

# YOUR LIGHTING DEPARTMENT



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



## One "HELI" of a Great Show

The full breadth of Exhibit Lighting Group's capabilities were put to use in February, as we provided lighting, planning, management, and technical production services for four exhibits and one gala event during HELI-EXPO in Anaheim.



For **Sikorsky**, we worked closely with designer McMillan Group, fabricator Taylor Group, and contractor GES to streamline onsite operations and budget. The high level of organization that was achieved prior to move-in was key to meeting installation objectives for this double-deck, extremely ambitious exhibit (100' x 225') which included complex architecture and lots of compound angles. By the time we were done, roughly 300 conventional fixtures, 100 intelligent fixtures, 130 LED fixtures and an extraordinary amount of truss were installed. We achieved the designer's vision of how the exhibit would be illuminated, including four large helicopters.



**Bell Helicopter** took a new approach with its' 100' x 150' exhibit space this year, illustrating its *Bell For Life* theme by integrating its strategic partners into the exhibit. By promoting a strong overall Bell brand image throughout, the lighting design reinforced the message that Bell and its partners serve helicopter owners from acquisition through the life of the craft. At the same time, we left room for each strategic partner to demonstrate a little individuality within the consistent framework we established for Bell.

In the **Eurocopter** exhibit, white light embellished an elegant ambiance while intelligent fixtures contributed animation and motion to an angled white fabric ceiling piece. For **AugustaWestland**, our focus was on the product and delivering a crisp, clean environment while accenting the company's fire engine-red signage.

The **Sikorsky** evening event, held at the Anaheim Convention Center, included bars, buffets, dancing to a cover band, indoor pyrotechnics and a live performance by the Commodores. Exhibit Lighting Group provided staging, audio, and complete lighting and technical service for the event.

Pre-event planning ensured the success of this event. Facility bookings limited move-in and set-up to the 12-hours before the event, however a succinct plan and schedule ensured that the 1,500 feet of truss, staging, several hundred lighting fixtures, and décor were all installed in time. In addition, Exhibit Lighting Group made special arrangements to pre-install many of the hanging elements three days before the event. Thanks to this proactive step, 75% of the lighting was in place prior to the official move-in.

## Help Is Here. Just ask Your Lighting Department

In today's economy, many companies are scaling back their work forces. This means that there are fewer people on the team than before—and those few are responsible for more work than ever.

Exhibit Lighting Group's new tag line, *Your Lighting Department*, reflects our aim to help you thrive in these tough times. When you hire us, you get a partner. Think of us as your internal lighting department, then use us to collaborate on projects—not to mention taking care of details and doing legwork on your behalf.

Working with us is like having a lighting department down the hall. It is our goal to make you more productive and profitable. We fill in the blanks, add new expertise, and are always available to answer your questions. We go through every hoop necessary to make sure both you and your client get everything you need.

The level of planning and management we deliver pre-event is key to our success. Better planning increases organization—which enables us to increase efficiencies and pass on savings.

You must be thinking, “how much does all of this cost?” The answer is, nothing! Your Lighting Department is right there with you—doing what you need to help with the success of your projects. We’ll give you all the free advise you can handle.

So the next time you’re wondering how a design could be enhanced with a little lighting—or how to create a particular effect—reach out to us. We’re Your Lighting Department and it’s our job to help.

## Your Lighting Department Orientation Program

So how can you utilize Exhibit Lighting Group to become more productive and profitable?

As Your Lighting Company, we feel it’s our responsibility to help you to take full advantage of what we have to offer. So we’ve established a new orientation program to train your team.

We’ll visit your office and meet with designers, project managers, account managers, the sales team, estimators and other stakeholders. This is *not* a dog and pony show—the session is focused on the most efficient and effective way to work with us and how we can add value to you and your projects. You’ll walk away understanding how you can be more time and cost efficient—which will, in turn, help you become even more competitive in the marketplace.

Schedule a Your Lighting Department Orientation Program at your office by emailing Jeff Rudner at [jeff@exhibitlightinggroup.com](mailto:jeff@exhibitlightinggroup.com).

## Do The Math: 15%-20% Savings



### Let's do the math...

Visit Exhibit Lighting Group at booth #310. Plug your answers into our Productivity Calculator and receive your free Production Productivity Kit.

