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editor's **letter**

Have you ever had an 'AH HA' moment? When an epiphany overcomes you and you just know... "THIS is it". This is the direction you need to go, even if you didn't know you were supposed to be changing direction. I had a moment like that about seven months ago, at a conference in Europe and it is the reason behind everything you will experience at CSE Live 2016 and the creation of CSE Media Group.

In 2015 we set out to put on our biggest show ever. The experience was eye opening and it left us wondering if all the effort towards grandeur was really what our audience wanted. Later on that year, we had the chance to be delegates at a massive, international conference. The scale of the event was insane, with eight different social events, multiple tracks of education and a floor that spanned categories A-Z. It was so big it was almost overwhelming, and that experience led us to our own little epiphany which turned out to be a pivotal moment in the direction of CSE. We realized that sometimes knowing who you are not, is as important as knowing who you are. And so... with a few tweaks and a slight "turn" we have reinvented our model and the way we service the special events market.

Our focus has shifted from big and expansive to niche and intimate; developing innovative events and boutique magazines that put greater emphasis on mobile connectivity, the contributions of our readers to the dialogue and the free flowing of ideas.

Immediately following CSE Live! we will be launching our three new brands: EventSpace Canada, EventTech Canada and EventDesign Canada. These 3 niche publications serve more contained segments of the industry allowing us to zero in on more valuable content and provide more focused experiences for our readers.

We are excited and driven by our renewed passion and can't wait for you to see all our new ideas. We hope you love them as much as we do.

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2015 Book Lover's Ball
Reception in the Atrium

building the GUEST *experience*

The Devil is in the Details...

Okay maybe using the phrase "The Devil is in the Details" is a bit extreme in the literal sense, however, creating a truly memorable guest experience is about the well thought-out, minute details and elements associated with every guest touch point. From the moment they learn about your event to their experience as they walk through the doors; to how you end the evening and the post event follow up, it is about taking your guests on a sensory journey that connects them to your cause, persuades them to support it and drives them to tell their friends, colleagues and family about it.

Organizers expend a lot of time and energy looking at ways to improve, refresh and enhance their existing events. Whether it is as simple as changing the venue or using new technology it can still be a daunting challenge. So where to start?

Start with the basics and conduct a comprehensive SWOT analysis. Compile your strengths, weaknesses, opportunities and threats, allowing you to obtain a full-circle perspective of where your event stands. This analysis will enable you to establish your goals and objectives.

It is important to do a periodic assessment by conducting an audit of your organization's capacity and unique assets. This includes listing your

potential celebrity and sponsor connections, key volunteers, expertise, internal assets like talent and how you present them in innovative ways e.g. musicians (TSO), designers (Design Exchange), singers (Canadian Opera Company) etc. Understanding your assets can provide you with creative ideas in terms of building your guest experience.

Next, conduct some research. Inspiration can come from anywhere...industry magazines, books, movies, blogs, music videos, award shows, concerts, competitors, conversations etc.

After completing your SWOT analysis, your capacity audit and conducting some preliminary research, you can brainstorm elements for the guest experience. Assemble what I call your "Imagineers" --people who are creative, knowledgeable, clear thinkers, self-confident, respect others and have the ability to think BIG. They could be members of your event team, committee/board members, creative thinkers from ad agencies, design firms, décor companies etc. Share the information you have compiled ahead of time and put together a loose agenda.

Create a spirited, enthusiastic and positive atmosphere, devoid of distracting elements. At the outset of the session, discuss the objectives of the

exercise and set the guidelines for success. Circulate a brainstorm worksheet that they can use to jot down ideas under appropriate headings

Begin the session by reviewing the organization's mission and event objectives and reinforcing that the event and its elements be on brand and support the organization's mission. You want to find ways through-out the evening to connect the guests to the cause.

Break-down the previous year's event and discuss what worked and what didn't. Look at the event in two critical ways. First, from the perspective of the guest's journey, step by step beginning with ideas around engaging the guest before they even arrive at the event, and then look at every guest touch point from the moment they walk in the door to the moment they leave and what happens once the event is over. Secondly, develop ideas by event element ensuring it will appeal to the audience e.g. wow moments, décor, entertainment, on-site fundraising, sponsor opportunities/ activations, celebrity involvement, technology, storytelling, ways to genuinely show appreciation for the guest's contributions etc.

At the end of your brainstorming, consolidate all the ideas and refine your list. Prepare a presentation that summarizes the guest experience to

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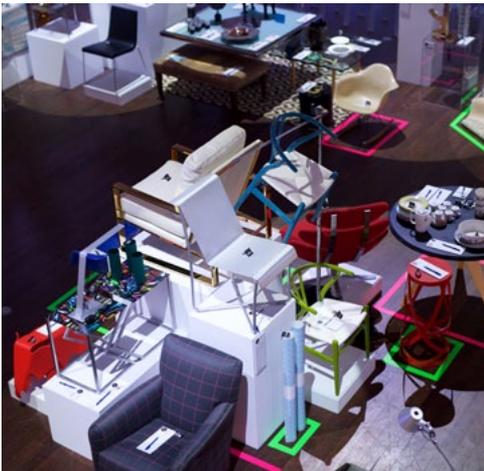


share with key stakeholders and obtain feedback. Ensure you include vision boards to help tell the story.

Below are a few examples of organizations with great events and/or elements that have hit the nail on the head in terms of being on brand and creating a fabulous guest experience.

THE DESIGN EXCHANGE

The Design Exchange is Canada's only museum dedicated exclusively to the pursuit of design excellence and preservation of design heritage. Each year they host three distinct events. What we love about them is not only are they on brand, but they utilize their resources and connections creatively and wisely to create wonderful guest experiences.



2015 DX Design Auction Display

The first one is Dinner by Design. This exclusive affair limited to just 150 attendees takes place at the museum. The event features 11 original dining experiences, created by top Canadian designers with styles ranging from contemporary, cutting-edge and modern to classic opulence. This event not only showcases the talents of Toronto's vibrant design community, but also involves a celebrated chef who prepares the dinner. They also have a cocktail preview the night before, where other guests can sip cocktails and enjoy delectable delights amidst the dining installations.

The DX Design Auction has 300 to 400 people in attendance who have the rare opportunity to purchase vintage pieces, donated objects from the personal collections of local and international

design stars and personalities, and limited edition items from world-renowned interior design brands. The event is paired with talks from acclaimed designers, food and drink.

Lastly, DX Intersection which was rebranded in 2012 (formerly called the Black and White Ball), is a special celebration to pay tribute to a Canadian individual or partnership that exemplifies creativity, outstanding talent and innovative vision. The guest experience is curated by a creative committee made up of members of the local design community. Last year, they honored George Yabu and Glenn Pushelberg of Yabu



PHOTO: Ryan Emberly

2015 Dinner by Design table design by The Design Agency

Pushelberg studios who oversee one of the most recognized design firms in the world. Guests had the opportunity to explore various rooms in the museum each with a different vibe and featuring a DJ, while they ate, drank and danced the night away. What I thought was very clever and made a lot of sense was involving the staff of Yabu Pushelberg in planning the tribute to George and Glenn.

THE CHILDREN'S AID FOUNDATION

The Children's Aid Foundation is dedicated to improving the lives of children and youth involved with the child welfare system. Their programs and services serve vulnerable children and youth across Canada. Their annual gala fundraiser, the Teddy Bear Affair, is widely recognized as one of Toronto's most highly anticipated black-tie galas.

In 2015, Andrea Weissman-Daniels was Honorary Co-Chair of the Teddy Bear Affair, along with her husband Mark Daniels. Andrea not only contributed generously by lending her name and providing financial support, she also shared her creative talents to design a beautiful entertainment segment that connected the guests back to the cause and its mission.



2015 Children's Aid Foundation's Teddy Bear Affair youth speaker

The Mantra of the Day was, "It's all about the children." And that was the litmus test for all creative decisions. They auditioned several former "youths in care" to see how comfortable they would be appearing before 1000 people and ultimately invited four of them to share their personal stories of their challenging and unique lives with their patrons. Without their voice, the theatrical elements would only be entertaining. They were determined to have the guests leave the event feeling moved beyond any expectations. The trick was to find a way to theatricalize their brave young people's stories in a way that would honour them but at the same time, meet the entertainment factor expected by their guests. They decided to create a performance piece that

PHOTO: Ryan Emberly



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would include a local, large youth choir as a way of offering not only visual support, but also, powerful uplifting energy to their “non-actors.” They positioned their four youths in the middle of the room on an elevated boxing ring style stage and had them rotate in a choreographed pattern throughout their lines so that they each were able to be seen by all the patrons. With the addition of large video screens, strategically placed for prime viewing, a small band for musical accompaniment, and lighting to spotlight the youth speaking, their guests could not help but be drawn into their message.

This was a big departure from previous years where the main entertainment was a hired act. The change paid off as the powerful and carefully crafted story telling segment resonated with the attendees and brought down the house.

TORONTO PUBLIC LIBRARY FOUNDATION

The vision of the Toronto Public Library Foundation is to build a city of life-long readers, learners and creators for a successful Toronto. The Book Lover’s Ball is the Foundation’s signa-

ture gala and the tenth anniversary in 2015 had several key objectives. These included: to raise significant unrestricted funds; to showcase the Toronto Reference Library and demonstrate the impact of donor support; to celebrate the 10th anniversary of the Ball and the Library’s milestone of 100 branches; and to connect guests with the cause, celebrity authors and shine the spotlight on books.

The organizers achieved these objectives by hosting the Ball for the first time ever in the revitalized Toronto Reference Library, allowing guests to dine in the stacks with one of 60 celebrated authors. Each dining area was themed by genre (fantasy, romance and mystery) and decorated accordingly. In addition, each dining area was hosted by a relevant literary character i.e. Peter Pan & Captain Hook, Romeo & Juliet and Sherlock Holmes & Dr. Watson.

The reception was hosted by renowned chef and cookbook author Jamie Kennedy. Following the dinner, at the After Dark party, the guests were encouraged to explore the library spaces which

had on-brand activations i.e. Celebrity Author Scrabble in the Meet-Up, Library Mystery Tour in the Special Collections Centre on the 5th floor, Prose Store in the Idea Garden where guests could commission a custom piece of poetry or sit for a literary portrait, and the Library Lounge where guests could enjoy a signature cocktail. Naughty Librarians pushed book carts throughout the library carrying mouth-watering desserts and late night bites. 100 Reasons to Give to the Foundation celebrated the 100 branches and were cleverly posted over the library’s usual stack signage for guests to browse. The evening’s main entertainment featured Broken Social Scene’s Jason Collett and surprise literary guests including some of the authors in attendance.

Building a memorable guest experience is a series of well thought-out elements beginning with engaging the guest before they even arrive at the event. The sum of the parts is greater than the whole! The devil is in the details.



2015 Book Lover’s Ball
Fantasy Dining Room

co-hosts for Mystery Dining Room |
Sherlock Holmes and Dr. Watson | ▶

Special thanks to:

Linton Carter, Chief Development Officer, Children’s Aid Foundation

Andrea Weissman-Daniels, Honorary Co-Chair, 2015 Teddy Bear Affair

Julie Flynn, Director, Development & Strategic Partnerships, Toronto Public Library Foundation

Sauna Levy, President & CEO, Design Exchange

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molecular Gastronomy

A kitchen that looks like a science lab complete with beakers full of liquid nitrogen, syringes and odd shaped tools right out of a 'Breaking Bad' scene may seem unappealing to some, but to others it's a revolutionary way of creating unique food experiences.



