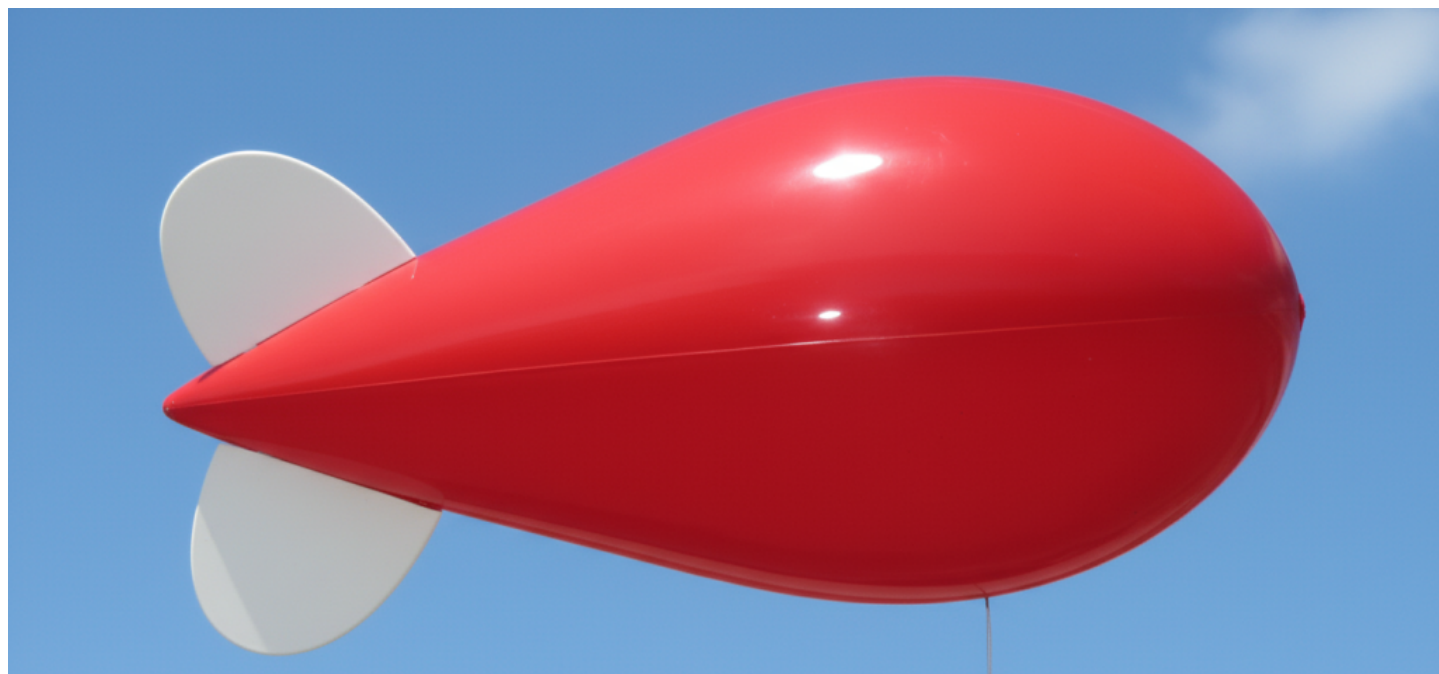


## Event Organizers Turn to Polyurethane Advertising Blimps as Helium Costs Rise and Live Events Rebound

As live events continue to rebound and helium prices remain high, event organizers are seeking cost-effective ways to maintain high-visibility promotions without increasing operational expenses.



**Glendale, Arizona Mar 25, 2026 ([IssueWire.com](https://www.issuewire.com))** - As live events continue to rebound and helium prices remain high, event organizers are seeking cost-effective ways to maintain high-visibility promotions without increasing operational expenses. **Arizona Balloon Company**, a U.S. manufacturer with more than 45 years of experience, is addressing this challenge with innovative **polyurethane advertising blimps** designed to use significantly less helium while delivering long-lasting lift performance.

To support growing demand across the events industry, the company has launched **EventAdvertisingBlimp.com**, a nationwide sales platform dedicated to its proprietary polyurethane event blimps. Compared with traditional PVC promotional balloons, these advanced blimps can use **up to 87% less helium**, making them a practical solution for multi-day events, touring promotions, and seasonal campaigns where helium costs can quickly add up.

“Event organizers today must balance strong visual marketing with tighter budgets,” said **Johnny Mulder**, owner of Arizona Balloon Company. “Our polyurethane blimps are designed to be efficient and reliable. For example, a 10-foot blimp requires only about **72 cubic feet of helium**, while a conventional PVC blimp may require **600 cubic feet or more** to achieve similar outdoor performance. That difference can translate into major cost savings for events running multiple days or weeks.”

Arizona Balloon Company’s **event advertising blimp lineup ranges from 10 to 30 feet in length**, offering flexible solutions for festivals, trade shows, sporting events, state fairs, concerts, and retail promotions. Unlike standard vinyl or PVC materials, **polyurethane has lower gas permeability**,

allowing the blimps to retain helium longer and maintain lift between refills. This extended flight performance is particularly valuable for touring campaigns or multi-weekend events where consistent visibility is essential.

Industry trends also support the growing popularity of large-format aerial advertising. High-visibility promotional displays—such as tethered balloons and blimps—create memorable visual landmarks that guide attendees and enhance brand recognition. In crowded event environments where digital ads compete for attention, towering aerial displays offer a distinctive advantage by attracting attention from long distances.

The newly launched platform **EventAdvertisingBlimp.com** provides helpful resources for event organizers, including **helium usage estimators, sizing recommendations, and consultation services**. The goal is to help businesses evaluate the most efficient aerial advertising options based on their venue size, marketing goals, and budget.

Typical applications include **music festivals, sports fan zones, state fairs, rodeos, grand openings, and outdoor marketing campaigns** where visibility and wayfinding are critical. For optimal readability, Arizona Balloon Company recommends simple messaging with **two to five words**, such as “ENTRANCE,” “PARKING,” or sponsor branding that can be easily recognized from afar.

Founded in **1979**, Arizona Balloon Company has operated continuously from **Glendale, Arizona**, initially serving Phoenix-area homebuilders before expanding into automotive dealerships, trade shows, and event promotions throughout the Southwest. Over the decades, the company has built strong relationships with regional businesses, chambers of commerce, and industry organizations.

Today, with the launch of its nationwide sales platform, Arizona Balloon Company now provides **custom-printed advertising balloons and blimps to customers across all 50 states**, with typical lead times of **one to three weeks** for custom orders. **Feel free to** contact us at 1-800-791-1445 or [johnny@arizonaballoon.com](mailto:johnny@arizonaballoon.com) for further queries.

### **About Sleepover Party Shop:**

Arizona Balloon Company manufactures proprietary **polyurethane helium advertising balloons and blimps** from its facility in Glendale, Arizona. Since 1979, the company has specialized in durable, high-efficiency tethered advertising systems for **homebuilders, auto dealerships, event promoters, trade show exhibitors, and retail businesses**. Arizona Balloon Company serves clients throughout the Southwest and now offers nationwide shipping through its event advertising division.

For more information, visit <https://arizonaballoon.com/> or <https://eventadvertisingblimp.com/>.

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