

**Exclusive: Our Annual Event Industry Forecast for 2020
Pass the Veggies, Please: The Hottest Trend in Catering**

SPECIAL EVENTS

WINTER 2020



THE WEDDING WAS WHERE?

**Beautiful weddings in
unexpected spaces**

**EVENT PROS LIST THEIR
TOP TECH TOOLS
P. 6**

**22nd ANNUAL 30 TOP
RENTAL COMPANIES
P. 20**

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EDITOR'S PAGE

ROARING INTO THE '20s

You can't reach your destination if you don't have a map to get there. We hope this issue will give you some sense of direction for the year ahead.

Our annual event planner forecast looks to a bright new year. Some 90 percent of in-house event professionals predict they will stage the same number or more events in 2020 than they did in 2019. As for independent event professionals, 79 percent say they will stage the same number or more events in the new year.

A great value of our study is that it gives us 10 years of look-back data. For example, the threat of "an uncertain economy" was the No. 1 worry of respondents back in 2010. That concern has shown a steady decline in the years that followed, though we do see a little uptick for 2020—something for us all to keep an eye on. See the full story starting on page 9.

As a salute to the endless creativity of event planners, our cover story documents exceptional weddings staged in unexpected spaces. A couple who wants to be married at the iconic Double Arch in Utah? On a working ice rink? The answer is always "yes." See how these planners extraordinaire pulled these weddings off starting on page 14.

And it just wouldn't be an issue of *Special Events* if we didn't cover event rental. Way back in 1982, *Special Events* got its start covering "party" rental.

Rental is the soul of our business. Event rental pros know how every event started (and ended), who is winning business, and who isn't able to pay the bills.

Now in its 22nd year, our look at the biggest players in rental shows a largely positive outlook. Yes, there are hurdles. Good workers are hard to find—and expensive. Tariffs are clobbering some operations.

Yet our big rental players tell us that delivering great product and great service—especially emphasizing the "eco-friendly" aspect that is at the core of rental—will win the day.

And if there is one word to guarantee success in rental today, it's customization. Clients don't want off-the-shelf; they want events they believe express their unique style. Event rental is responding; see the story beginning on page 20.

I can't wait to see the terrific events you and your team create this year.

Lisa Henley

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ON TREND



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Tops in Tech Tools

Event pros share their go-to tech tools—and the innovations that our industry still needs.

The special event industry

is unabashedly high-tech, but the right high-tech tools definitely keep events moving. Here, members of the *Special Events Advisory Board* share the newest tech tools they turn to, along with a wish list of what needs to be invented next:

WHAT'S WORKING

"Dialux is free photometric calculation software. It allows us to model a project in 3-D space and add realistic and accurate lighting into the space. The calculations it creates can be used for client renderings and are used by building departments to verify light levels meet code. It's easy to use, surprisingly fun, and very precise." —*Mark Baltazar, CEO/managing partner, Broadstreet, New York*

"For social media, I love Planoly! The fact that I can pre-schedule my Instagram posts is a life- and timesaver for me." —*Rheana Coon, director of events, To Be Designed, San Diego*

"We've started using the Timeular [time-tracking system] in the last few months. It's eye-

opening to see how much real time is actually consumed by various projects, other people's projects, etc., and being able to easily track that over various periods of time." For layouts and schematics, "I use SketchUp when I have a nontraditional space, like a field with a trail going through it." —*Jen Poyer, CSEP, senior special events manager, Catalina Island Conservancy, Long Beach, Calif.*

When it comes to registration systems, "Cvent is the go-to for a lot of companies; however, there are a lot of platforms out there gaining traction. We have most recently been utilizing Eventfinitly as it is a whole event platform tying together registration, event app, gamification, and experiential activation data." —*Cindy Crill Brewer, CMP, DMCP, principal, LEO Events, Memphis, Tenn.*

This Freeman executive salutes the Freeman suite of products she can share with clients, including Freeman Luminate for augmented reality and virtual reality, and Freeman Envision for event layouts and renderings. —*Pamela M.*

Patsavas, CSEP, assistant director of client solutions, Freeman, Chicago

WHAT WE STILL NEED

All in one: "I would love to see an easy-to-use system that incorporates everything from registration and guest management to table seating, auction needs, historical participation, etc." —*Jen Poyer*

Let's talk: "I wish someone would invent a better way for all these different pieces of technology to more seamlessly talk to one another. While true that a lot of products offer APIs [application program interface] and other means of intercommunicating, we are not where we need to be in terms of true interoperability and a global event solution." —*Cindy Brewer*

Let's get acquainted: The industry needs "an app that will take your event registration information and find other attendees at the event that share your hometown, interests, fields or profession." —*Pam Patsavas*

Put that phone down: For weddings, "Perhaps an app that disables cellphone cameras until after the ceremony so the real photographers can get the photos!" —*Poyer*

A Tech Prescription from **Dr. Morgan**

Dr. James Morgan, CSEP, is a principal lecturer in event design and technology and course leader for the B.A. Honours Events Management degree at the University of Westminster, London. He is also the founder of Event Tech Lab, a partnership community for event technology companies, event professionals and investors. He shares his favorite new tech tools for events:

Zenus smart camera: The Zenus specialized cameras analyze facial expressions to tell how happy attendees are feeling. Event organizers and brands can accurately and effortlessly measure engagement in specific areas.

