

FALL 07

# LIGHTING THE WAY

NEWS & HAPPENINGS FROM



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## Exhibit Lighting Group Supports Event Marketing Institute as a Global Underwriter

The Exhibit Lighting Group team is proud to announce that we will be a founding Global Underwriter of the Event Marketing Institute (EMI).

Founded this year as a think tank, educator and global professional resource, EMI is dedicated to the advancement and development of best practices, insights and business intelligence for individuals and companies using events as a strategic marketing initiative. "EMI will provide agencies, marketers and suppliers with the education, research and analysis we need to drive our event marketing decision-making and strategies," says Jeff Rudner, President of Exhibit Lighting Group.

Leadership for EMI will be provided by Kerry Smith, Executive Director. Smith will be supported by a team of experts in content development and research. "EMI represents the next step in the evolution of the event marketing industry. We are committed to supporting the success of EMI, which will serve as a catalyst for the success of our clients and the entire industry," says Rudner.

To learn more about EMI, visit [www.eventmarketing.com](http://www.eventmarketing.com).



## New Project Spotlight

### *Super Summer*

Exhibit Lighting Group had a full agenda this summer. Our clients have been utilizing not only our award-winning theatrical lighting services, but our ability to provide audio-visual, and technical/production management services as well. Here's a taste of what we've accomplished:

First, we provided lighting and technical support for the general session and two halls full of exhibits at the *BlizzCon Conference* at the Anaheim Convention Center. Nearly seven-hundred fixtures (both conventional and intelligent) were utilized, along with nearly a half-mile of truss. Next, was Brown Shoe at *WSA* where we were responsible for lighting the exhibit which included four fashion show stages and 35,000 shoes. Then came Porter Cable and Delta Tools at *AWFS*, lighting for the entire conference at *E3 Media & Business Summit* in Santa Monica, the Pitney Bowes exhibit at *Graph Expo*, and the *Electronic Arts & Nyko* exhibits at the *GameStop Expo*.

### *What's Next?*

Our fall schedule is loading up quickly as well. We will be providing theatrical lighting services for HondaJet and Sikorsky at the *NBAA Annual Meeting & Convention*; Diamond and Piper at the *AOPA Expo*; ATK, Sikorsky and Bell Helicopter at *AUSA Annual Meeting & Convention*; show lighting at *E for All Expo*; Fujifilm at *RSNA* and many more...





## Lighting Seminars at Your Facility

If you'd like to know what's new in theatrical lighting but don't have time to get out to an industry educational event, there is a new option. Let the Exhibit Lighting Group team bring the educational session to you.

In response to client requests, Exhibit Lighting Group has been taking its show on the road with private seminars conducted at individual client facilities. Armed with sample fixtures, we discuss uses, functions, options and limitations for internal audiences of designers, project managers, account managers, and account executives.

To schedule a seminar in your facility, contact Jeff Rudner at [jeff@exhibitlightinggroup.com](mailto:jeff@exhibitlightinggroup.com).

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## New Company Video Debuts

For a rapid-fire montage of state-of-the-art lighting effects and designs that will stimulate your imagination, take a look at the new Exhibit Lighting Group corporate video. Visit [www.exhibitlightinggroup.com](http://www.exhibitlightinggroup.com), then click on "Videos."

While you are there, check out our time lapse video. Filmed at the *CTIA Show*, we've condensed two-weeks of set-up, show and removal into a ninety-six-second video. Don't blink... you might miss a day—or two!

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## Exhibit Lighting Group Annual Summer Summit a Success

Setting the standard which all others strive to emulate requires constant analysis and improvement. That's why the Exhibit Lighting Group team invested three full August days in its annual Summer Summit.

Everyone from sales, core lead people and technical directors to staff, management, technicians, and administration participated in the Summit. From the kick-off keynote delivered by Dan Hanover, Editor and Publisher of *Event Marketer* and *Event Design* magazines until the event closed—the entire team focused on one goal: improving its performance.

During the event the team put its heads together and discussed what worked best, the feedback we've received and where we see opportunities for improvement. "We explored every viewpoint we could in our continuous effort to improve our service," says Mike Janetzke, Director of Project Management. "The feedback we received is invaluable."

### *Enhancements to Serve You Better Are on The Way*

A large portion of the meeting was devoted to discussing the development of tools which will streamline processes and communication. "Our goal is to empower all project participants with all-access communication," says Janetzke. Exhibit Lighting Group is currently customizing project management software to meet its needs. In the near future, Exhibit Lighting Group will launch a client portal which will empower everyone involved with its projects to post, download and share information online.

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## Ask the Lighting Guy

**Q: When I request a lighting proposal, how do I know what to ask for?**

A: If you're not sure what to ask for, you have two options: A. Describe the effect you'd like to create; or--B. Ask your lighting company for its suggestions.

- A. If you describe the effect you'd like to create, your lighting company should be able to respond with a proposal that outlines exactly what fixtures, equipment and labor will be required to achieve your goal.



You may want to take a look at your lighting company's portfolio and use examples of their work as a starting-point for effects that you might want to duplicate for your project.

- B. If you ask your lighting company for suggestions, it should respond with one or two creative suggestions of effects that will enhance the event experience. You can select the solution you prefer and from there, the lighting company can develop a full proposal.

***Q: When I'm planning to light a fabric component, does it matter what type of fabric my exhibit designer uses?***

A: When it comes to creating effects with lighting, not all fabrics are created equal. Some fabrics capture light and hold it, while others reflect the light or allow it to pass through. Therefore it is of vital importance to know what you are trying to accomplish and to communicate this information with your fabric structure supplier so he can spec the right fabric for your application. For instance:

- On translucent and mesh fabrics, the loose weave allows projections to go right through the material. This makes a great medium for creating a special effect or mood, but might not be the best choice if you want people to be able to read or understand what you are projecting. Mesh also allows light to shine through onto other components, so you have to be aware what else you may be inadvertently lighting.
- Opaque fabrics won't work for rear projections, as the light doesn't project through. However, opacity is an advantage when you are creating a front projection and the reverse side of the fabric is exposed.
- Many fabric elements are fabricated pillowcase-style—with two layers of fabric. This opens up the opportunity to use two different fabrics. For instance, if you are projecting something on the front surface, you can use opaque fabric on the rear so the projection won't show through.
- Another option is to layer fabrics with different characteristics to create unique effects. For instance, placing a reflective fabric behind a sheer fabric can create the illusion that an image screened on the sheer layer is floating in space.

One final note. The best way to make sure you get what you want is to send a swatch of your fabric to your lighting company and ask them to set up a test. "We enjoy having the opportunity to try new methods and put our ideas to the test," says Lawrence Oberman, Lighting Design Director. "It is nice for us, as well as our client, to have peace of mind knowing that we have put the fabric and lighting to the test well before we arrive on the show-floor for installation."