

LIGHTING THE WAY

NEWS & HAPPENINGS FROM

:: WINTER 08



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News Flash: Webinar Series Announced

Exhibit Lighting Group is pleased to announce its "Webinar" series: *Best Practices in Theatrical Lighting*. The first Webinar will be available for download from the Exhibit Lighting Group web-site (www.ExhibitLightingGroup.com) in mid-March, with seven additional chapters available through the remainder of 2008.

Topics will include:

- Everything you Want to Know About LEDs
- Being Intelligent About Intelligent Lighting
- The Ups and Downs of Truss & Rigging
- Taking the Mystery Out of Gobos

The Webinars will consist of video clips from job sites and presentations, as well as data, photographs and additional video footage provided by equipment manufacturers and guest speakers.

Watch for a news release and e-mail blast in mid-January announcing the topics and release dates for this eight-part series. For more information, or to suggest a topic, send an e-mail to:

LightingGuy@ExhibitLightingGroup.com.



Turnkey Tech Production and Management Solutions

A growing number of exhibit and event designers and fabricators are turning to Exhibit Lighting Group to provide turnkey tech production and management solutions. This service combines all of Exhibit Lighting Group's areas of expertise—lighting, AV, technical production and technical management—in a one-source, single-contact package.



Exhibit Lighting Group launched this service since many of our clients' customers—the corporate marketers—have been asking for single source solutions. Delivering this service often means bringing in a few trusted suppliers to take care of the specialty elements of the project. By entrusting the technical management to Exhibit Lighting Group, our clients can deliver the turnkey package their customers are requesting—knowing that the multiple technical facets of their project will be handled with Exhibit Lighting Group's high level of professional service and expertise.

Mike Janetzke, General Manager of Exhibit Lighting Group, says having all aspects of technical supervision handled by one of Exhibit Lighting Group's skilled managers or producers has definite advantages. "Our clients receive our expert onsite supervision and implementation, as well as the upfront investment in proactive planning and timeline creation to ensure that all contractors are on the same page and everything goes smoothly onsite," says Janetzke.

Recent Projects

Fabulous Fall

Fall is always a busy time for tradeshow and event marketers, and 2007 year was no exception. The corporate meetings and events side of the company completed jobs for [Epicor](#), [NARIET](#), [SIOR](#), [Yahoo](#), Wellpoint, the Pasadena Tournament of Roses and the Rose Bowl. (Read more about [Epicor](#), [NARIET](#), [SIOR](#) and [Yahoo](#) in our Corporate Events Spotlight [below](#).)

On the tradeshow front, we worked with Spyker at the Los Angeles Auto Show; Boehringer Ingelheim at AHA in Orlando; Plantronics at NAR in Las Vegas; Colgate at GNY in New York; and Fujifilm and Medrad at RSNA in Chicago. We also started a multi-city exhibition tour for Lexus.

2008 Starts With a Bang

The New Year has shaped-up with a tremendous start. Our upcoming tradeshow projects include multiple exhibits at Yankee Dental in Boston, CDA in Chicago, CES in Las Vegas, NAMM in Anaheim, World of Concrete in Las Vegas, SIA in Las Vegas, and IBS in Orlando. From there, it's on to the SHOT Show in Las Vegas; HeliExpo in Houston; and finally back to Las Vegas for ConExpo.

On the special events front, we'll be providing services for the Academy Awards Governors Ball (again) and continuing the Lexus tour.

Watch for Exhibit Lighting Group at EXHIBITOR 2008 show at the Mandalay Bay Convention Center in Las Vegas, March 10-12. Stop by and see us at booth #827.



Corporate Events Project Spotlight

Exhibit Lighting Group is helping clients make their corporate meetings and events unique and memorable. From corporate shows, meetings and keynotes to parties and special events, we have been designing and managing lighting, AV, logistics and all other aspects involved with producing these critical customer experiences.

For **Epicor's** annual meeting at the Walt Disney World Swan and Dolphin Resort, Exhibit Lighting Group managed lighting, scenic, staging and technical aspects for a general session for 2,000 people. Finalizing the theme, design and program format required close collaboration with our client. Having Mickey Mouse on stage to introduce Epicor's CEO required close coordination with Disney.

