U.S.



MCVEY FRAME JACK

Frame jacks are essential for lifting heavy tents during installation, allowing your crew to safely and easily position frame tents. With a **1,200 lb lifting capacity**, **frame jacks ensure efficient setup while minimizing physical strain** on your setup crew. They are a must-have for handling larger frame tents and ensuring smooth installations.



GIFFY TENT BALLASTING SYSTEM

The Giffy tent ballasting system provides a safer, more efficient alternative to traditional water drums. Each unit holds 75 gallons of water, weighing 660 lbs when full, offering secure anchoring for tents on hard surfaces like concrete. **Stackable for easy transport and storage, this engineered system is designed to simplify tent anchoring** and provide stability during events.

COMMERCIAL-GRADE TENT SIDEWALLS: STYLE, PROTECTION, & PRIVACY FOR EVERY EVENT

Sidewalls offer a versatile way to customize your tent for any event, **providing both weather protection and enhanced privacy**. They also elevate the overall aesthetics, giving your event a polished and professional appearance. With a range of options—**solid white, clear, café, and window styles, plus keder options**—you can easily adapt your tent setup to suit the specific needs and style of any occasion.



STEP 5:

INVESTING IN QUALITY TO MAXIMIZE YOUR ROI

While American Tent products may have a higher initial cost, **the long-term cost of ownership is unbeatable**. Many customers have come to us to avoid their previous mistake of buying on price only.

For Tent Rental Companies: Higher-quality tents mean you have an asset that will generate more rental fees over its lifetime. **If you want higher ROI, happier customers, and fewer problems with quality issues, American Tent is your answer.**

But don't just take our word for it, hear from our customers!

Excellent Quality!



"This particular tent was definitely out of our budget but our cooperative **wanted something reliable that would last instead of constantly buying, breaking, & reordering Amazon tents**. We saved up and finally purchased the 20x40 from American Tent & we love it! We had a tremendous storm come through & our team failed to pull it down in time but this **pole tent stayed strong through the storm when everything else was being taken into the wind**. The material is thick, the corners are made of steel & the setup is surprisingly easy. Super grateful for it. We will be purchasing all our tents through this company."

Farmer's Storehouse, Sparta, TN

STEP 6:

ENJOY FREE RESOURCES BEFORE & AFTER YOUR PURCHASE



Still have questions after reading this guide? We've got a full library of resources on our website, but honestly, most people find it easier to just give our tent experts a call. You can reach us at **920-677-4116, Monday to Friday, 8 AM to 5 PM Central**. If you call outside of hours, please leave a message and we'll get back to you ASAP.

 OR FILL OUT OUR ONLINE CONTACT FORM HERE

ADDITIONAL RESOURCES ON OUR WEBSITE:



OUR BLOG

Helpful event planning articles covering topics like lighting, flooring, chairs, layouts, maintenance, & much more.



OCCASIONS

Information on the best tents for various occasions like weddings, trade shows, backyard, festivals, and more.



INDUSTRIES

The most popular tents for rental companies, wedding venues, schools, churches, sports, restaurants, etc.



GUIDES

Step-by-step instructions for setting up tents, including detailed diagrams, safety info and best practices.



VIDEOS

Watch visual demonstration videos and learn tips and tricks to simplify the entire tent installation process.

STEP 7:

FILL OUT THE PRE-CALL TENT BUYING WORKSHEET (OPTIONAL)

Feel free to use this worksheet to gather your thoughts before calling us - 920-431-0938. This will help our tent gurus give you the best guidance in making the perfect tent purchase for your needs.

KEY EVENT DETAILS:

1. Event Type: What kind of event are you hosting?

(E.g., wedding, festival, corporate event, etc.)

2. Event Date: When is your event scheduled?

3. Event Location: Where will the event take place?

4. Estimated Guest Count: How many guests will attend?

5. Delivery Date: When do you need the tent delivered?

TENT SIZE & TYPE:

1. Size of Tent:

What are the dimensions of the area you need covered?

2. Tent Type Needed: A.) frame B.) pole C.) keder D.) clear E.) pop-up F.) high peak G.) not sure

3. Preferred Customizations: A.) tent size B.) fabric color C.) logo printing D.) none

4. Additional Products Needed: A.) sidewalls B.) ballasts C.) frame jack D.) drop cloth D.) other _____

5. Weather Expectations A.) wind B.) rain C.) snow D.) intense sun

BUDGETING

1. Estimated Budget: What is your budget for this tent?

2. Financing: Would you like to discuss financing options?

ADDITIONAL QUESTIONS OR CONCERNS

(List any other questions or concerns you have about the tent or the process.)

CONGRATULATIONS! YOU MADE IT!

Thanks for following along with our Tent Purchasing Guide! As a reward, enjoy \$50 off a purchase of \$1,000 or more (first time buyers only). Use code **GUIDE50** at checkout, or mention it when placing an order over the phone.

DISCOUNT

\$50 OFF

1ST TIME BUYER'S

COUPON

Cannot combine with other discounts. Limited time. First time buyers only