Molecular Gastronomy is the integration of science, flavor, passion and art. The term, originally coined in 1988 by Oxford Physicist Nicholas Kurti and French chemist Herve Thise, is used to describe a specific sub-section of food science that studies the physical and chemical transformations of ingredients that occur during the cooking process. Sounds about as exciting as a science exam but in the right hands, it can delight even the toughest critic.

A chocolate that oozes out smoke; mince pie sodas, a pork belly masquerading as French toast; a salad that looks like a bed of rice, orange infused snow that disappears into just an essence as it touches your tongue – that's what molecular gastronomy is all about. Thanks to unique ingredients and ingenious processes that go into the preparation, tables are taken over by drama, palettes are introduced to inspired fusions and the senses are overwhelmed. Food becomes integrated into the event in ways never imagined.



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foodart

Not everyone's a fan. Indeed many chefs shy away from terms they consider almost clinical. They prefer instead to describe themselves as "modernist cuisine specialists" or "experimental chefs" creating "avant-garde cuisine" but in the end it's the same thing. Driven by a desire to create new flavours, break new ground and create without the shackles of the traditional kitchen, today's forward thinking chefs are pushing the definition of food every day. The possible is only limited by imagination and inspiration

Serving sizes are small allowing for multi-course meals that tell a story - many chapters captivating the pallet like a delicious novel. This is not comfort food and it's definitely not your mother's kitchen. Creativity combined with a technical understanding of food, married to unique flavours are the rule.



Carrot Air
with Tagerine Granita

Raw Oysters

with vinegar and shallot
flavour beads



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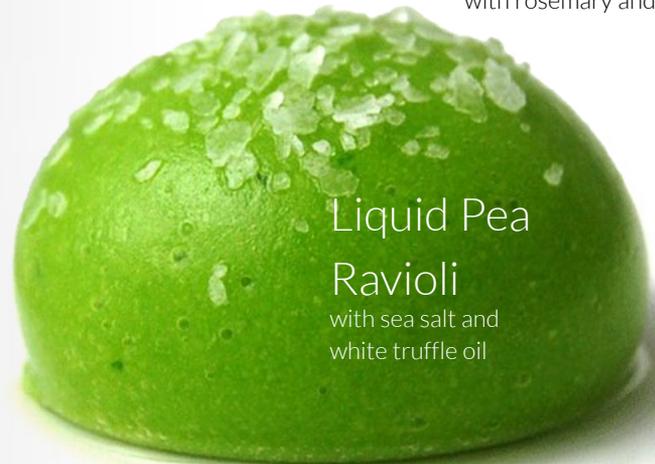
flavour beads. Try molecular gastronomy at home, even if you don't have a lab. Get them imported from France at christineletennier.com



Aperol & Scotch
Cocktail Gel
with rosemary and honey



Mango Coconut
Foam Soup
with red curry paste



Liquid Pea
Ravioli
with sea salt and
white truffle oil

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on Beverly Hills rooftop

olé is world's fastest growing music rights management company with offices in Nashville, Los Angeles, Santa Monica, New York City and London, England. Their head office is in Toronto, Canada. With previous Grammy Award wins including Taylor Swift's 'White Horse', Justin Timberlake's 'Suit and Tie' as well as Beyonce and Jay Z's 'Drunk in Love' it goes without saying that an invitation to one of their exclusive Grammy events is the golden ticket.



Inspired by a rustic garden party with a touch of flair, olé's event manager Nikki Northern, CMP turned Beverly Hills hotspot L'Ermitage's rooftop into an intimate, magical garden gathering with their closest friends and artists in the music industry. Guests arrived to a custom lit sprawling red carpet which lead them to the beginning of their evening to watch the sunset over the Los Angeles skyline while sipping Dom Perignon. Passed hors d'oeuvres flowed which included bacon wrapped dates & apricots, tuna tartare spoons with avocado mousse and mushroom crostini. Custom made BAR marquee lights lit up the reception area along with LED screens showing exclusive footage of olé's recent achievements with artists and a behind the scenes look of what's to come in the near future.

The dinner area was lined by shrubbery, 7' topiary trees, 8' hedges, lattice and the beautiful Beverly Hills as a backdrop. Vintage chandeliers hung for a warmer touch while rusted marquee 'O's lay upon centerpieces made up of over 3000 fresh roses total. Distressed edison tables with industrial steel legs were paired with a weathered oak cross back dining chair to compliment a vineyard feel. Tables were also lined with worn red votives of varying sizes.

Guests sat down to custom 'O' shaped menus with their names printed on the header which doubled as a place seating card. With one server for every two attendees, service was top notch as meals were all served/dropped at the same time. The culinary journey started with a dual plated cup of tomato soup with a salad made up of castel franco, Treviso, fennel, celery, sunchoke chips and lemon balsamic dressing. Guests were able to choose from one of three options for the following course which consisted of either a) Roasted Salmon with Salsify Roots, Freekeh Grain in a Red Wine Sauce, b) Pan Roasted Petite Filet Mignon with Vierge Sauce and Fingerling Potato or c) Butternut Squash Ravioli with Brown Butter, Sage, Maple Syrup and Parmesan Reggiano.

Produced by Nikki Northern, CMP

this collaboration included the following companies:

Décor and Lighting: Randy Fuhrman Events

Rentals: Town and Country

Video Production: Majik Videos

Photographer: TC Franklin Photography

Venue & Caterer: L'Ermitage Beverly Hills

Custom Menus: Paper & Poste

Performance: Haley Reinhart



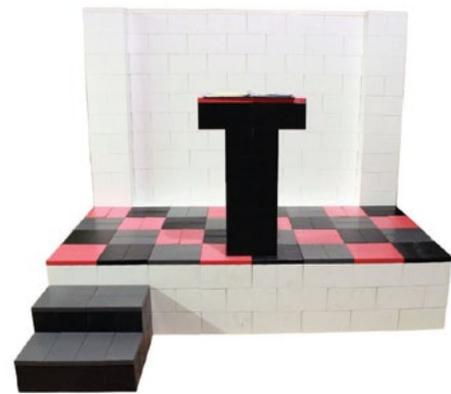
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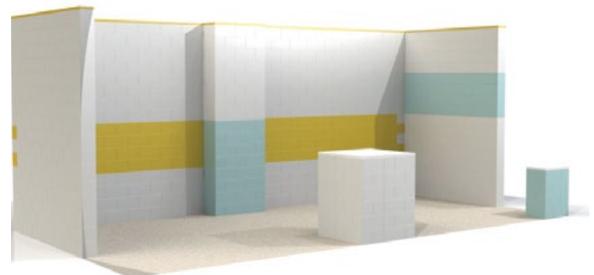
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A good night sleep is equals a good business model.

Google the most stressful careers and event planner will come up anywhere from 3rd to 8. Apparently the only jobs more stressful are those that where the chance of being killed is the stressor (Soldier, General, Airline Pilot, Fire Fighter). To be fair though, none of those people had to face an audience of 500 guests getting angrier by the minute while an A/V tech looks helplessly at a blank computer screen where your audio visual presentation should be.

Being the problem solver you are, you find a solution to the screen issue, just like you do every other time because that's what you do - you're an event professional and the show must go on. But eventually the wear and tear of the immediate pressure cookers will weaken you, your immune system and your ability to perform.

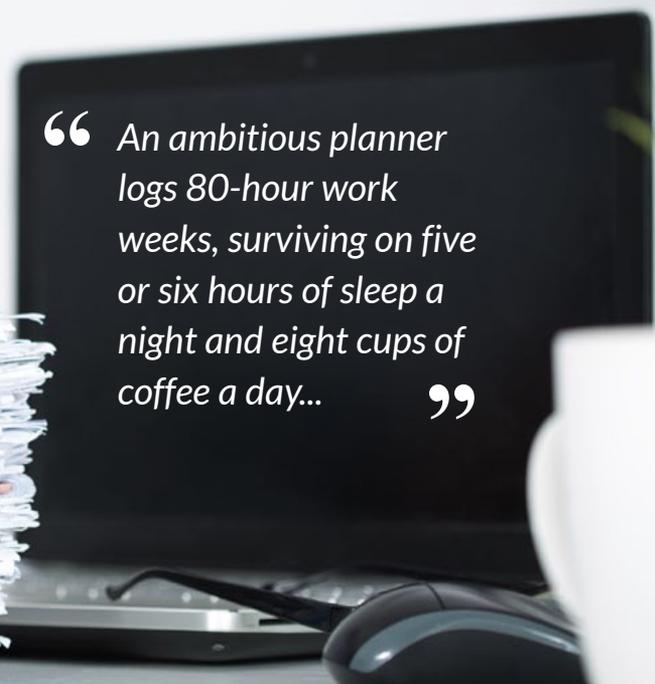
An ambitious planner logs 80-hour work weeks, surviving on five or six hours of sleep a night and eight cups of coffee (the world's second-most widely sold commodity, after oil) a day, but if you're not at your best, are you giving your clients the best experience?

If you're popping Ativan to get through the evenings and mainlining coffee to get through the days, then the answer is a resounding NO. Studies repeatedly show that if you're getting less than 7 hours a sleep a night on a consistent basis you're not performing at your peak and neither will your business.

Staying up all night, running for days during back to back shows, eating on the run and sacrificing sleep have serious side effects for you, your health and your business. They include:

- 1 Accidents :** The Exxon Valdes spill, Three Mile Island and Chernobyl all listed lack of sleep as a major contributor. OK, that might be a little dramatic but according to the National Highway Safety Administration 100,000 auto accidents and 1550 crash related deaths were the result of lack of sleep.
- 2 Dumbs you down :** Lack of sleep plays a critical role in thinking, learning and especially problem solving by messing with the cognitive process. It impairs your ability to think through challenges, find solutions, solve problems and effect the changes.
- 3 Kills your sex drive :** It's more than just being tired. Lack of sleep leads to lower levels of testosterone in men, the rise in stress related hormones in woman and a general sense of malaise. This translates into aggressiveness, lack of patience and well..... over-all cranky, which is not great for your staff or crew.

continued on next page



“ An ambitious planner logs 80-hour work weeks, surviving on five or six hours of sleep a night and eight cups of coffee a day... ”

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4 Depression: Studies repeatedly show that getting less than 6 hours of sleep a night leave you five times more susceptible to depression. Keep this up and it can lead to long term physical and emotional challenges

5 Premature aging: Most people have experienced sallow skin and puffy eyes after a few nights of missed sleep. But it turns out that chronic sleep loss can lead to lackluster skin, fine lines, and dark circles under the eyes. When you don't get enough sleep, your body releases more of the stress hormone cortisol. In excess amounts, cortisol can break down skin collagen, the protein that keeps skin smooth and elastic.

6 Poor Memory: When you need to remember all those little details your memory is going to let you down but it's not your brain's fault. Memories are transferred from one part of your brain to another while you sleep. If you're not getting a full night, that process becomes impaired and your memory falters when you need it the most

7 Weight Gain: Recent research has focused on the link between sleep and the peptides that regulate appetite. Ghrelin stimulates hunger and leptin signals sends a message to the brain and suppresses appetite. Shortened sleep time is associated with decreases in leptin and elevations in ghrelin. Not only does sleep loss appear to stimulate appetite. It also stimulates cravings for high-fat, high-carbohydrate foods.

Though there is no known substitute for sleep, there are a few strategies you can use to help sustain performance temporarily until you can get a good night's sleep. Obviously, executives can drink caffeine, which is the most widely used wake-promoting therapeutic in the world. Naps can be very effective at restoring performance, and if they are brief—less than a half hour—they will induce less grogginess upon awakening. Being in a novel or engaging circumstance will also help you stay alert. Exercise, standing in an upright position, and exposure to bright light are all very helpful. Human beings are amazingly sensitive to light.

