

LIGHTING THE WAY

NEWS & HAPPENINGS FROM

:: SPRING 07



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Exhibit Lighting Group has published its first white paper, "Lighting the Way—Insights and Ideas for Event and Exhibit Lighting." Written specifically for exhibit and event marketers and designers, the paper is filled with practical tips and information.

FEATURES INCLUDE:

- **Layers of Light: Prioritizing Your Lighting Budget.** This article provides criteria for deciding how to prioritize your lighting budget based on where lighting will make the biggest impact.
- **The Right Light—Creating an Effective Lighting Plan.** A discussion of how specific factors—such as objective of the environment, characteristics of the finish materials, position within the environment and venue—affect your lighting plan and design.
- **One Minute Lighting Check-Up.** Evaluate the effectiveness of your lighting package by evaluating nine attributes.
- **Getting Started: Holding a Productive Launch Meeting.** Learn a process which will ensure that your project starts off on the right foot.
- **Case Studies.** The stories behind the successful lighting strategies for two exhibits and two events.



To request a copy of "Lighting the Way—Insights and Ideas for Event and Exhibit Lighting" visit our web site: www.exhibitlightinggroup.com.

NEW PROJECT SPOTLIGHT

BUSY SPRING

The Exhibit Lighting Group team had a busy spring providing the lighting for a variety of projects at ASCO in Chicago, AAA in Denver, BIO in Boston, NCTA, NAB, ONS and KBIS in Las Vegas, AAO in Seattle, and more. We just completed multiple projects at AUA in Anaheim and are preparing for the Honeywell User's Group conference. We are looking forward to servicing multiple projects at the E3 Media and Business Summit in Santa Monica this July—including the lighting for the general conference.

HOLLYWOOD PREMIERE

Exhibit Lighting Group went Hollywood in May as it provided the lighting and technical services for the World Premiere of MGM's new movie: "Mr. Brooks"—starring Kevin Costner and Demi Moore.

To ensure a perfect evening, Exhibit Lighting Group applied its expertise to multiple aspects of the event. We planned, ordered and oversaw Los Angeles city services, lighting, permits, power, technical and design services for both the red carpet and the party following the screening of the movie at Grauman's Chinese Theatre. Pulling it off required obtaining permits to shut down parts of Hollywood Boulevard, obtaining street use permits, and hiring the necessary police and fire safety officials.

A key component of the Premiere was the 400-foot red carpet walk and adjacent press pen—which had to accommodate photo journalists, paparazzi, TV crews and reporters representing almost 100 different media outlets. This area required a bright field of even lighting to facilitate video and still photography.

After the screening, 750 guests attended the after-party which reiterated the movie theme in an unusual way. Because the title character, Mr. Brooks, is a serial killer, Exhibit Lighting Group created custom gobos of thumb prints—which were projected on the floor in bright bloody red. "It was an unusual break-up pattern, but entirely suited to the movie," says Mike Maldonado, Account Executive for Exhibit Lighting Group.



ASK THE LIGHTING GUY

Q: I've heard that LED lighting requires less power than traditional lighting and is thus more environmentally friendly. Is it possible to light an exhibit entirely with LED lighting?

A: Unfortunately, you can't light an entire exhibit with just LED lighting—yet. The reason for this is that the current LED fixtures don't function the way halogen or tungsten fixtures do when the objective is to highlight things like logos and product displays. The main issue is brightness—LED lighting can't be used for spot-type applications because the light isn't bright enough to overcome the ambient light in a convention hall. However—as LED technology develops, this is changing quickly, so stay tuned...

Q: Is there a way to reduce the drayage costs for my lighting equipment?