Luster flip discs: Flip disc panels create varying sizes of mesmerizing interactive display walls that attract attendees with the sound of thousands of magnetic flipping discs. The screens can show fun or branded content.

Zoottle real-time feedback: The Net Promoter Score satisfaction survey platform allows attendees to give feedback while at a venue. The platform is launched when attendees sign in to use the venue WiFi. Unhappy attendee feedback is automatically escalated to the organizer to deal with immediately.

The rise of women in tech: Morgan points to the new group Women in Event Tech—“a community of people that believe there are more opportunities for women to lead in event tech sector than is currently the case,” he explains. “Whether that’s starting event tech companies, programming event tech innovations, designing tech-heavy event installations—the group welcomes all women from around the world that have an interest in event technology. It’s a community where stories are shared and knowledge is exchanged. The aim is to connect and inspire.” ●



RESOURCES

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EVENT TECH LAB

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EVENT PLANNER FORECAST 2020

Rising costs and tight turnarounds will be head winds in 2020, but event pros are turning to tech to make headway. By Lisa Hurley

THE ROARING '20s The event industry feels confident going into 2020, with 90 percent of in-house event professionals predicting they will stage the same number or more events in the new year than they did in 2019. As for independent event professionals, 79 percent say they will stage the same number or more special events in 2020. The study is conducted every year by the Informa Engage division of Informa, parent company of *Special Events*.

The 2020 outlook for business/corporate events is strong, with the majority of independent event professional respondents (55 percent) expecting revenue increases. The typical respondent expects

a mean increase of 11 percent in business/corporate events. Some 35 percent of respondents expect their 2020 revenues from business/corporate events to stay on par with 2019, while a scant 2 percent of respondents expect revenues from business/corporate events to decrease in 2020.

On the other hand, the outlook for social/private events is a bit more tempered, with 43 percent of independent pros expecting revenue increases and 37 percent expecting no change. The typical respondent expects a mean increase of 12 percent in social/private events. Five percent of respondents say they expect revenue from social/private events to decrease in 2020 while 15 percent are unsure. ▶

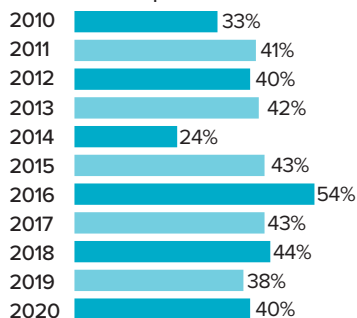
HOW'S BUSINESS?

How will the number of special events you stage this year compare with last year?

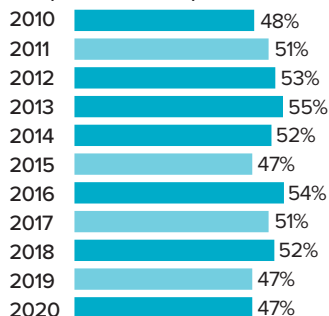
Responses for each new year, 2010-2020

"WE WILL STAGE MORE EVENTS THIS YEAR"

In-house event professionals

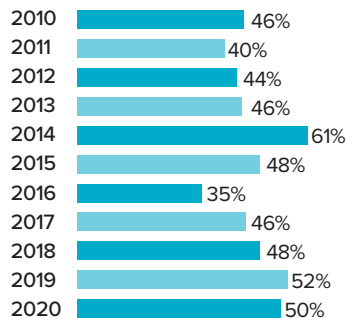


Independent event professionals

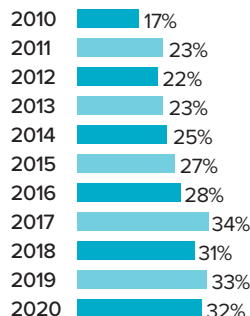


"WE WILL STAGE APPROXIMATELY THE SAME NUMBER"

In-house event professionals

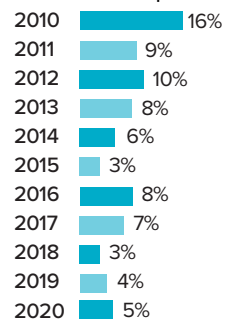


Independent event professionals

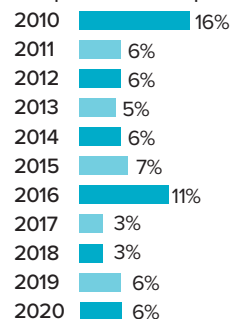


"WE WILL STAGE FEWER"

In-house event professionals



Independent event professionals



Unsure (2020 responses)

In-house event professionals 5%

Independent event professional 14%

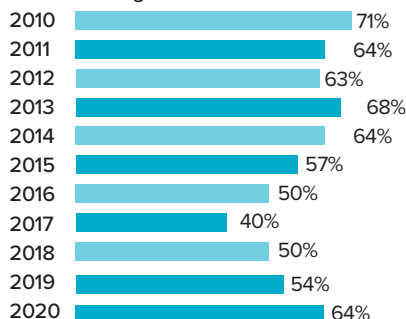
CONFRONTING CHALLENGES

What are the greatest challenges facing you professionally this year?

