



IMAGINED BY MOSCONE, DESIGNED BY MITYLITE

“ MityLite was extremely patient, very professional, understanding, and hands on. They showed a personal commitment from the very beginning through to the end of the project. ”

— Pat Plunkett,
Director of Operations,
Moscone Center

FEATURED PRODUCTS:

- Encore Series Banquet Chairs
- Comfort Seating 4-Wheel Cart
- Comfort Seating High Capacity Push Cart
- Comfort Seating High Capacity Stacking Cart

OVERVIEW

Arguably one of the busiest convention centers in the United States, the 700,000 square foot Moscone Center in San Francisco enjoys record-breaking attendance year-after-year.

The venue of choice for many of the world’s largest tech firms and countless other professional organizations, the 33-year-old convention center recently completed a two-year, \$56 million renovation of its North and South facilities and became the first convention center on the West Coast to attain LEED Gold certification for Existing Buildings.

CHALLENGE

Provide a seating and storage system for a facility that regularly executes large dynamic events for demanding high-profile clients. Moscone’s driving factors in selecting new furniture were to enhance the guest experience and improve operational efficiency.

As one of busiest convention centers in the U.S., the logistics of transitioning out old chairs and receiving more than 20,000 new chairs plus carts and dollies was quite complex. Moscone had a very tight window between large customer events and due to its downtown location, multiple semitrailers couldn’t show up all at once. The planning and logistics had to be flawless.

SOLUTION

After multiple on-site meetings reviewing the needs of the facility, MityLite designed a new conference stacking chair concept. Through continued customer collaboration, the design was refined, prototypes were made, tested and approved, and tooling developed for full-scale production. Entirely manufactured at MityLite’s Utah facility, more than 20,000 new chairs were delivered in six months from the date of order; on-time and on-budget.

In addition to delivering a fresh approach to large event seating, MityLite addressed storage, setup and handling challenges by designing a series of chair carts and dollies to complement Moscone Center’s quick-turn environment.

The resulting chair carts provide maximum speed and flexibility for Moscone’s setup and event crews. The carts are used seamlessly together, with each dolly picking up single stacks of 10 chairs to load larger carts that can be pushed by personnel, hitched and towed by Moscone’s motorized tugs, or forklifted into a customized racking system.

MityLite provided a complete seating, handling, and storage solution to enhance Moscone’s guest experience, while significantly improving the facility’s operational efficiency and ROI.