The final result was a 15' x 60' panoramic cyclorama that delivered a mixture of giant images, blended images, and PowerPoint slides with supporting imagery. To add dimension and texture—as well as color and mood changes—we integrated illuminated fabric elements at key locations on the stage.

In addition to the general session at the **NAREIT** (National Association of Real Estate Investment Trusts) meeting, Exhibit Lighting Group handled lighting and power for the cocktail reception. Back-to-back bookings at the Waldorf Astoria where the event was held—including a scheduled appearance by Secretary of State Condoleezza Rice—mandated an efficient on-site schedule and that the event removal take place in a two-hour time frame while the Secret Service swept the facility.

At a second event for NAREIT in November there was a little more time, which allowed us to dress the general session stage with a fiber optic drape. This created the illusion that stars were floating in the air surrounding the projection screen. For the cocktail event, we integrated several 16' high inflatable cones, internally illuminated with LED lights, to affect color and mood.

When we were challenged with just a three-hour turnaround to light and power the cocktail reception at the **SIOR** (Society of Industrial and Office Realtors) annual meeting, we looked above for inspiration—and used LED and break-up patterns projected off of the ceiling to enliven the event.

From there, things got hot as we designed and implemented a Fire and Ice theme for **Yahoo's** 2,100-guest holiday party—complete with exterior façade, interior walls and ceiling which all looked like they were on fire.

As guests at the **Huntington Memorial Hospital** holiday fundraiser looked down from the fifth floor, they saw what appeared to be a giant gift-wrapped package. It was a super-sized ribbon we projected onto the hospitality tent. Inside, guests enjoyed the elegant lighting and a montage of video projections while they dined the night away.



Customer Seminar Program Expands

The Exhibit Lighting Group seminar program continues to grow. In December, we utilized WebX to deliver a seminar on lighting best practices and trends to the multiple locations of a large exhibit house. Earlier in the fall, we did an in-person session—complete with equipment demonstrations—in conjunction with another exhibit designer/fabricator's annual designer conference.

Every seminar is tailored in terms of location, delivery, technology and content. If you would like us to create a seminar for your team, please contact Jeff Rudner at: jeff@exhibitlightinggroup.com.

New Seminar: AV and Lighting for General Sessions

Exhibit Lighting Group is creating a new seminar on lighting and AV for general sessions, but we need your input. Please email Jeff Rudner (jeff@exhibitlightinggroup.com) and tell us know what aspects of general session lighting, AV and production you'd like to learn about.

Post-Show Survey Launched

Exhibit Lighting Group is reaching out to clients for feedback. In our continuous effort to improve the quality of our service, we have implemented a new online post-show survey.

At the completion of every event, clients will receive an email with a link to the online survey. The survey takes just a minute to fill out and provides us with valuable feedback on our performance.

Ask the Lighting Guy

Q: *How do we go about selecting a projected pattern or texture?*

A: There are literally thousands of off-the-shelf patterns—as well as the option of creating something custom—so there is a lot to choose from. One of the ways to make this easier is to visit our web site and see if there is anything you like. If something is a match or close, you can tell us which project you like and how you'd like it adapted—such as with a courser texture or a tonally change.

Another method is to describe the type of pattern, mood and tone you are trying to achieve and let us put something together for you. The more specific you are in your description, the better. For instance, in addition to saying you'd like the look of light shining through leaves, take it a step further and tell us if you want it to resemble a forest—or a jungle.

From there, we can create a mock-up, take photos and email them to you for review. Even better, we can often do the mock-up in person and bring



our lead person—which is a win-win situation. We get the opportunity to meet with you and get to know the exhibit properties while you get the opportunity to see exactly what we are suggesting.

Q: *What's the coolest new thing out there?*

A: Currently we're seeing upgrades and enhancements in hardware—such as new and brighter LED fixtures. But right now the big news isn't hardware, its software.

New products are emerging that enable companies to take banks of plasma monitors, large format displays or multiple projection screens and seamlessly mesh multiple inputs and types of sources in highly sophisticated ways. This enhanced programming capability has upped the ante on content production—marrying video, slides, audio and live talent together like never before. An example of this is the Epicor project described in the [Corporate Events Project Spotlight](#) section of this newsletter.

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 directly to you. If you have a question for the Lighting Guy, e-mail it to: LightingGuy@ExhibitLightingGroup.com.



Spyker



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