When it comes to adequate sleep, it's much more personalized than previously thought. Some people feel great on five hours of rest, while others need ten. The best way to determine if you're getting the right amount, doctors say, is to find out how many hours of sleep you need to be able to wake up without an alarm and feel rested, refreshed, and energetic throughout the day.



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Toss 'em A PITCH they can hit

The market's more competitive than ever. To sell your ideas, your designs and your concepts, whether it's to your boss or your next mega client, you need to toss them a pitch they can hit. To get there, here are a couple of things to keep in mind.

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CORPORATE EVENTS • FUNDRAISERS • GALAS
PRODUCT LAUNCHES • TRADE SHOWS • CONFERENCES
MARKETING EVENTS • COCKTAIL RECEPTIONS

For Bookings: 647-218-0158

Know your client

You would not pitch a ball to your 8-year-old the same way you would to your 16-year-old who's just dying to hit one out of the park. The same holds true for the audience you're pitching your event idea to. Make sure your pitch reflects the personality of the client, brand or product.

Consider Your Opening Line

Unless you are genuinely funny – don't start with a joke. If it doesn't work you're left hanging there with nothing and it will throw you off the rest of the pitch. Ask a question, use a quotation or consider current affairs but stay away from any political, personal or religious comment. These things can often turn into conversations that can take up the entire pitch and cause the client to lose focus or worse, you insult the client.

Don't tell them who they are, they already know

Put some effort into the design of your handout and find a creative title rather than the name of the company and or client. They know their name. They don't need to see it in print. Make the print large enough to read at a glance, don't make it too copy heavy and make sure you've got some easily read bullet points. Lastly, don't knock down a forest. I can't tell you how many times I've leafed through presentations with only a few words on each page. Five persons around a table reading a 25 page powerpoint presentation that should take up five pages is annoying. It won't be well received and looks un-professional.

Give them a visual

We are all visual creatures and, while you may be able to visualize the way the mauve lighting affects the sheer white wall coverings you are hanging behind the podium, your client will need some help. Paint them the best picture you can and don't be afraid to bring in some props and or visuals to help. They'll appreciate it.

Be anecdotal

Throw in a couple of anecdotes on relevant events near the end. Draw lines of similarity between those events and the pitch to your current prospective clients. This will show off your experience and your problem solving, leaving them with an impression of someone that has proven himself or herself on the ground when it counts.

Finish with a question

Stay away from the dreaded "Do you have any questions" in your finish. Try instead, "is there anything else about the event you would like to know" This way you've steered them to a response – encouraging interaction rather than blank stares

Here's to a home run!



www.SentinelSecurityPlus.com



FIND HOT
EVENT IDEAS

WELCOME
TO:

canadianspecial**events**
LIVE!
CONFERENCE AND TRADESHOW

MARCH 30, METRO TORONTO CONVENTION CENTRE

CSE Live is the only experiential trade show & conference in Canada focused solely on the creative solutions side of the billion dollar special events industry.

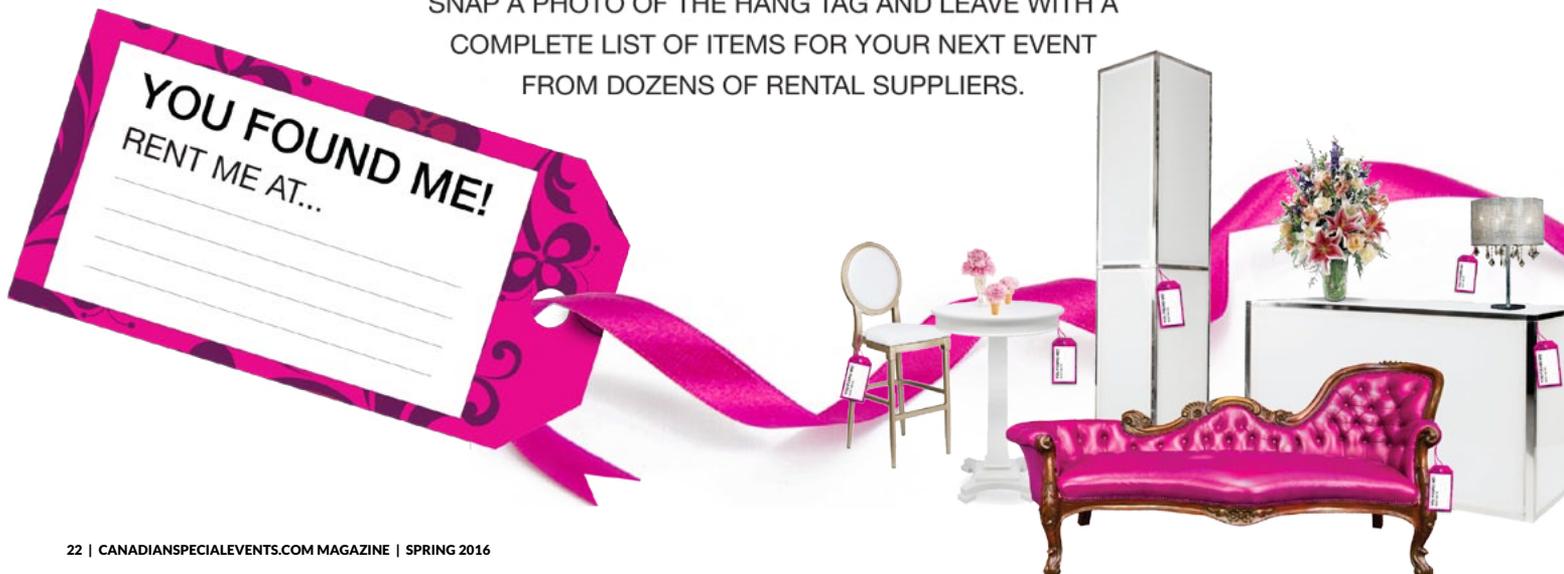
This year's conference is all about creating conversations that matter most to today's planners. The conference is packed with interactive experiences designed to create powerful events which turn into meaningful and rewarding experiences for planners, their clients, stakeholders and their organizations.

We hope you experience everything you love about Canadian Special Events as we bring the best brands in the business to life. We encourage you to get involved in the dialogues, jump out and shake hands, forge new connections and most of all, get inspired by an immersive three days of IDEA building.

Enjoy, explore, experience.... The best of the Canadian event industry.

SEE SOMETHING YOU LOVE?

SNAP A PHOTO OF THE HANG TAG AND LEAVE WITH A
COMPLETE LIST OF ITEMS FOR YOUR NEXT EVENT
FROM DOZENS OF RENTAL SUPPLIERS.



A2D2 ~ Aerial Dance Cirque Co. | Booth 500/502

Aerial Dance Cirque Co. is a customized entertainment and events service dedicated to the creation of unique entertainment solutions for each individual client. After years of catering to corporate clients, committees and private individuals alike, A2D2 has developed a stellar reputation for excellent customer service and flawless execution. Providing an extraordinary customer experience is our goal – from beginning to end. 905 990-8999 | www.a2d2.ca

Adam Graeme Comedy Stage Hypnosis Show | Booth 716

Corporate, clean and family friendly show with non-stop laughter and exciting original skits are sure to impress as internationally renowned master hypnotist Adam Graeme mystifies audiences turning volunteers into sleeping spectacles. 416-628-1249 | www.adamgraeme.com

Afficom, Creative Visual Display Solutions | Booth 409

Afficom offers unique and creative display solutions. Their high impact display solutions increase your brand visibility and the value of your sponsorship. Their mediaballs are great for promotional activities, events, product launching, concerts, festivals or trade shows. They can also be used in public spaces or malls for digital signage. 877-787-0585 | www.afficom.ca

Airstar Canada Inc. | Booth 702

Airstar Canada is the exclusive Canadian distributor for Airstar event lighting and decor solutions, as well as industrial lighting applications and balloon lighting to Cinema, TV & Photography productions. 416-208-9814 | www.airstar-light.com

Banger Bingo Entertainment | Booth 708

Banger Bingo Entertainment is the rock-n-roll comedy game-show that lets the audience release their inner rockstar! It's a highly interactive form of entertainment suitable for various corporate events and fundraisers.

Their unique show is the ultimate let your hair down team building experience involving inflatable guitars, silly dance-offs and the best 80's rock hits! 403-878-5038 | www.bangerbingo.com

Boomset Inc. | Booth 106

Boomset offers innovative event apps for the best on-site event management and registration solutions. Boomset's Easy Check-In + Guest List Manager provides check-ins from sources like Excel, Eventbrite, RegOnline, and Universe, paired with printable name badges or wristbands that can include a custom QR or bar code, users can collect leads or manage multiple sessions on-site at events. 1-860-266-6738 | www.boomset.com

Bounce Entertainment | Booth 412

Bounce Entertainment offers complete event production services from start to finish. Corporate planning services include: DJs, interactive party animators, bounce party crew, lighting and a/v production, decor lighting and full event services. With all they have to offer, you won't be disappointed! 416-671-2677 | www.BounceEntertainment.ca

Canadian Special Events Media Group | Booth 1

Canadian Special Events Media Group is a niche publishing and marketing agency focused on connecting, celebrating and supporting the creative solutions side of the Canadian Events Industry. Our event resources include canadianspecialevents.com, CSE Live!, the Canadian Event Industry Awards, and in 2016 will grow to include, EventTech Canada & EventSpace Canada. Canadian Special Events mission is to be Canada's go to source for planners and a focused & effective marketing solution for suppliers. With the largest opt-in community of event professionals in the country, CSE Media Group is your one stop show for everything "events" in Canada. 1-877 212 3976 | www.canadianspecialevents.com

Canadian Society of Professional Event Planners (CanSPEP) | Booth 704

The Canadian Society of Professional Event Planners (CanSPEP) is a dynamic, diverse and innovative society of Independent Event Professionals with a leading national voice in the event industry and is the only association in Canada that offers an exclusive membership to independent event planner entrepreneurs. 1-866-467-2299 | www.canspep.ca

Center Stage AV Booth 600

Center Stage AV provides full - service audio visual solutions for conventions, corporate events and trade shows throughout North America. They are a celebrated and trusted audio visual company chosen by meeting and event planning professionals for over twenty years. 905-282-2444 | www.centerstageav.com

Choose 2 Rent - iPad Rental | Booth 106

An industry leader in providing iPad and Tablet PC rentals to North American businesses. They supply iPads, Tablet PCs, mobile devices and a wide range of accessories for events, trade shows and conferences throughout the nation. 1-800-622-6484 | www.choose2rent.com

City of Mississauga | Booth 206

Offering four unique venues in one magnificent city. From contemporary 12 story downtown panoramic views to a historic waterfront estate or sweeping fairway greens, the choice is yours. With no cost A/V equipment, parking, customized room set ups and affordable menu options, the City of Mississauga venues are the ideal destination for your next corporate event. 905-615-3200 ext. 3311 | www.mississauga.ca/banquets

Comedy in Motion with Bob Cates | Booth 700

Bob Cates is a Canadian juggling champion, clean comedian and physical variety artist that has

been delighting audiences for 22 years. He keeps the crowd laughing with fast paced comedy routines involving advanced juggling, wild unicycling and balancing skills, black lights, laser manipulation and an insane 21 real plate spinning finale that has to be seen to be believed. 519-575-5568 | www.catescorporatcomedy.com

ConvoSpark | Booth 110

ConvoSpark exists to arm event producers and show management with efficient, easy-to-use, engaging technology along with above and beyond professional services and support so that your events run like a well-oiled machine. With ConvoSpark, you will feel like you have another event specialist on your team, not another vendor to manage. 415-992-3124 | www.ConvoSpark.com

Coyote Promotions Ltd | Booth 200

Coyote Promotions is a full service promotional company specializing in creative solutions and innovative ideas to meet all of your marketing needs. 905-332-5118 | www.coyotepromos.com