A: From a lighting standpoint—the lighting equipment itself will be dictated by what needs to be accomplished, so you can't necessarily reduce weight. However, there are three things you can control:

- 1. Facilitate easy handling.** You can eliminate surcharges for special handling by making sure everything the lighting company brings is crated and on wheels—even the truss.
- 2. Make it easy to unload the truck.** Don't stack cases on top of one another in the truck as this is often assessed with an additional fee by the general contractor. Exhibit Lighting Group deals with this by evaluating the cost of a second truck versus the extra drayage surcharge for unloading stacked crates. In many cases, the second truck is the most cost effective solution. To be sure, this must be calculated on a case-by-case basis (no pun intended!).
- 3. Work with the general contractor on your delivery schedule.** Schedule the truck with your lighting equipment to check-in early on the morning of your target delivery day—even if the target delivery time is later in the day. That way you avoid paying a fee for delivering off-target. And, if for some reason there is an open space at the dock, you can move your equipment in earlier and possibly reduce overtime labor hours.

If the target delivery date you are assigned for your lighting equipment doesn't work well with your schedule, you may want to inquire with the general contractor if a different delivery time is available. There is always the possibility that permission will be granted—enabling you to have the lighting delivered at a more opportune time without paying off-target penalties.

LIGHT IT RIGHT: GENERAL SESSIONS

Lighting—and serving as technical director—of a general session is part art and part science. "It's a delicate chemistry. You have to put the audience in the most appropriate environment to clearly understand the message or theme of the event. We do this by designing the best combination of lighting, audio, video and scenic elements," says Mike Janetzke, Exhibit Lighting Group Producer and Director of Project Management. "The challenge is that no two audiences are alike, so we always have to factor the specific demographic into the equation."

Exhibit Lighting Group can provide a full-service approach to technical direction and services for a general session. Some of the aspects we integrate to create a total environment are:

- Theatrical lighting design with lighting production (rentals, management, etc.)
- Audio and video system design with AV production (rentals, management, etc.)
- Rigging management
- Power and cable management
- Integration of LED, projection and other cutting-edge technologies
- Partnership with post-production companies for content creation and special effects
- Management all onsite operations and technical vendors (including scenic, etc.)

EXHIBIT LIGHTING GROUP SPEAKS AT EVENT DESIGN FORUM

Exhibit Lighting Group demonstrated its support of industry education by leading two sessions at the Event Design 2007 conference, held May 21-23 at The New School in New York.

"Lighting the Way: Best Practices in Lighting" brought designers up to date on the latest and greatest in lighting. Attendees left with a greater understanding of lighting options and insights into communicating more effectively with their lighting vendor.

"Lighting Trends: What We Were Thinking" was a special three-hour pre-conference session presented by Jeff Rudner, President and Lawrence Oberman, Lighting Design Director. This unusual session provided designers with an in-depth view of lighting from the lighting designer's and vendor's standpoint. "We gave attendees insights into how we think and how we make our decisions," says Rudner. "Everyone walked away with a more keen sense of what we do behind the scenes and the massive effort that we extend to assure the best possible lighting for all of our jobs."

The session followed the course of a sample lighting project—from the very first phone call from the customer to load-out. In the processes, attendees gained a better understanding of what the lighting company does and what information enables them to excel at their job.

The session was so well attended and received that plans are in the works to develop a traveling version of the presentation in partnership with Red7 Media, producer of Event Design Forum and publisher of Event Design Magazine.

MEET MIKE JANETZKE

Mike Janetzke has joined Exhibit Lighting Group as a Producer and its Director of Project Management. In this role, Mike will be contributing expertise in the areas of live event production, including conferences and general sessions.

Mike has 15-years experience, over which he has developed an expertise in live events. "An Event Producer utilizes four means to stimulate an audience: audio, visual, environmental (lighting and scenic) and intellectual (content and theme)," comments Janetzke. "What excites me is deciding how to best use these tools to reach each unique audience. In the end, what matters is the level of success in getting the information across to the audience."

Exhibit Lighting Group first got to know Mike when he was working with a large national AV company. "As Mike's vendor, we were always impressed by his expertise and project management capabilities. We consider ourselves very fortunate to have him as a member of our team and know our clients will benefit from his expertise," says Jeff Rudner.

