

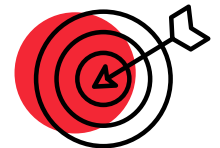
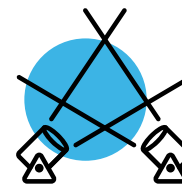


event logistics, inc.

CASE STUDIES

CASE STUDY GUIDE BOOK:

- Strategic Meetings Management
- Comprehensive Event Management
- Destination Management
- Sponsorship Development





event logistics, inc.

Event Logistics, Inc. is comprised of a talented group of seasoned professionals who understand that it's the collective, creative and supportive climate of teamwork that produce the best ideas. Our diverse backgrounds, in everything from manufacturing, to entertainment, to health care and technology have made us adept at tackling the individual needs of each client. The result? Dynamic, solutions-oriented programs designed to help businesses maximize and strengthen their overall marketing initiatives, sales objectives and image building campaigns.

The following Case Studies illustrate some of the steps and processes that the Event Logistics, Inc. team takes to develop and produce a meeting or event. We look forward to exploring opportunities and presenting ways to help you with your next event.

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NASHVILLE
SALUTES

— A —
CONGRESSIONAL
MEDAL of HONOR
FOUNDATION
Special Event

NASHVILLE * TENNESSEE



EVENT CASE STUDY

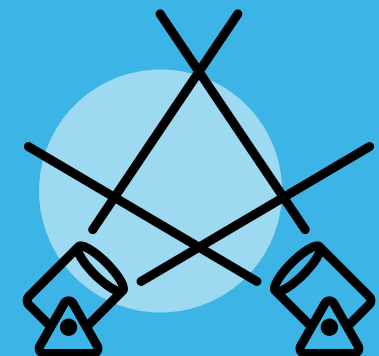
*Comprehensive
Event Management*

Services Provided:

- Sponsor Dinner & Event
- Advertising & Marketing
- Audio Visual Production
- Community Event-Parade
- Sponsorship Development
- Gala Dinner & Entertainment

*“Any nation that does not honor its
heroes will not long endure.”*

—Abraham Lincoln



PROJECT OBJECTIVE

Since 1994, Event Logistics, Inc. has grown and developed its relationships with clients across a wide array of corporations, associations, foundations and individuals in every possible industry sector.

We were approached by a Nashville based group of retired military and businessmen, who were inspired by an event they attended in Knoxville, TN. The Knoxville event, honoring many of our living Medal of Honor Recipients, sparked their competitive spirit. They believed the Nashville community would strongly support a similar program, and they set out to create and host “Nashville Salutes”.

For “Nashville Salutes” the objectives were to create a series of events in Nashville to honor the living Medal of Honor Recipients and to promote the Congressional Medal of Honor Foundations’ Character Development Program (CDP). The program is designed to teach students about the qualities embodied by the Medal of Honor

Given the success the prior year in Knoxville, the Nashville committee’s constant challenge to us was to exceed expectations and increase the ROI, ultimately funding the Character Development Program in schools across the state.

We had ten months to design, develop and implement the plan. Here are a few of the highlights from the week.



