

# LIGHTING THE WAY

NEWS & HAPPENINGS FROM

:: WINTER 07



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## New Brochure On Its Way

Watch for our 2007 brochure, which debuted in early January. It has a variety of new photos, and is an excellent representation of the wide scope of exhibit, event and environmental projects we were honored to have worked on throughout the course of the past year.

Believe it or not, the hardest part of putting the brochure together was narrowing down the photos. "Our clients have given us so many great projects, it was truly difficult to choose which ones to use," commented Jeff Rudner, Exhibit Lighting Group President.

If you don't receive your copy by mid-February, please contact Exhibit Lighting Group at (818) 710-8152 or e-mail [info@exhibitlightinggroup.com](mailto:info@exhibitlightinggroup.com) and we'll be sure to send your copy right away!



## New Project Spotlight

### *In With the New*

It's going to be tough improving on the 271 projects that Exhibit Lighting Group provided services for last year—but we're certainly off to a great start. To date, we have provided theatrical lighting for a variety of projects at ProMat in Chicago, CES in Las Vegas, MacWorld in San Francisco, SHOT Show in Orlando, The Special Event in Los Angeles, Condex in Las Vegas, NAMM in Anaheim, and ATA in Atlanta.

### *Oscar-worthy Performance*

After the Oscars® are handed out at the 79<sup>th</sup> Annual Academy Awards® in Hollywood, the who's-who of Tinsel Town will head next door to the famous event post-party, the Governors Ball. And



this year, Exhibit Lighting Group will be there too.

We're very excited to have been awarded this prestigious job—where we will be providing the theatrical lighting design, rentals and services for this star-studded event. And while we're not allowed to share the theme, we can tell you that we're going to use over a half mile of truss and nearly 500 fixtures to create lighting and environmental effects that will totally transform the ballroom into an immersive environment that the attendees will never forget. Watch for photos in one of our next newsletters.

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## Ask the Lighting Guy

*Q: How do I get the information I need to order my show services?*

A: The best way to make sure you don't miss anything is to ask your lighting company to provide an itemized list. At Exhibit Lighting Group, we include this information as a regular part of our proposals. Our list of estimated show services includes everything that our clients need to order to support the proposed lighting package. This includes (but is not limited to) power, labor, lifts and estimated drayage.

*Q. How do I communicate the value of lighting to my customer when we present our design proposal?*

A: To fully understand your creative vision, your client must understand the importance of the lighting package in achieving that vision. Exhibit Lighting Group helps by arming you with a written proposal that describes the lighting package and its effect in vivid detail. For jobs that are very large, detailed or complicated, we are happy to attend the presentation with you—sharing our expertise at no extra charge.

*Do you have a question for the Lighting Guy? If you do, send it via e-mail to [lightingguy@exhibitlightinggroup.com](mailto:lightingguy@exhibitlightinggroup.com).*

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## Light It Right: Events

There is a lot to think about when you light an event. Getting it right requires working closely with your lighting company to make sure every detail has been identified and discussed.

“Exhibit Lighting Group assembles its proposals based on the drawings provided by its clients,” says Jeff Rudner. The renderings, floor plans and elevations are invaluable in understanding the space—as well as the look and feel you are trying to achieve. However, when producing events such as opening night parties and keynote sessions, there are often details that aren't represented on the conceptual drawings. These items can't be overlooked, as they are key factors in determining lighting and power requirements.



In order to receive as thorough a proposal as possible, you will need to identify and elaborate on anything and everything in the environment which will require lighting or power. These sometimes-missed items include:

- Off stage and front-of-house mix-positions
  - AV equipment
  - Location of bars and buffets and whether they will need power or lighting
  - Cappuccino machines (these typically need 30-amp power rather than the typical 20-amps, so it expedites matters to know about them ahead of time)
  - Locations of computers or interactive kiosks
  - Power requirements for the band or entertainment
- Identifying all of these details ensures a well-planned, well-executed on-site experience—and can save thousands of dollars. Rudner comments, “The more we know up front, the more efficient we can be on our client’s behalf.”

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## See You at EXHIBITOR2007:

Once again, Exhibit Lighting Group will be well represented at EXHIBITOR2007. We hope you’ll come by our exhibit to see what’s new. We are honored to report that in addition to our own exhibit, we have been asked to continue to light many of our client’s exhibits at the show.

This year, we’ll be teaching two courses. Jeff Rudner will be reprising his popular session on the basics, “Theatrical Lighting: A Beginner’s Course.” Jeff will also be presenting an intermediate course: “Theatrical Lighting: Beyond the Basics,” with Exhibit Lighting Group’s Lighting Design Director, Lawrence Oberman. Fondly referred to as the “Odd Couple,” Jeff and Larry are certainly both entertaining and educational as they share their insight and many years of experience with those in attendance.

- Exhibit Lighting Group will be at booth #1349
- “Theatrical Lighting: A Beginner’s Course” will be presented Wednesday, March 28 at 10:00 a.m.
- “Theatrical Lighting: Beyond the Basics” will be presented Wednesday, March 28 at 3:45 p.m.

EXHIBITOR2007 will be held March 25-28 at the Mandalay Bay Convention Center in Las Vegas.