Creative Club Inc. | Booth 314-318

Creative club offers a variety of unique customized, corporate team building programs designed to build relationships and plan strategies for staff and the organizations they work for. Boost productivity and growth through exciting leadership training and team-building activities and use their unique, proven programs for your next corporate meeting, off-site event or conference. 647-342-4812 | www.creativeclubcorp.com

Curbalicious Inc. | FoodTruck

Curbalicious can meet all your food trucking needs! From festivals, events and catered affairs, no event is too big or too small and customized menus are available to suit your special occasion. Let Curbalicious bring gourmet Homestyle cuisine to your curb. 416 884-1178 | www.curbalicious.com

Dance Floor Décor | Booth 513

Dance Floor Décor is the leader in custom event décor. They specialize in creating everything from stunning floor décor, to backdrops, custom bar, chair and table décor and much more! If you are having a wedding, corporate event, social event or a special occasion let them create your custom décor.
416.398.0330 | www.dancefloordecor.com

Decor & More Inc. | Booth 400

For over 20 years, D&M has been designing and executing spectacular corporate events, fundraisers, product launches, trade shows, weddings and more. In addition to housing a large inventory of distinctive lounge furnishings, linens, event decor and props; they also house a floral design studio, carpentry and scenic painting shop, signage and graphics department and a custom sewing studio.
1-866-83-DECOR | www.decorandmore.com

Degy Entertainment OR HEADPHONE DISCO | Booth 204

Degy Entertainment has over 15 years of professional experience booking and producing live entertainment events of every size and scope all around the world! From stadium and arena shows to the most intimate of wedding facilities, it begins with the understanding of our client and top-notch customer service from start to end. 732 818-9600
www.degyentertainment.com

Detailz Couture Chair Rentals | Booth 208-210

Welcome to a fresh new concept in specialty seating & dining furniture rentals. Defined by their style, their white-glove service sets them apart and they pride themselves on going above and beyond to make sure every detail of your order is taken care of. Their inventory of specialty seating and dining furniture is one of the largest in Canada, but it is served up in a personal, boutique-style experience. Custom inventory available upon request.
647-928-SEAT (7328) | www.detailzcouture.com

Double Chocolate Fountain & Fun Foods | Booth 718-720

Double Chocolate Fountain offers an exclusive, high-quality dessert catering experience. Their culinary and design teams are some of the best and most sought after in the industry and they pride themselves on creating new and innovative food solutions while utilizing only the very best quality ingredients.
(877) 475-8629 ext. 123 | www.doublechocolatefountain.com

DT Floral & Decor | Booth 508

Craig Gruzd owner and creative director of DT floral and decor Inc. is an award winning designer who is well known for his passion and creative genius. Craig specializes in all areas of the event industry, from Wedding, Mitzvahs, Bridle and Baby showers, corporate events as well as private parties or events.
905-669-9993 ext. 227 | www.dtfloralanddecor.com

inspiring decor design and unique, custom event entertainment concepts, it's no wonder why clients turn to us repeatedly to make their events incredibly one-of-a-kind and the most talked about among their guests. No matter the size of the event or the budget, we specialize in bringing visions and dreams to life.
416-413-7887 | www.electicevents.com

EDGE Hospitality | Booth 411

Edge Hospitality Group offers an event experience that starts with an idea and ends with an exceptional and unforgettable celebration. Edge invites you to any one of their beautiful, full-service venues. No matter how big or small your event is, Edge will provide you with a team of committed and passionate event professionals. Choose your EDGE!
905-827-1315 | www.edgehospitality.ca

The Estates of Sunnybrook | Booth 312

The Estates of Sunnybrook offers three historic buildings providing elegance and charm, nestled on 40 acres of beautifully landscaped gardens. These splendid mansions provide a picturesque backdrop for any social or corporate event. 416 480-6754 | www.estatesofsunnybrook.com

Event Graffiti | Booth 205-207

Specializing in custom printed decor for any kind of event, large or small, we can print it all. We print, vinyl floor graphics, step and repeat backdrops, seating charts and so much more.
(416) 509-8358 | www.eventgraffiti.com

Events Party Rentals | Booth 212

Events Party Rental will make your vision become reality and help plan the event of your dreams. Whether it's small dinner party, a wedding or a gala event, whether you are a caterer, an event organizer or just planning a personal party, let them lead the way. China, linens, tables, chairs, wedding accessories, tents... from the simple to the elegant, they have it all. (705) 739-1614
www.eventspartyrental.com

eAwards Canada | Booth 104

eAwards is global provider of internet based awards and recognition service and solutions to a broad range of markets including business, tourism, health, energy, non-profit associations and government. Processing approximately 80,000 annual online submissions of various forms and file sizes. eAwards is a key leader in all the markets that it serves.
416-725-3885 | www.eawards.ca

Eclectic Events International | Booth 320

With close to two decades in service to our corporate clients providing creative concepts, awe-



Eventuosity, LLC | Booth 610-611

Eventuosity is project management software for events. It is a specialized platform that connects staffing, task assignment, budgeting, resource tracking, document management, and collaboration in a workflow that is familiar to event planners. 877-698-8664 | www.eventuosity.com

EventTech Canada | Booth 1

This engaging new magazine and online resource will guide readers through the mine field of today's evolving online, digital and live production technologies and help them create more cost effective, unique and innovative experiences for their clients, teams and key stakeholders. 1-877-212-3976 | www.eventtechcanada.ca

Evolved Entertainment | Booth 714

Evolved Entertainment is a boutique event production company that specializes in DJ services and AV solutions for weddings, corporate and special events. Their mission is to provide quality entertainment service: musically, technically and artistically. Through our network of talented DJs, artists and technicians they can tailor any show to fit your vision. 647-221-5399 | www.evolvedentertainment.com

EverBlock Systems, LLC. | Booth 314

EverBlock™ is a life-sized modular building block that allows you to build nearly anything. For custom solutions at events such as bars, walls, furniture, pathways, stages, podiums, props, and just about anything you can imagine, this is the ultimate solution, limited only by your imagination (647) 342- 4812 www.creativeclubcorp.com

FMAV | Booth 501

We are the audiovisual and event technology company for people who plan live events. They trust FMAV because we intimately understand the importance - and the emotion - of what they've been tasked with: to create a connection. As the largest independent audiovisual firm in Canada, FMAV has more than 250 staff

across seven offices from coast to coast, including Vancouver, Calgary, Edmonton, Toronto, Ottawa, Montreal and Halifax. 888-287-3687 | www.fmav.ca

Glisse on Ice | Booth 220

Just imagine: An elegant figure skater in the middle of the room as the perfect addition to your winter wedding; or wowing your guests with a skating show at your upcoming corporate gala. No matter what the event or setting, Glisse on Ice will enchant audiences of all ages. 647-849-3732 | www.glisseonice.com

Glowmi | Booth 612

Their unique line of illuminated LED glowing furniture and decor will bring your events to life that will leave your guests and clients glown away! Choose from different colors, shapes and effects such as flash and fade, all cordless, rechargeable, remote controlled and providing up to 12 hours of illumination. They offer LED lounge & cruiser tables, benches, bar stools, modular bar counters, ice buckets and numerous other illuminated accessories and decor pieces. 647 678 0849 | www.glowmi.com

Grand Luxe Event Boutique | Booth 118

Avant Garde meets Luxury in Toronto's luxury boutique event venue. Sophisticated and contemporary, The Grand Luxe Event Boutique features over 6,000ft of exclusive private event space. Enjoy fabulous themed events with custom tailored menus and professional service in an atmosphere filled with luxury and flair. Our flexible event space provides the ideal setting for any size, style and budget, hosting events such as fundraisers, galas, bar/bat mitzvahs, birthday/anniversaries, fashion shows, auctions, and concerts. 416-250-5893 | www.grandluxe.ca

Iceculture Inc. | Booth 512-514

Iceland Inc, provides high impact ice sculptures for corporate events, product launches, branding programs, association meetings, charity galas, weddings, social milestones and winter festivals. Iceculture has served the special event and hospitality

industries for more than 25 years with ice presentations that simply WOW customers - ice creations that serve, pour, display, function, decorate, enhance, express themes, introduce interactive experiences, and of course, chill. Whether delivering an indelible message, an unforgettable experience, enhancing food presentation or highlighting beverage services, ice is an effective tool in any event designer's portfolio. 1-888-251-9967 | www.iceculture.com

iFLY Toronto | Booth 100

Come defy the law of gravity at iFLY Toronto Indoor Skydiving! A unique venue for entertaining with added excitement, conveniently located thirty minutes from Toronto. iFLY contains a recirculating air free fall simulator that allows people to experience skydiving without having to jump out of a plane, as well as full corporate conference and catering facilities. With a spacious flight deck that can accommodate up to 150 people surrounding the flight chamber, why not take your next event to new heights? 289-795-4000 | www.iflytoronto.com

Ignite | Booth 108

Ignite is Canada's leading source of ideas and for business event planners. Experience our engaging new suite of resources including Ignite's fully interactive digital edition (complete with video, slideshows, downloads and more)! Plus, visit our website for helpful new tools such as the Fabulous Fams listings, Job Board and What's On Calendar. Tired of trying to find relevant info on the internet? Check out a refreshing way to research destinations, venues and more in Ignite's new Inspiration Room. Visit us at ignitemag.ca and sign up for your flexible FREE subscription. 905-582-5926 | www.ignitemag.ca

Imagine It - Creative 3D Design Studio | Booth 308-410

Imagine It is an all Canadian company based in Toronto creating larger than life objects of anything YOU can imagine. Experiential Marketing, Themed Environments or Events of any type, they are the source for fully

custom large scale 3D Displays designed to capture and hold the attention of any audience. 905-564-0155 | www.imagineit-3d.com

Incredible Novelties Inc. | Booth 503

Incredible Novelties Inc. is a leading promotional marketing company, providing innovative and unique product solutions to a wide range of industry sectors. Their focused approach to high-lighting and recognizing a client's specific needs and requirements is what allows them to continually offer creative and cutting edge product ideas. Their diverse product line and network, lets them bring the world to your office. Let them work with you to elevate your brand. 416-663-9900 | www.incrediblenovelties.com

Luxe Modern Rentals | Booth 504

Luxe is proud to be Toronto's preferred supplier of high end event furniture and they always set that bar high. Their mission is to make planning your event an easy and enjoyable experience. After all, you have a million other things to worry about. Their high quality contemporary furniture rentals provide flexible design options that bring your imagination to life. To help visualize your event, they provide photo realistic 3D renderings. If you are looking for a reliable and experienced company to help you execute an amazing event or help design and create that event, give them a call. 416-745-0808 | www.eventfurniturerentals.ca

Luxury Coach | Booth 712

Luxury Coach is the leader in transportation coordination and services. Their experience and dedication has earned us a reputation of excellence among 'Fortune 500' companies as well as smaller tour companies and personal clients with specific needs. 416-746-5466 | www.luxury.to



Meet Craig.

Craig Gruzd is proprietor, founder & creative director of DT Floral & Décor Inc., an award winning floral & décor company based in the Toronto area and established in 2001. Craig's accolades include awards from the Canadian Event Industry, The Canadian Wedding Industry & The Canadian Special Events & Meeting Expo. His work has been published in many prestigious editorials such as Grace Ormonde & WedLuxe. Craig is also known for his generosity as a proud supporter and participant of many charitable organizations such as The Canadian Cancer Society, Sick Kid's Hospital, The Baycrest Foundation, AIDS Beat as well as York Central Hospital. His reputation precedes him & over the years has built a solid coterie of the nation's most discerning planners.