SATURDAY AUGUST 8TH 8:30^{AM}

**25 MEDAL OF HONOR RECIPIENTS
"HEROES HONORING HEROES" PARADE
LOWER BROADWAY, NASHVILLE**



Military Display 8:30am - 4:00pm
Vietnam 50th Anniversary Tribute at 11:30am

MOHNASHVILLE.COM

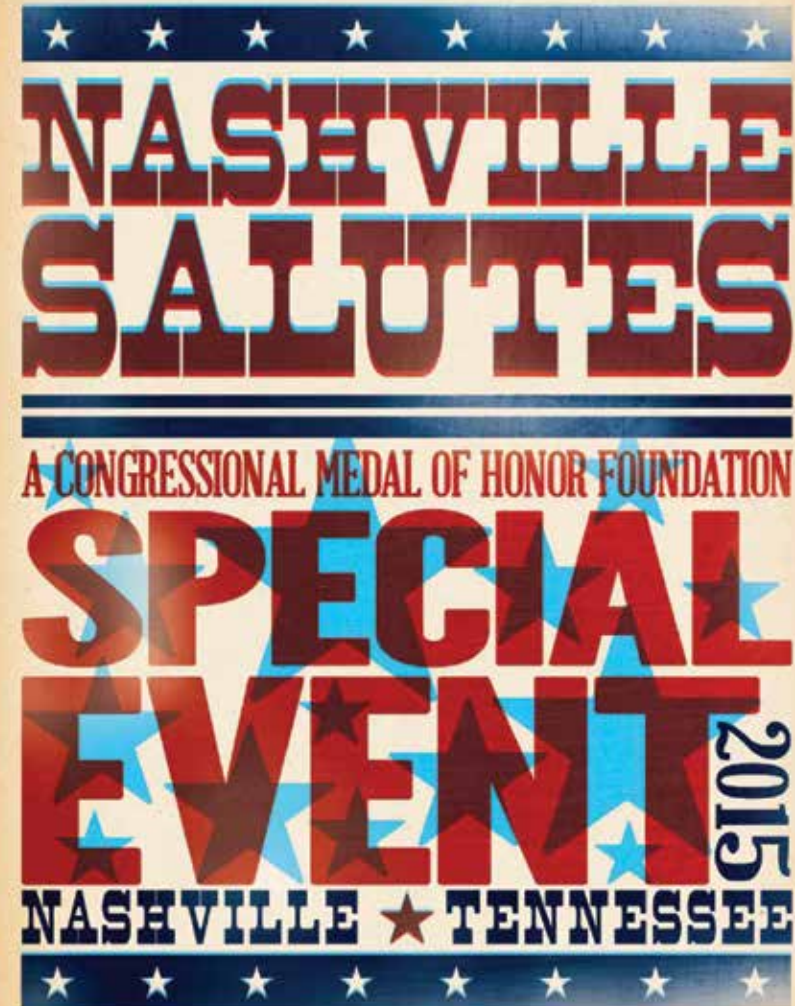


ADVERTISING & MARKETING



ADVERTISING & MARKETING:

Advertising was placed across multiple media channels, from television to radio, print to the internet and from billboards to street pole banners, covering local, regional and national markets. All marketing and design elements were created by our in-house creative team.



SPONSOR EVENT

SPONSOR EVENT:

Event Logistics, Inc. was tasked to find a venue to host the Medal of Honor Recipients and sponsors who had donated generously to the Character Development Program.

STATISTICS:

Event: Reception, Dinner and Entertainment

Attendees: 400

Venue: Grand Ole Opry and Studio A

HIGHLIGHTS:

What says Music City more than the world-famous Grand Ole Opry. The client wished to host a tribute to the Medal of Honor Recipients that would allow them to meet with the top sponsors for a night of entertainment. We devised a plan to work with the Grand Ole Opry to create a custom show for guests, as well as the public. Recipients and sponsors started the evening in Studio A with a Southern-themed menu and decor. The Recipients stood out in their matching shirts and medals. For the highlight of the evening, the Opry allowed for the first time in history to let a group of non-members onstage for a group portrait.



COMMUNITY EVENT - PARADE



COMMUNITY EVENT - PARADE:

Inspired by the significance of hosting the American heroes that are our Medal of Honor Recipients, the Event Logistics, Inc. team envisioned a full-blown parade as the best way to promote the CDP within the Middle Tennessee Community. Thus was born the 'Heroes Honoring Heroes' Parade that took place on a Saturday morning in August.

STATISTICS:

Event: 20 block long Parade down Broadway, Nashville's main downtown artery

Attendees: 10,000

Venue: Broadway

HIGHLIGHTS:

High school and military bands, local Boy and Girl Scout Troops, antique Military vehicles paraded down Broadway. The Middle Tennessee Antique Corvette Club drove each of the Medal of Honor Recipients to the parade's conclusion. The emcee announced them and gave a brief description of the action that caused the Medal of Honor to be bestowed upon them. Recipients then attended a Veteran's Appreciation Breakfast at the iconic Wildhorse Saloon where active duty servicemen and women and U.S. veteran's were able to meet and talk with the group. The community, meanwhile, had access to a block long display of military equipment, games, concessions, medical and community organization exhibits.