#### Thinking about your lighting and technical needs:

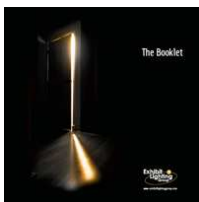
Do you manage lighting inhouse?	Yes	No
Do you manage technical production inhouse?	Yes	No
Number of tradeshow per year 20x20 or larger	_____	
Average size of booth over 20x20	_____	
Number of conference days per year with general sessions	_____	
Number of experiential marketing tour days per year	_____	

**YOUR LIGHTING DEPARTMENT**

Visit [www.yourlightingdepartment.com](http://www.yourlightingdepartment.com)

Exhibit Lighting Group’s business model, wealth of services, and level of coordination makes us more cost efficient than our competitors, which means that you save time and \$\$\$\$. In fact, we are confident that we can save you as much as 20% on theatrical lighting and technical production costs **right now**. Call Jeff Rudner at 818-710-8152 to learn more.

## Introducing New Tools via our 2009 Literature Program



We’re continuing our tradition of excellence in education programs through our new literature resource offerings.

eBooks—We’ve created a series of four electronic books that together, create a valuable learning resource. Inside, you’ll find a planning guide, photos of projects to stimulate your imagination, case studies, descriptions of lighting products, and more.

[Download from our Learning Center](#)

The Booklet—Part brochure and part how-to manual, this printed document will give you the basics of what we do and who we do it for.

Company DVD—Our 2009 DVD is divided into six chapters: a corporate video, videos of four different events, and information on our other learning tools. To order, call 1- 877-703-0731

## Exhibit Lighting Group Lights Ex-Awards



As the lighting partner for the Ex Awards at the Event Marketing Summit in Chicago, Exhibit Lighting Group transformed both the stage and the environment from a typical hotel ball room to an exceptional experience worthy of this virtual “who’s who” in event marketing.

Exhibit Lighting Group used a myriad of old and new technology that combined to create the feeling that the event was enveloping the audience. “The use of projections on the stage [courtesy of Creative Technology] complimented projections throughout the audience,” says Jeff Rudner, president of Exhibit Lighting Group.

Rudner also participated in a panel session the next day where he shared a behind-the-scenes look at the techniques and technology behind the event.

## Recent Projects:

### *Where we’ve been:*

Our most recent projects include:

Shure & Cnet — CES, Las Vegas

JDA — NRF, New York

Generac & Owens Corning — IBS, Las Vegas

J&L Marketing — NADA, New Orleans

Victaulic — AHR, Chicago

Colgate — Yankee Dental, Boston

Chicago Dental and Hinman Dental, Atlanta

Academy Awards Governors Ball, Hollywood

Quickstep — Surfaces, Las Vegas

Bridgestone — the Chicago Auto Show

Boehringer Ingelheim — ASA, San Diego

ACC in Orlando and ACOG, Chicago

Bell Helicopter, Sikorsky, Eurocopter & Agusta Westland — HeliExpo, Anaheim

Merz — AAD, San Francisco

Skyline, Exhibitgroup Giltspur & Derse Exhibits — Exhibitor, Las Vegas;

Discovery Channel – NCTA, Washington, DC;

Starkey — AAA, Dallas

ICW — HIMSS, Chicago

American Medical Association & Allergan – AUA, Chicago

Toto — KBIS, Atlanta.

Exhibit Lighting Group also provided services for a host of corporate meetings and general sessions.

### **What’s Next?**

Six-city tour for Jaguar; EBACE in Geneva, Switzerland; ATS, San Diego; Interop Las Vegas; E3, Los Angeles; Licensing, Las Vegas; ADA, New Orleans; AAPG, Denver; SEIA, Philadelphia; Infocomm, Orlando; NPE, Chicago; DIA, San Diego; ISTH in Boston; Semicon West in San Francisco; WSA in Las Vegas; and more.

If you’ll be at any of these shows, let us know. We’d love you to stop by and chat.

## Looking to do more with less?



In our white paper, “Stretch the Lighting Budget,” you’ll learn how to economize without comprising.

[Visit our Learning Center to download a copy.](#)

## Ask the Lighting Guy



*Q: My client wants to want to make a big wow but her budget is limited. What do you suggest?*

*A: In cases like this, we apply what we call the Old Dogs, New Tricks approach. What that means is that when a client wants the universe, but can only budget for the moon, we sometimes utilize older technology (typically less money) in a new and innovative way.*

For instance, LED screens are new technology and plasma screens are old. But by integrating plasma screens into your environment or arranging them in a random pattern—and using multi-media programming to jump content from screen-to-screen—you can create something that is totally new to the audience. In the end, you will have achieved your goal of catching and holding the audience's attention—and spent less money in the process.

Thank you to our readers who have been e-mailing their questions to the Lighting Guy. We are striving to answer as many as we can in our Newsletters—or will respond directly to you. If you have a question for the Lighting Guy, e-mail it to: [LightingGuy@ExhibitLightingGroup.com](mailto:LightingGuy@ExhibitLightingGroup.com).