About DT Floral & Décor.

DT Floral & Décor specializes in all areas of the event industry, from weddings to mitzvahs, bridal to baby showers and corporate to swanky private socials. It has had the privilege of creating designs for the Toronto International Film Festival, the grand opening of the Paramount Conference & Event Venue, launches for McLaren Automotive & Mercedes Benz as well as the royal gala dinner at Toronto's Fairmont Royal York for her Royal Highness, Queen Elizabeth II.



Union Pearson Express | Booth 706

UP Express connects the country's two busiest transportation hubs, Toronto Pearson International Airport and Union Station in downtown Toronto. They have upgraded what was a tedious and often expensive commute by traffic-congested roads to a delightful 25-minute trip. The trains transform the way people travel between Toronto Pearson and downtown, elevating the way they experience the city along the way. 1-844-GET-ON-UP (438-6687) www.upexpress.com

Millennium Hotels And Resorts | Booth 102

Millennium Hotels and Resorts is a dynamic, global hotel company, which owns, asset manages and/or operates a worldwide portfolio of over 100 hotels with more than 30,000 guest rooms. 212-789-0711 | www.millenniumhotels.com/en

Nasco Staffing Solutions | Booth 209-211

Nasco Staffing Solutions is the largest, full-service, temporary event staffing company in North America, offering qualified conference, event, promotional, food & beverage and production technical staff. Since 1993, Nasco has partnered with thousands of meeting and event planners, production companies, DMCs as well as promotion, marketing and technical service providers. Our proven systems, industry expertise, and high quality people make them the ideal choice for any event. Nasco is the proud recipient of the 2015 Canadian Special Events Magazine Reader's Choice Award for Favourite Industry Supplier. 604-683-2512 | www.nasco.ca

Nothers Signs and Recognition | Booth 316

Nothers Signs and Recognition is the leading provider of awards for the sporting, not for profit associations and corporate markets across Southwestern Ontario. Nothers has been serving clients for over 40 years and provide everything from employee years of service recognition and performance programs, custom signage,

special event awards and signage, promotional products, sporting leagues and more. At Nothers there is an award for every event ceremony. We are the proud sponsor of the CSE Star Awards. 519-663-9440 | www.nothers.com

Ontario Staging LTD | Booth 608 & 609

Ontario Staging Limited has been manufacturing stage drapes for 25 years supplying studios, theatres, schools, churches, productions and special events across Canada. OSL also provides the professional installation of rigging and staging equipment to ensure a safe and complete system, whether it's permanent upgrade or a short term rental. OSL makes drapes custom to order, whether it's a single backdrop or a large scale acoustic set. Their rental department stocks over 10,000 sq ft. of drapes, including black out, coloured velours, film fabrics, and sheers. Together with over 3,000 square feet of staging and LED lighting, they have your event covered. 416-694-8980 | www.ontariostaging.com

The Perfume Bar | Booth 10

The Perfume Bar is the perfect way to entertain and excite your clients with the creation of their own unique blended perfume or cologne blended fresh, on the spot. Guests can experience what it takes to make their own custom scent and take home a beautiful and distinct aroma that is theirs and theirs alone. Stylists can set up a portable Perfume Bar in any type of space such as an intimate evening of cocktails with friends or a full scale gala event. The Perfume Bar doesn't just customize your scents; they customize your events! 1-855-4AROMA5 | www.perfumeevent.com

Q Productions Inc. | Booth 304

For the better part of a decade, Q Productions has worked across a wide range of events providing audio visual production and presentation services for many different clients and venues. From small 25 person meetings to large 2500-person gala's, they make your job easier by facilitating the entire audio visual experience from start to finish. With a unique background in audio visual pro-

duction, Q was founded on the principles of creating events with seamless efficiency, a keen eye for quality and a relentless commitment to service. 905-760-5552 | www.qproductions.ca

R5 Event Design | Booth 412

R5 Event Design is a full-service event decor & production management company. R5 custom designs each event to create unique environments and reflect the goals of each company and their brand. Their award-winning team works with each client to execute any type of event or size ranging from: corporate events, charity galas, conferences, product launches, tradeshow, marketing events, film festivals, & more. 647-559-3828 | www.r5e.ca

Reptilia | Booth 520

Looking for a unique, memorable, and exciting venue to host your special holiday party? Make your event the one to remember by hosting it at Reptilia Zoo. Your guests can enjoy their food and drinks while watching real green anacondas swimming underwater! The spacious zoo facility is an ideal venue for a myriad of events, from formal cocktail parties to more casual corporate events or family get-togethers. 905-303-2516 | www.reptilia.org

Reznick Carpets | Booth 300

Reznick carpets many of the best events, award shows, openings, and galas in Toronto and across North America, including TIFF, the Junos, the MTV Music Awards, and thousands of parties across the continent. They work extensively with event planners, so they understand the demands of the industry and can offer quick and reliable service with a fast turnaround time and professional installers in most major North American cities. 416-787-7676 | www.reznickcarpets.com

Samuel Engelking Photography | no fixed booth

Samuel Engelking is a Toronto based corporate event, portrait and commercial photographer. Trained as a photojournalist, he applies his photojournalistic techniques in capturing the story of your event with creative flair and technical accuracy. Subscribing to

the philosophy of famous French photojournalist Henri Cartier Bresson's decisive moment". 647.218.0158 www.samuelengelking.com

Sentinel Security Plus | Booth 710

The Sentinel Security Plus team is made up of highly qualified individuals with diverse backgrounds trained by EX RCMP. This gives us the ability to put together a team to fit any security need. Our emphasis is on communication and defusing potential volatile situations before they emerge. From airport to accommodation, public appearances to private functions, our Corporate Event Personnel, Close Protection Personnel, and Secured drives will not only provide you peace of mind, they will do it with 5 Star Service! 1-877-894-1885 | www.sentinelsecurityplus.com

Snapshot Photobooth | Booth 201 - 203

Snapshot Photobooth is Toronto's original and premiere photo booth company! Everyone can "Get in the Picture!" with awesome props, the best customer service, and high quality prints. We also provide a variety of other event photography services including Instagram Hashtag Printing Stations. Highly recommended by event planners. 416-436-3500 | www.snapshotphotobooth.com

St. Andrew's Club & Conference Centre | Booth 604

St. Andrew's Club & Conference Centre is a unique integration of luxurious surroundings and modern technology, creating the perfect setting for meetings, corporate events and social functions. 1-888-204-8265 | www.standrewsclub.ca

Stardust Events | Booth 420

Stardust Events is a full service décor company that has been nationally recognized for quality, originality and creativity. Through floral design, fabric installations, lounge settings, props, backdrops and live décor they specialize in room transformation creating one of a kind environments! 905-479-7000 | www.stardustevents.com

Succulent Chocolates and Sweets Inc. | Booth 112

Succulent Chocolates and Sweets provides the ultimate chocolate experience. For events, they specialize in creating chocolate gifts and experiences including Chocolate Team Building & Workshops events, Death by Chocolate Events and Chocolate Pairing Sessions. One small bite - one big impact! 416-882-1535 | www.succulentchocolates.com

Superior Events Group | Booth 604

Superior Events Group Inc. is the your one stop shop for fun event rentals and entertainment services in the GTA. From arcade machines to carnival skill games like ring toss and hi-strikers, they put amusement directly into your hands. Superior can help you plan and execute your event from start to finish. No matter what the ages are on the invite list, there's nothing better than fun and exciting games to catch the attention of you and your event attendees! 416-249-4000 www.superiorevents.ca

Sword Security | Booth 202

Toronto's No.1 security supplier to the sports, entertainment and hospitality industry. Sword is an international, award winning company providing security, crowd management and risk management solutions. We work with some of the world's most prolific clients who are market leaders in their own sectors. They provide us with challenging projects because of our experience, passion and dedication. We enjoy surpassing their expectations. 416.368.7773 | www.swordsecurity.com

Westway Tents Inc. | Booth 212

Westway Tents Inc. is a family-run operation that has been in business for the past 10 years. Westway is proud to provide service to the Greater Toronto area, as well as to Muskoka (cottage country) for all of your rental needs. For tent sales, they service the North American market and guarantee an aggressive price and fast delivery. 800-663-8368 www.westwaytents.com



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EXCEED EXPECTATIONS.**

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Email: info@eclecticevents.com

tel. 416 413 7887 fax. 416 208 9100



The Epitome of Engaging Events



canadian event industry AWARDS

2016 NOMINEES

Congratulations to the 2016 Canadian Event Industry Awards Nominees.

Winners will be announced live at the 2016 Awards Gala Dinner & Celebration on March 31, at The Grand Luxe Event Boutique in North York, Ontario. Nominees were selected from hundreds of submitted entries and judged by a panel of industry experts from across Canada.

EVENT MARKETING AWARDS

BEST EXPERIENTIAL MARKETING EVENT

Black Chalk Marketing, Toronto, ON
Spotify Festival Tourco

Black Chalk Marketing, Toronto, ON
Toronto Pearson Holiday 2015

SDI Marketing, Toronto, ON
Rogers Hometown Hockey

Shaw Centre, Ottawa, ON
Critics at crEATe

BEST BRAND/PRODUCT LAUNCH

aNd Logistix Inc., Toronto, ON
Mortgage Forum 2015 Opening Ceremonies

Black Chalk Marketing, Toronto, ON
Spotify Party

MAVERICK Public Relations, Toronto, ON
Amopé PediPark

Mouse Marketing Inc., Toronto, ON
#savetheshoes

Site 6 Events, Edmonton, AB
Adventure Y - Siege of Dragonspear

BEST TRADE SHOW/ EXPOSITION

aNd Logistix Inc., Toronto, ON
Discovery 2015

Ontario Hospital Association, Toronto, ON
HealthAchieve

The Bridal Group, Calgary, AB
The Wedding Fair

BEST SHOW BOOTH/BRAND DISPLAY OR PAVILION

Black Chalk Marketing, Toronto, ON
Spotify Airport Program

BLD Decor and Scenery, Burnaby, BC
Metropolis Lightroom

Fifth Element Group, North York, ON
PC Pop Up Shop

Loungeworks Furniture Rental & Decor, Vancouver, BC

Wine Australia @ the 2015 Vancouver International Wine Festival

Ontario Hospital Association, Toronto, ON
HealthAchieve

Senik Events, Montreal, QC
Journée Carrière Québec, CISSS Bas St-Laurent

TECHNOLOGY AWARDS

MOST INNOVATIVE USE OF EVENT TECHNOLOGY

Better Lounge Company, Grimsby, ON
PwC Partnership Private Event

Freeman Audio Visual Canada, Toronto, ON
2015 PCMA Canadian Innovation Conference

Freeman Audio Visual Canada, Edmonton, AB
2015 Winter Cities Shake-Up

Ontario Hospital Association, Toronto, ON
HealthAchieve

SDI Marketing, Toronto, ON
Rogers Hometown Hockey

SOS Charging Solutions Inc., Calgary, AB
ISES Live 2015

BEST AUDIO VISUAL DESIGN FOR AN EVENT

Freeman Audio Visual Canada, Edmonton, AB
2015 Winter Cities Shake-Up

Freeman Audio Visual Canada, Toronto, ON
Air Canada 2015 Investor Day

BEST EVENT PHOTOGRAPHY

Photos With Finesse, Calgary, AB
Canadian Society of Association Executives (CSAE) - Calgary

Leblond Studio Inc., Calgary, AB
Swing From The Chandelier - WestJet Christmas Party

Photos With Finesse, Calgary, AB
World Buddhist Women's Convention Calgary 2015

BEST TECHNICAL SUPPORT FOR AN EVENT

BC Event Management, Port Moody, BC & FMAV, Vancouver, BC
Pan Am Games

Freeman Audio Visual Canada, Toronto, ON
Friends of We Care Vintage Circus Annual Gala