GALA FINALE:

To conclude the week long festivities, we were tasked to put together a Gala Finale to celebrate the CDP program and MOH Recipients. The Nashville Salutes Executive Committee wanted a unique event to say thank you to the community for their support, and one that the Medal of Honor Recipients would remember as a once-in-a-lifetime event.

STATISTICS:

Event: Gala Dinner

Attendees: 1,000

Venue: Nashville Music City Center

HIGHLIGHTS:

Event Logistics, Inc. planned the black tie event to begin with a red carpet walk between the headquarters hotel and nearby Music City Center. A full color guard from several branches of the U.S. Military stood at attention as the Medal of Honor Recipients and their guests were escorted across the carpet by military officers. Inside the ballroom, the client's 'Nashville Salutes' custom brand and identity were woven throughout the night's theme, collateral and content. Event Logistics, Inc. wrote a script that included Nashville leaders from the areas of education, politics (the former Governor and Mayor), business, sports, arts and entertainment to come up and share with the guests why "Nashville Salutes" the Recipients for their courage and their sacrifice. The night ended with a performance by a renowned local choir culminating with a headline performance by The Oak Ridge Boys.



GALA FINALE





CLIENT TESTIMONIAL

TESTIMONIAL:

“I am the Chairman of the Nashville Salutes Executive Committee. We submitted our RFP to five companies in September. After performing extensive due diligence, we hired Event Logistics, Inc. in November to plan, coordinate and execute "Nashville Salutes, A Tribute to Our Nation's Most Honored Heroes" for Nashville Salutes and the Congressional Medal of Honor Foundation, a non-profit organization based in Washington, DC.

Event Logistics, Inc. is a world class organization who exceeded all our requirements and expectations for the event. Their dedication, professionalism and vast experience provided the 28 Medal of Honor Recipients and the entire Middle Tennessee community with a once in a lifetime experience.

Event Logistics, Inc. gets my strongest endorsement and support.”

Dennis D. Cavin

Lieutenant General (R) Dennis D. Cavin, Chairman

EVENT CASE STUDY

Destination Management

Services Provided:

Venue Sourcing

Food & Beverage

Staffing & Security

Theme Development

Delivery & Installation

Audio Visual Production

Prop Design & Fabrication



NRA INDY₁₉



The Event Logistics, Inc. team was contracted by the National Rifle Association (NRA) to plan, produce and execute its annual donors event that is hosted in conjunction with their Annual Convention.

Each year the NRA Annual Convention is hosted in a different city, and this particular year the selected city was Indianapolis, Indiana. Event Logistics, Inc. developed a theme that complemented the city by proposing a “vintage Indy” racing theme, depicting race cars, advertising, art, and relics from the early days of the Indianapolis Motor Speedway.

With the approved theme in hand, Event Logistics, Inc. sourced authentic 1930’s Indy 500 race cars; had custom mechanics uniforms made for the staff; designed and printed over-sized graphics outlining historic races; created Ford and Chevrolet themed bars with custom neon signs; built memorable photo-ops for guests, and constructed racing themed food stations throughout the venue.

STATISTICS:

Event: NRA Donors Event

Attendees: 500+

Venue: The Pavilion at Pan Am Plaza



**PROJECT
OBJECTIVE**

NRA IN DY 19



CUSTOM
PHOTO-OP

From CONCEPT

to COMPLETION

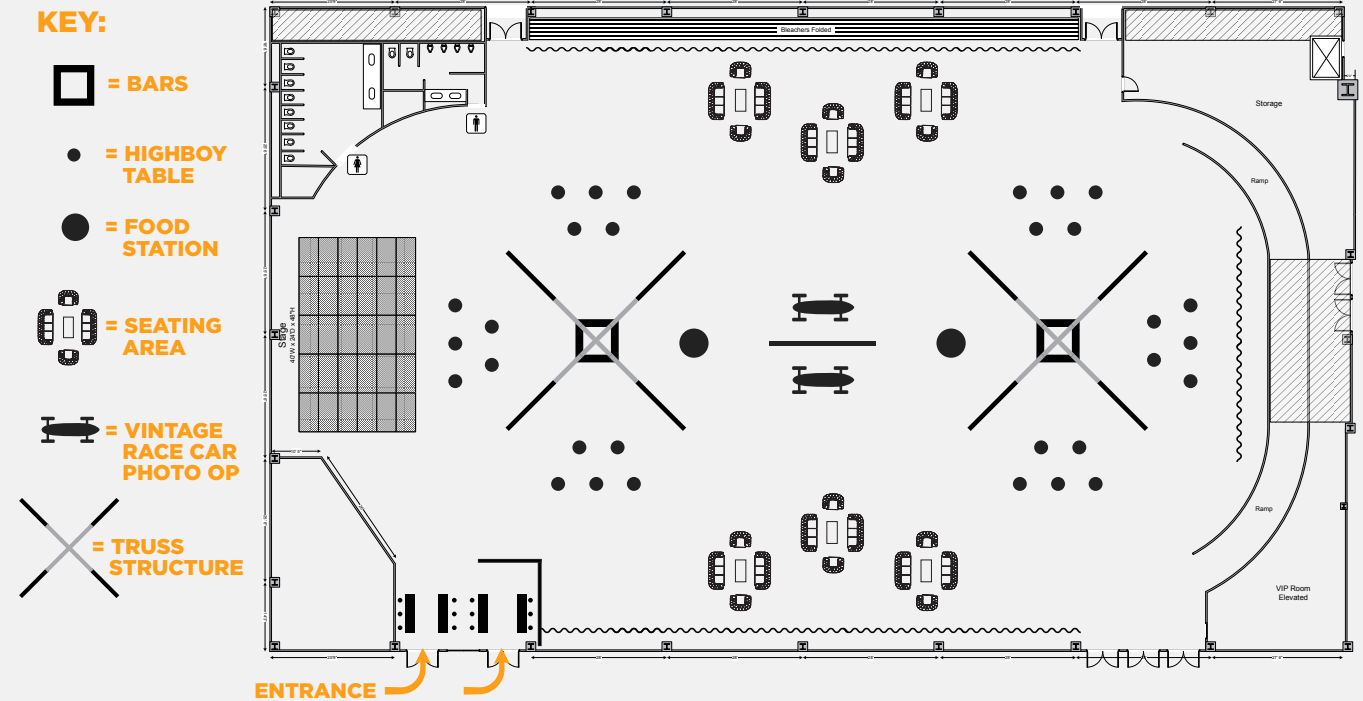


VENUE SOURCING

Event Logistics, Inc. chose a location that was central to the convention hall and attendee hotels, eliminating the need for additional transportation.

The Pavilion at Pan Am Plaza was selected for its cavernous space, thus providing a “blank canvas” that allowed the team to creatively transform the space into a memorable event experience. Event Logistics, Inc. developed an easy-to-navigate, crowd-friendly floor plan that featured themed bars and food stations, comfortable seating, display graphics, event lighting, and dynamic photo-ops to best accommodate the 500+ attendees.

Conceptual Rendering

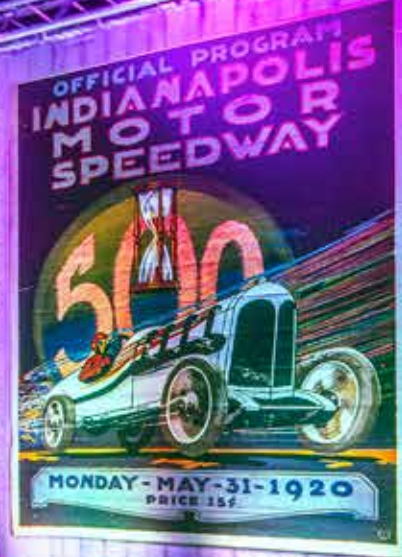




1920
8TH ANNUAL RACE



CHEVROLET





1920
8TH ANNUAL RACE



THE INDIANAPOLIS STAR
STON CHEVROLET
SPEED CLASSIC
IN LOCAL CAR





▲ Themed Food Station

Vintage Race Car Photo-Op ▶

Top Right: Custom Costumes





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