

## SOLUTIONS FOR SUCCESSFUL EVENTS



# STAND OUT!

**Transform your space to make it look like no one else's**

Have you fallen into the repeat mode of producing your event exactly the same way as in the past simply because “that’s the way it’s always been done?” Don’t you want your event to stand out?

Engaging as many of an audience’s senses as possible makes the difference between a great event and one that is spectacular. If you think your event falls into the average run-of-the-mill category, or if you think your event does in fact look similar to everyone else’s, then you need to spruce things up! A little creativity can go a long way in transforming a space that everyone will marvel at.

You want your event to leave certain impressions, memories and directives emblazoned in your attendees’ minds. Here are a few ideas for dressing things up a bit – the results will get you lots of positive feedback and will set your organization apart from all others.

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## Brand your event with your logo



**You're going to all this work** producing an event for a variety of reasons. But at the end of the day, you want your audience to remember your event and to connect it with your organization and its mission. You want to create an event that not only meets your strategic objectives, but creates an environment that supports those objectives in a memorable and exciting way.

One important way to brand your event is by using your logo effectively and often. Repeat your logo on your stage backdrop, project it on the wall or ceiling, place it on the lectern, welcome signs and even onto the floor.



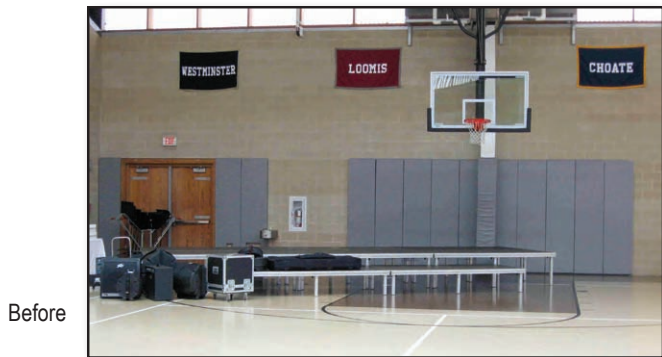
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## Disguise an unsightly wall, stairs, bleachers or windows



**Remember that any room can be transformed,** and that an excellent alternative to an off-site venue is to host an event at your own facility. Warehouses, gyms, even car dealerships can become completely different environments. You'll be amazed at how easy your space can be altered and how the "wow" factor will soar. Take a look at how these gymnasiums were cost-effectively transformed.



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Use digital printing for bold and innovative backdrops



Collages of different banners and hard panels make a great stage backdrop and can be updated without making a whole new banner.



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## Ditch the traditional projection screen



**Stretch your possibilities and make your statement** with an innovative new approach to projection surfaces. The stretch screen has a sleek design and takes on a cinematic quality. It modernizes spaces and its unique look draws attendees' attention more so than traditional projection screens.



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## Heighten the impact of your event with lighting



**Lighting** is not absolutely necessary for every event but it is undeniably the component that makes the biggest impact on the visual appeal of an event. It provides a cost-effective way to add a lot of drama and atmosphere without having to 'break-the-bank.' From colored ceilings to pin spots, lighting provides ambiance and directs the attention of your guests to the unique elements of your event design.

Lighting can be used to enhance a room, putting emphasis on certain elements of the décor or focal points. It can also be used to take away emphasis from other areas, or to draw attention away from those parts of the room that aren't in use for the event. When it's done well, lighting makes everything look better!



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## Why Event Resources?

- **Creativity.** We respond to your specific wants and needs with customized solutions. No event is too small, no challenge too great.
- **Peace of Mind.** We provide the comfort, lack of worry and a sense of security to your event experience. We anticipate your needs, sweat the small stuff and thread all the pieces together—so you don't have to.
- **Personal Attention.** Our staff personally manages each client relationship and directs the execution of all events. We become an extension of your team... partnering with you in every sense of the word.
- **Expertise.** With decades of combined experience, something more than experience is at work. Call it passion. Work ethic. Dedication to getting things right. Our talented team has what it takes to help you achieve your event goals.
- **Value.** We deliver the highest possible standards whether your budget is large or small. We empathize with you during these challenging times and will work with you to pull off that event in a way that is affordable and successful.
- **Quality.** We're on-hand 24/7 throughout the duration of a project to manage quality control and to ensure that your event is problem-free.

Event Resources offers comprehensive event management and production solutions that leave lasting impressions. We provide behind-the-scenes logistical and technical support for a wide variety of events.



**The Event Resources Team**  
who makes you feel like you're on cloud nine.

From initial creative development to every staging detail and beyond, our services include, but are not limited to:

- Staging
- Lighting
- Video Services
- Sound
- Stage Management
- Tables & Chairs
- Tents
- Event Management
- Pipe and Drape
- Banners
- Temporary Power

To find out more about Event Resources or about how you can produce outstanding events, please call us at **860-528-1343** or email [events@eventresources.com](mailto:events@eventresources.com).



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333 Park Avenue  
East Hartford, CT 06108  
860.528.1343

[www.eventresources.com](http://www.eventresources.com)