Nasco Staffing Solutions, Vancouver, BC
Closing Ceremony for the 2015 Pan Am Games

Nasco Staffing Solutions, Vancouver, BC
Opening Ceremony for the 2015 Pan Am Games

SDI Marketing, Toronto, ON
Rogers Hometown Hockey

BEST LIGHTING FOR AN EVENT

Congratulations to FOS Decor Center, Toronto, ON for being named *Best Lighting*, 2016, for their outstanding work on Lighting Design for **Lindt's 20th Canadian Anniversary Gala**

MEETING /CONVENTION AWARDS

BEST CONFERENCE/CORPORATE MEETING

ACG Toronto, Toronto, ON
Capital Connection

aNd Logistix Inc., Toronto, ON
P3 2015

Ontario Hospital Association, Toronto, ON
HealthAchieve

POP Kollaborative Inc. Calgary, AB
Catalyst



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BEST MULTIPLE DAY INCENTIVE OR CONVENTION

Pacific Destination Services Inc., Vancouver, BC
Top Achievers Club 2015

POP Kollaborative Inc., Calgary, AB
President's League

**EVENT PLANNING/
PRODUCTION AWARDS**

BEST CORPORATE TEAM BUILDING EVENT

Calgary Corporate Challenge, Calgary, AB
2015 Calgary Corporate Challenge September Games

iFLY Toronto Indoor Skydiving, Oakville, ON
Personality Plus 101 Team Building

Pacific Destination Services Inc., Vancouver, BC
2014 Winners Circle Award Teambuilding Event

POP Kollaborative Inc., Calgary, AB
Catalyst

The City of Red Deer, Red Deer, AB
Staff Forum 2015: Generation Games

BEST EVENT PRODUCED BY AN ASSOCIATION, BOARD OR COMMITTEE

ACG Toronto, Toronto, ON
Capital Connection

BC Cancer Foundation, Victoria, BC
Jingle Mingle

Friends of We Care, Concord, ON
Friends of We Care Dinner & Awards Gala

Ontario Hospital Association, Toronto, ON
HealthAchieve

Tourism Industry Association of Ontario, Toronto, ON
Ontario Tourism Summit

BEST PUBLIC ENTERTAINMENT EVENT OR FESTIVAL

BaAM Productions, Toronto, ON
Closing Ceremony of the Toronto 2015 Parapan American Games

BRANDLIVE Management Group, Vancouver, BC and The NYE Celebration Society
NYE VANCOUVER 2015

City of Richmond, Richmond, BC and John Donnelly & Associates Events Marketing Inc. Vancouver, BC

Richmond World Festival

City of Surrey and John Donnelly & Associates, Vancouver, BC

Surrey Fusion Festival

City of Surrey and John Donnelly & Associates, Vancouver, BC

Surrey Canada Day 2015

Jones & Jones Productions Ltd., Brampton, ON
JAMBANA™ One World Festival

Parléview, Toronto, ON
Ontario's Celebration Zone

BEST EVENT FOR A HIGH PROFILE CHARITY

Black Chalk Marketing, Toronto, ON
Right To Play Tribute Dinner 2015

BRANDLIVE Management Group, Vancouver, BC
BC Children's Hospital Foundation Crystal Ball

Nasco Staffing Solutions, Vancouver, BC
11th Annual Heart of Gold Gala

Simon Fraser University, Burnaby, BC
Celebrate & Savour SFU's 50th Anniversary

Solutions with Impact, Toronto, ON
Canadian Breast Cancer Foundation KitchenAid Cook for the Cure Culinary Showdown

BEST EVENT PRODUCED FOR A COMMUNITY BASED CHARITABLE ORGANIZATION

City of Surrey, Surrey, BC
Mayor Charity Ball 2015

Croce Creative, Niagara Falls, ON
4th Annual Ludzy's Celebrity Roast

Events with Vizability, Fort McMurray, AB
You Had Me at Merlot, 2015 for the SMS Equipment Wine Auction to benefit Big Brothers Big Sisters Wood Buffalo

Hala Events & Communications Inc., Toronto, ON
The Kaleidoscope Ball

RSVP Event Design, Saskatoon, SK
PotashCorp Mayors Cultural Gala for the Saskatoon Community Foundation

Cava Rose, Montreal, QC
Marvin on the Rock

BEST EVENT PRODUCED FOR A CORPORATION BY 3RD PARTY PLANNER

Cantrav Services Vancouver, BC
Glamping Under Northern Lights

Pacific Destination Services Inc., Vancouver, BC
"Inspired by Vancouver" Global Meeting Gala

POP Kollaborative Inc., Calgary AB
Cocktail Mountaineering

Senik Events, Montreal-Est QC
Crime of the Century

Cava Rose, Montreal QC
VIP Wine Tasting

Site 6 Events, Edmonton, AB
BioWare20

BEST ENTERTAINMENT PRODUCTION

Nasco Staffing Solutions, Vancouver, BC
Vancouver Symphony Ball

BaAM Productions, Toronto, ON
Closing Ceremony of the Toronto 2015 Pan American Games

Cantrav Services, Vancouver, BC
A Roaring Success - President's Club Gala

Hala Events & Communications Inc., Toronto, ON
The Book Lover's Ball 10th Anniversary

MYX Group Inc. Calgary, AB
Swing From the Chandelier

Senik Events, Montreal, QC
Crime of the Century

BEST EVENT PRODUCED FOR A CORPORATION BY AN IN HOUSE TEAM OR PLANNER

Calgary Stampede, Calgary, AB
A Night at The Calgary Stampede

Klick Inc. Toronto, ON
Klick Ideas Exchange





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lighting production, and furniture rentals.





BEST OVERALL CATERED EVENT
Fairmont the Queen Elizabeth,
 for THE DAFFODIL BALL – SHANGHAI SILK



BEST FUNDRAISING EVENT FOR A HIGH PROFILE CHARITY
BC Cancer Foundation for 2015 HOPE COUTURE



MOST CREATIVE CATERING PRESENTATION
Fairmont The Queen Elizabeth, Montreal, QC
 for THE GALA MONTREAL
 MUSEUM OF CONTEMPORARY ART

McMaster University, Hamilton, ON
Light Up the Night

Toronto International Film Festival, Toronto, ON
Boombox

WestJet, Calgary, AB
WestJet Christmas Party, Swing from the Chandelier

Klick Inc., Toronto, ON
MUSE Toronto

Sheridan College, Oakville, ON
2015 Welcome Back Event

BEST FUNDRAISING EVENT FOR A HIGH PROFILE CHARITY

BC Cancer Foundation Vancouver, BC
2015 Hope Couture

Boom Goes the Drum, Calgary, AB
LOOK2015

Children's Aid Foundation Toronto ON
Suitcase Party

Fluid Events Inc. Toronto, ON
Children's Aid Foundation Gala; Teddy Bear Affair

Princess Margaret Cancer Foundation, Toronto, ON
George Invites Margaret to Dinner

Rethink Breast Cancer, Toronto, ON
Boobyball

Solutions with Impact, Toronto, ON
Michael "Pinball" Clemons Imagine Gala

BEST FUNDRAISING EVENT FOR A COMMUNITY BASED ORGANIZATION

Atmosphere Event Communications Inc, Montreal, QC
Donald Berman Maimonides Battle of the Bands

byPeterandPauls.com, Vaughan, ON
 byPeterandPauls.com presents **The Million Dollar Challenge**

Design Exchange, Toronto, ON
DX Intersections: Kismet

Lake Ontario Waterkeeper, Toronto, ON
2015 Waterkeeper Gala

Lynn Fletcher Weddings, Calgary, AB
Leopard Print Gala

MB Events, Montreal, QC
Monday Night Live

Portage, Montreal, QC
12th Edition of the Soiree des Grands Philanthropes - Tribute to Jean-Guy Desjardins

OUTSTANDING LOGISTICAL ACHIEVEMENT

BC Event Management Port Moody, BC and FMAV, Vancouver, BC
Pan Am Games

Calgary Stampede and OneWest Events Inc., and Production Canada, Calgary, AB
A Night at The Calgary Stampede

Parléview Toronto, ON
Ontario's Celebration Zone

Production Canada Vaughan, ON
Taste of Toronto

SDI Marketing Toronto, ON
Rogers Hometown Hockey

Small Halls Inc. Charlottetown PEI
the Festival of Small Halls

DESIGN & DECOR AWARDS

BEST EVENT DECOR \$0 - \$30,000

Dragonfly Meeting Solutions Inc. Thornhill, ON
First National CAAMP Event

DT Floral & Decor, Vaughan, ON
Under The Sea

Events with Vizability, Fort McMurray, AB
You Had Me at Merlot, 2015 SMS Equipment Wine Auction to benefit Big Brothers Big Sisters Wood Buffalo

FOS Decor Center, Toronto, ON
Shuyang and Ray's Distillery Wedding

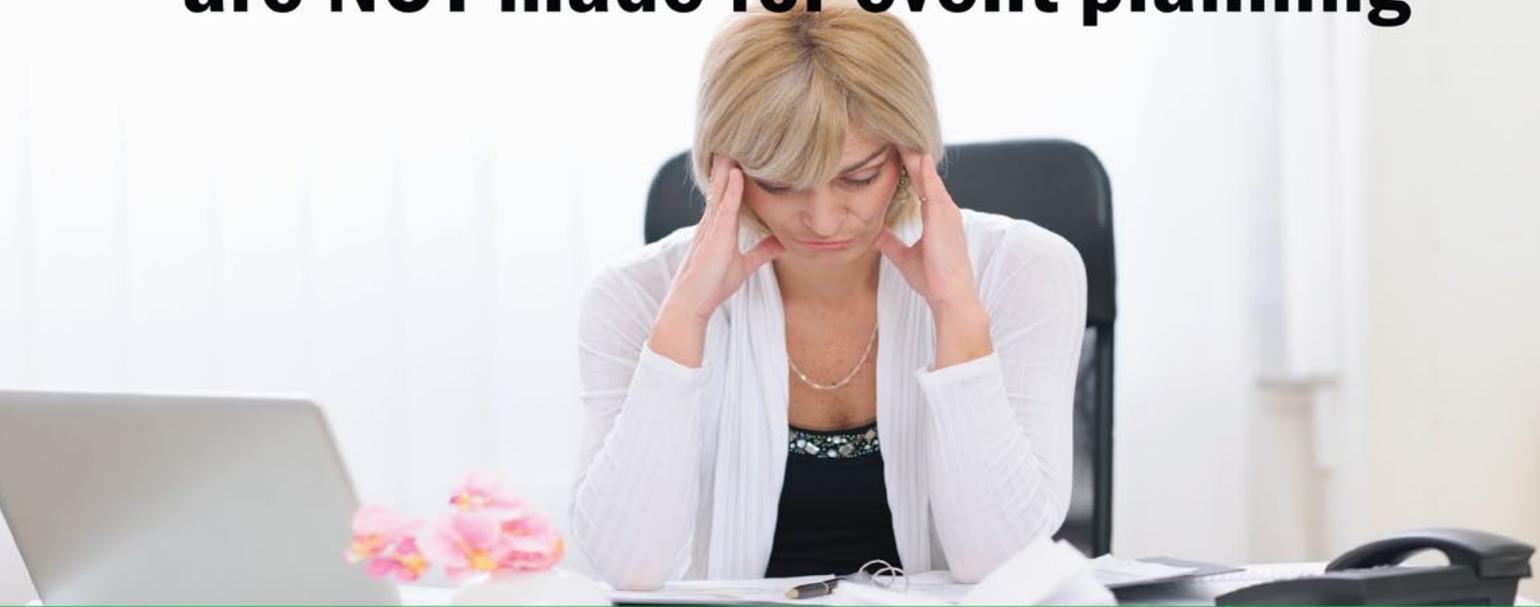
Hart & Galla, Etobicoke, ON
#LoveLentils Behind the Mask Mardi Gras

POP Kollaborative Inc. and Decor & More Inc, Oakville ON, Calgary, AB
Cocktail Mountaineering

Christopher J Design, Vancouver, BC
Queen of Hearts Gala

Decor & More Inc, Oakville ON
25th Anniversary

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- Cost over-runs
- Misplaced information
- Missed deadlines

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The advertisement features a central laptop displaying the eventuosity logo and tagline: "eventuosity plan anything. plan for everything." To the left, a smartphone shows a budget overview for "IAEE Expo/Expo 2014" with three categories: "Booth Rental & Svcs" (69% of \$7,500.00, \$2,344.34 left), "Ground Transportation" (22% of \$250.00, \$190.00 left), and "Marketing Expenses" (112% of \$500.00, \$62.00 exceeded). To the right, a tablet shows a navigation menu with options like "Budget & Expense", "Reports", "Index", "Binder", "Chat", "Upload", "Search", "My Account", and "Logout", alongside a map of Las Vegas with location pins for "McCarran International Airp...", "Tropicana Las Vegas Hotel...", and "Mandalay Bay Booth 1655".

See it at:
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BEST OVERALL CATERED EVENT
Culinary Capers Catering for
NORDSTROM VANCOUVER OPENING EVENTS

BEST EVENT DECOR \$30,000 – \$80,000

Decor & More Inc, Oakville, ON
Winter Woods

DX Design, Quebec City, QC
Sugar shack tent for JPDL

Eclectic Events International Inc, Toronto, ON
New Frontiers

FOS Decor Center, Toronto, ON
Idan & Yuval's Underwater B'nai Mitzvah

OneWest Events Inc, Calgary, AB
Westjet, Swing from the Chandelier

R5 Event Design, Toronto, ON
A Rouge Paradise – #Lovewins with Matt & Jesse

BEST EVENT DECOR \$80,000 +

OneWest Events Inc., Calgary, AB
Celebrate

Visions Display Inc., Toronto, ON
Holiday Memories

BEST TABLESCAPING

Christopher J Design, Vancouver, BC
UK FAM

Croce Creative, Niagara Falls, ON
The 4th Annual Ludzy's Celebrity Roast

DT Floral & Décor, Vaughan, ON
Vintage at Magna

FOS Decor Center, Toronto, ON
Idan & Yuval's Underwater B'nai Mitzvah

Greenscape Design & Décor, Burnaby, BC
ACL Services Awards Gala

WEDDING AWARDS

BEST WEDDING CREATIVE

OneWest Events Inc., Calgary, AB
Jeff & Dawn

R5 Event Design, Toronto, ON
A Rouge Paradise – #Lovewins with Matt & Jesse

BEST WEDDING UNDER \$75,000

A2D2 Inc – Aerial Dance Cirque Company,
Mississauga, ON

Beyond Spectacular Cirque Chic Wedding

Cava Rose, Montreal, QC
Symphonic Wedding

Julianne Young Weddings Inc., Calgary, AB
Red Carpet Rustic

Lynn Fletcher Weddings Inc., Calgary, AB
Winter Wonderland Wedding

OneWest Events Inc., Calgary, AB
Jeff & Dawn Wedding

RSVP Event Design, Saskatoon, SK
Homegrown Love

BEST WEDDING OVER \$75,000

Francine Socket & Associates, Event Architects,
Toronto, ON

The Wedding of Michael King and David Hew

Jennifer Bergman Weddings, Edmonton, AB
Opulent Enchanted Garden

Lynn Fletcher Weddings, Calgary, AB
Love & Luxury

MOST CREATIVE CATERING PRESENTATION

Fairmont The Queen Elizabeth, Montreal, QC
the Gala Montreal Museum of Contemporary Art

Savoury Chef Foods, Vancouver, BC
Cirque Du Soleil – KOOZA Lounge and VIP Experience

BEST OVERALL CATERED EVENT

Culinary Capers Catering and Special Events,
Vancouver, BC

Nordstrom Vancouver Opening Events

Fairmont The Queen Elizabeth, Montreal, QC
The Daffodil Ball – Shanghai Silk

Savoury Chef Foods, Vancouver, BC
Monogram Dinner by Design – Vancouver 2015

Toque Catering Inc., Victoria, BC
Gustavson Wedding

BRIGHTEST STAR AWARDS

MOST OUTSTANDING EVENT UP TO \$200,000

Fifth Element Group, North York, ON
A Knight in Gotham

City of Surrey & John Donnelly & Associates,
Vancouver, BC

Surrey Tree Lighting Festival 2015

POP Kollaborative Inc., Calgary AB
Cocktail Mountaineering

Solutions with Impact, Toronto, ON
Ashley's Angels Catwalk

MOST OUTSTANDING EVENT OVER \$200,000

Boom Goes the Drum, Calgary, AB
LOOK2015

BRANDLIVE Management Group, Vancouver, BC
NYE Vancouver 2015

City of Richmond & John Donnelly & Associates,
Vancouver, BC

The Richmond World Festival

Hala Events & Communications Inc, Toronto, ON
The Book Lover's Ball 10th Anniversary

5 Senses Meetings & Events, Toronto, ON
FIPP Worldwide Magazine Media Association International Meeting

Solutions with Impact, Toronto, ON
Canadian Breast Cancer Foundation KitchenAid Cook for the Cure Culinary Showdown

Solutions with Impact, Toronto, ON,
Health Science Centre Foundation's Celebrity Human Race – Winnipeg

WestJet, Calgary, AB
WestJet Christmas Party" Swing from the Chandelier"



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isaac@shokkcreative.com

julie@shokkcreative.com



2016 STAR AWARD *NOMINEES*

WEDDING PROFESSIONAL OF THE YEAR

Paras Mehta, Paras Events Inc., Brampton, ON

Crystal MacLeod, RSVP Event Design, Saskatoon, SK

CATERER OF THE YEAR

Debra Lykkemark, Culinary Capers Catering and Special Events, Vancouver, BC

Armando Arruda, Fairmont The Queen Elizabeth, Montreal, QC

ENTERTAINER OF THE YEAR

Bob Cates, Comedian, Comedy in Motion, Cambridge, ON

Boris Cherniak, Hypnotist, The Incredible Boris, Thornhill, ON

Mike D'Urzo, Magician, Mega Magic, Thornhill, ON

Jessica Gorlicky, Artist, Toronto, ON

Yan Markson, Mentalist, Toronto, ON

EVENT PROFESSIONAL OF THE YEAR

Heather Sharpe, Coquitlam, BC

Shelley Johnson, Vancouver, BC

Teanna Lindsay, Toronto, ON

EMERGING LEADER AWARD

Elizabeth Nutting, Production Canada, Toronto, ON

Sarah Tammemagi, Parléview Events, Toronto, ON

Courtney Westwood, Greenscape Design and Decor, Burnaby, BC

Sarah Jacobs Barrs, Klick Health, Toronto, ON

Bailey Roth, President of Redstone Agency, Toronto, ON

Meghan Hird, CSEP Pop Kollaborative, Calgary, AB

Rylee Keller, e=mc² events, Calgary, AB

SPIRIT OF THE INDUSTRY

One recipient is chosen for this awards - there are no nominees. The recipient will be announced and the award presented at the Gala

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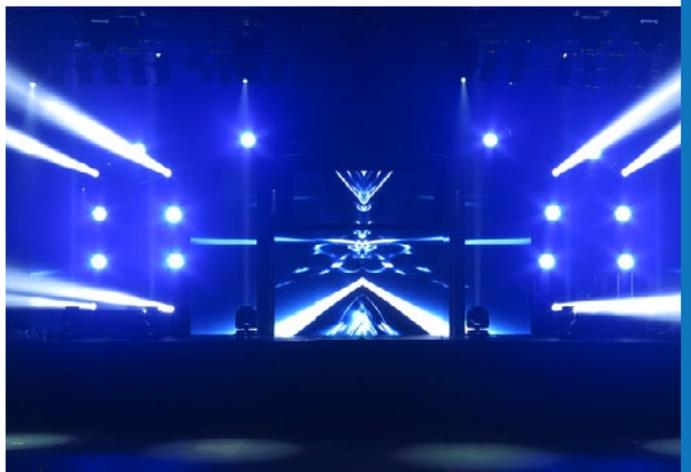
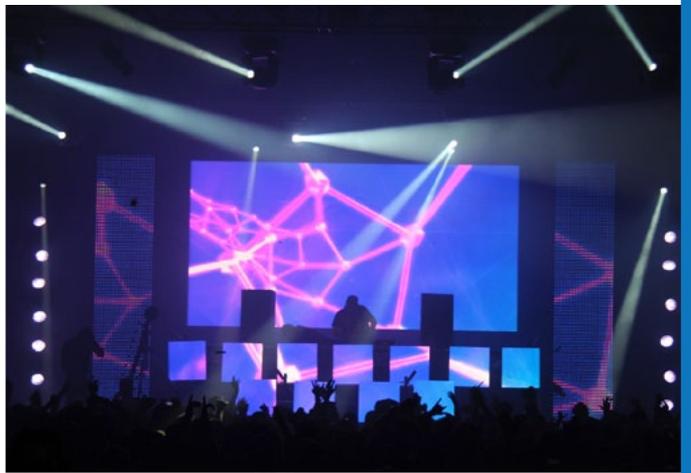
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Seneca Students INSPIRE

There is something pretty special going on over at Seneca College. The passion, the creativity and the innovation is just bursting from the halls and we couldn't help but find ourselves peeking over the fence to find out more.

Since January the students, led by John MacBride, the Program Co-ordinator of the Event Management - Event and Exhibit Design program, put their talents to work and designed some extraordinary installations.

The students 'wowed' their viewers at the College's annual Inspired Spaces tabletop setting competition where students had to select a mock client, choose a venue, develop a theme, source a caterer, and define all of the details of the décor for a fictitious event. These "inspired spaces" were then represented in the competition by tabletop designs, which were judged by industry professionals.

This year's event, hosted at the Event Rental Group's showroom in Toronto, was attended by the public and members of the event industry.

"We are incredibly proud of our students and the calibre of work they produce," said MacBride. "In our eyes, every one of them is a winner."



Second place - Brittney Gee for her event called For the Love of Books - Victorian Elegance with a Rustic Library Twist. Her décor featured vintage books propped open to reveal beautiful pop-up images.

Student Tracey Witter earned the People's Choice Award, as her Formal Menswear Fashion Launch tabletop design was a hit with attendees.

2016 Winner -Seonhye Kim, who took home the first-place prize for her setting called Flower in the Air, which was designed for a fictional Kenzo Fragrance launch event.





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Bloor Street BY SENECA

Students from Seneca College's Event Management – Event and Exhibit Design graduate certificate program converted Yorkville retailers into luxury dining spaces for Bloor Street Entertains last month. Working in partnership with CANFAR (the Canadian Foundation for AIDS Research), Seneca transformed seven downtown locations into intimate and lavish dining rooms, in which high-profile guests enjoyed gourmet, four-course dinners prepared by Toronto's top chefs.



Stellson – Seneca Professor Nicole DiCarlo and her students played with the menswear aspect of this illustrious brand. Centrepieces were constructed from vintage belts wrapped around cylindrical vases. Custom menus were punctuated with bow ties and red ribbons, a reminder of the event goal. Credits – Photography by Alex Bruce, floral design by Seneca College, rentals by Higgins Rentals, with assistance by Yellowhouse Events.

Liss Gallery – Seneca Professor John MacBride and students drew inspiration from exhibiting artist Thomas Arvid. The team extended the theme of his artwork into the decor. Roses and cedar were wired to large pieces of grapevine for the centrepieces. Cork accents in the candleholders and the bar carried the theme throughout the venue.- Credits – Photography by Alex Bruce, floral design by Seneca College, rentals by Higgins Rentals, with assistance by Yellowhouse Events.



“ Bloor Street Entertains has become living curricula in our classroom...”

John MacBride

Professor and Program Co-ordinator of Seneca’s Event Management – Event and Exhibit Design program.

Find out more about Seneca’s Event Management program at www.senecacollege.ca/fulltime/EVT.html and learn more about Bloor Street Entertains at bloorstreetentertains.ca.

Victorinox Swiss Army – Seneca Professor Brian Wickens and students suspended florals from the ductwork in the ceiling and reflected them in arrangements on the table. Custom runners were made from ribbon. Menus carrying the corporate logo completed the look. Credits – Photography by Alex Bruce, floral design by Seneca College, rentals by Chairman Mills, with assistance by Yellowhouse Events.

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Early Mercy is a 3,500 square-foot space in the heart of the vibrant King West dining and nightlife strip. Here, the best elements of rustic and chic come together to create a warm, welcoming and sophisticated venue that can comfortably accommodate 300 inside and another 100 on our licensed patio. The eclectic, design-forward décor merges engaging art, eye-catching patterns, reclaimed wood siding, and unique custom-made light fixtures. Early Mercy is a versatile venue that's perfect for corporate and social events that leave an impression on everyone who attends. For more information on tours and bookings please contact hello@earlymercy.com.

"ONTARIO'S BEST BAR"
2015 Notable Awards

HEALTHY: Ambronite

For girls on the go... don't miss another important meal - Ambronite is a drinkable supermeal that takes hunger away for 4-5 hours. Real food, vegan, non-GMO and no added sugar.



1

CHILLING: Recolor App

Adult coloring books are now topping best-seller lists. Zone out and de-stress with this on-the-go version.



2

3

PRODUCTIVITY: The Designers Ipad Pro

It's especially convenient for designers since it is smaller and lighter (it weighs less than a pound). Other cool features include palm detection so you can draw with your hand on the screen without changing the rendering just as you would draw on paper.



4

TECHNO: PowerCube

Extend Your Power with Power Cube



GIFTING: Planet Lollipops

Gift to your clients or treat yourself to your very own taste of the galaxy.



5

GIFTING: The Weather Cube

An entirely new way of "reading" the weather! This artistic object displays the current weather outside by manipulating water to express conditions.



6

What is EXPERIENTIAL MARKETING and why is Technology a Vital Component?



As marketers and event professionals, it is our job to give brands the opportunity to connect with people on a level that transcends traditional marketing. By creating an experience that lets people participate in the event, either in person or virtually, brands put the control in the hands of consumers instead of just hammering them with marketing messages that have no context or meaning.

What is experiential marketing?

According to Wikipedia; Experiential marketing, sometimes called “Engagement marketing”, “Event marketing”, “Live marketing”, or “Participation marketing” is one tool in an arsenal of hundreds at the disposal of brands and companies. This type of marketing directly engages consumers and encourages them to participate rather than become passive bystanders. Experiential marketing puts the consumer in control of their own experience. It is a

powerful medium for brands to connect to consumers in a relevant, authentic and memorable way that can create a lifelong connection to a brand. If done right, this type of marketing can be done in a small scale, one-on-one environment and then scaled through viral videos across the globe.

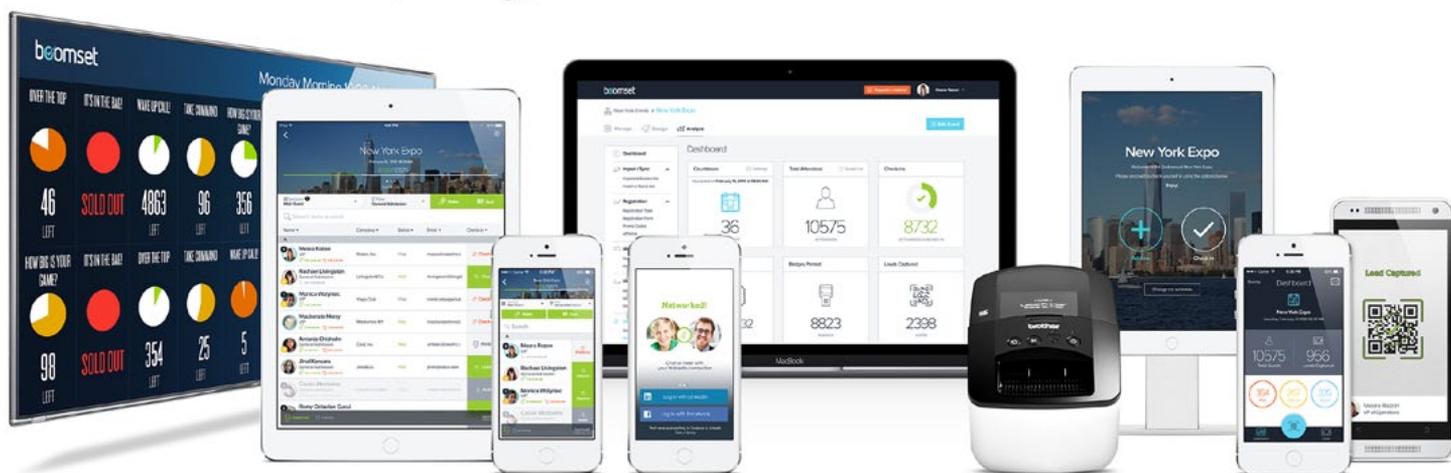
Traditional advertising (TV, Radio, Billboard, Print) still holds value but can be expensive, require repetition and can be hard for a brand to track sales. With experiential marketing, brands have access to real numbers; number of participants, engagement time per user, post event survey, sales post event, media impressions, etc.

So how then does technology fit into these experiences?

With the advent of new technology and mobile phone based experiential programs, marketing companies have begun to delve deeper into data

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such as; Geo-Targeted data, Facebook user data, sharing statistics, views, app downloads, direct sales and more. Technology has put new and ever-evolving tools in the hands of marketers and we are seeing a shift from traditional marketing to more personalized, targeted, relevant messages based on actual user data. This is powerful because brands can now experiment with marketing on a small scale to test effectiveness of a program and refine it before rolling it out nationally or globally.

Technology like Augmented Reality and Virtual Reality have only scratched the surface of what is possible. Tech is ever-evolving and things that were impossible 6 months ago are mainstream today.

In 2014 I attended an event Eric Schmidt's Curiosity Camp and it was here where I got a first glance at the future of Virtual Reality. One of the attendees, brought his computer, Oculus Rift and a pair of headphones and let me experience first-hand a Beck concert in VR that put me on stage beside Beck with 360 degree views of the stage and crowd. I simply cannot explain how amazing and I can only recommend you find someone with an Oculus and ask them for a demo.

Without getting too in depth in each technology, I have listed 5 of my favourite technology-based experiential activations that will hopefully give you some creative fuel with which to go make something new and exciting for your clients. By using these kinds of technologies, you are not constrained by physical places or spaces and have the ability to give brands an indelible connection to consumers that is literally a game changer by creating an unforgettable experience. You will most certainly increase brand love exponentially.

NOTE: If you have not yet tried Virtual Reality (Oculus Rift, Samsung VR, Google Cardboard, etc.) then email me and we will setup a demo for you... This stuff is MIND BLOWING!!!
alan@shokkreative.com

Viral Video
Carlsberg Friendship Test
www.youtube.com/watch?v=vs1wMp84_BA

Augmented Reality
Pepsi Bus Shelter Experience
vimeo.com/89917528

CinemaCon 2015 Barco Demo
www.youtube.com/watch?v=9VrySwKtgMO

REMiXperience
Heineken REMiXperience at Coachella
www.youtube.com/watch?v=xzbcEs9VMJk

Virtual Reality
Sleep Hollow VR Experience
thesecretlocation.com/projects/#!/sleepy-hollow-virtual-reality-experience

3D Video Mapping
Freightliner Projection Mapping of the Hoover Dam
www.d3technologies.com/projects/100-Freightliner-Inspiration-Hoover-Dam-2015#VhfMNLRViko

Experiential
"Real" First Person Shooter Game (This is awesome)
www.youtube.com/watch?v=p747PrxmZJ4

Alan Smithson is an investor and entrepreneur based in Toronto, Canada. He invented the Emulator DJ system, is the CMO of his 11 year old daughter's company Love Sandal and is a partner at Shok Kreative as well as the owner of Star Productions DJ service. www.AlanSmithson.com



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delectable

DELI



Having lived in Montreal for many years I've long complained about the lack of a decent deli in this town but no more. Not since I found out about Caplansky's deli (356 College St.). Owner Zane Caplansky brings the unique taste of the traditional Jewish deli to Toronto and the result is delicious. Don't just take my word for it though. Guy Fieri, the frosted tipped host of the Food Network's *Diner's, Drive-Ins and Dives* agrees:

“If you're a fan of delis, and I'm talking old-school, Jewish-style deli's, and you're cruising through Toronto, Canada, don't worry, they got a joint for ya. It's right here, at Caplansky's.”

Caplansky's features original family recipes, locally sourced ingredients and menu items sure to keep you coming back for more. The smoked meat is made in house with fresh ingredients, hand rubbed, sliced, loved and served with a crispy, full sour pickle and rich tasting mustard..... I'm getting hungry just writing about it.

That's why I was so excited to learn that I can get that same experience at my next corporate event. Professional hand slicing, served right in your office, at your front door, or in your back yard. Your guests will appreciate the quality that comes from food made the right way, full of flavor and bursting with taste

Caplansky's Catering also offers up some of the traditional Jewish items like latke, knish, matzoh ball soup and who could say no to the sweet maple beef bacon donuts! (yes, beef bacon...this is a Jewish Deli after all)

Perfect for weddings, corporate parties, outdoor festivals and more, Caplansky's truck, better known as Thundering Thelma, is available throughout Toronto and the GTA. With a variety of menus to fit the style of the event, I know I'll be booking them.

Menu Highlights include:

In house Caplansky's Mustards
www.caplanskys.com/mustard

- Classic Ballpark
- Mild and Delicious
- Hot and Horseradishy
- Super Extra Hot
- Hot Knish Pocket
- Reubanesque
- BBQ Beef Brisket
- Deep Fried Pickles
- Smoked Meat Poutine
- Latkes
- Maple Beef Bacon Donuts





Bella



Casper



Tolix Chair



Tolix Stool



Delano



Bristol Stool



Louis XV



Paramount Stool



Louis Ghost

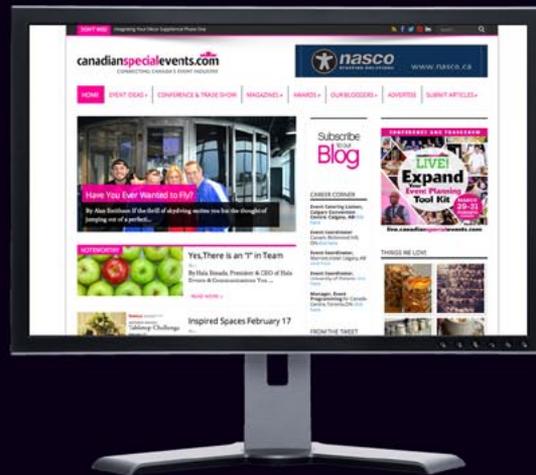
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