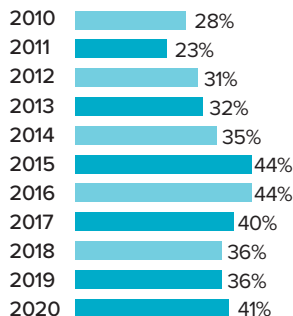
Multiple answers possible

IN-HOUSE EVENT PROFESSIONALS

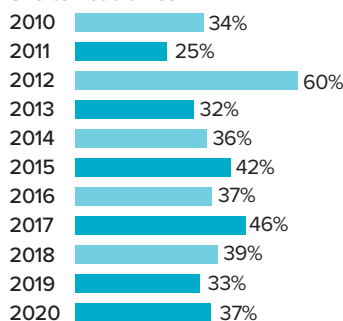
Reduced budgets to work with



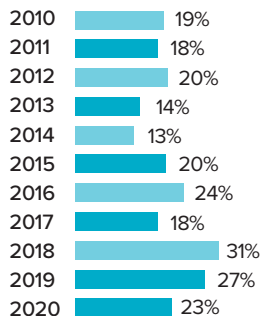
Demonstrating the value/
ROI of special events



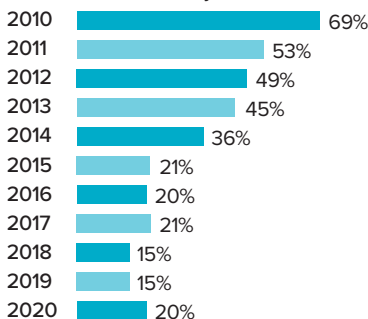
Shorter lead times



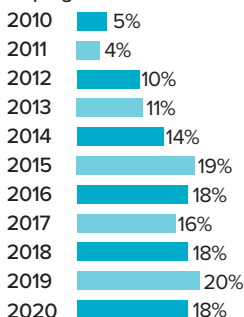
Labor shortage/
lack of skilled labor



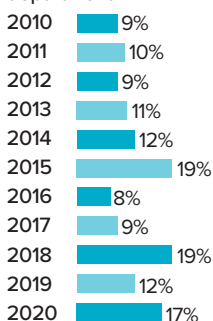
An uncertain economy



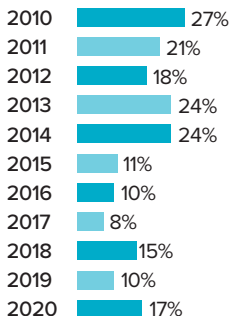
Coping with new technology



Dealing with my company's
procurement/purchasing
department

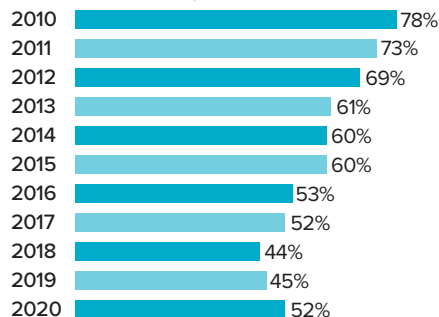


My own company's uncertain
finances

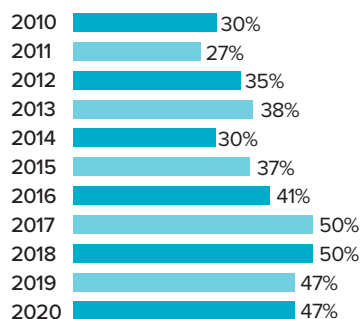


INDEPENDENT EVENT PROFESSIONALS

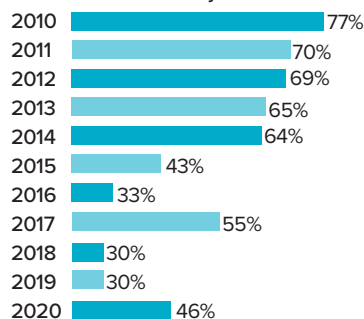
Reduced client budgets



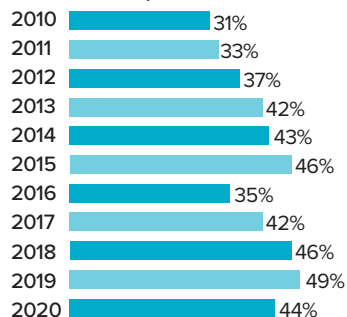
Shorter lead times



An uncertain economy



Increased competition



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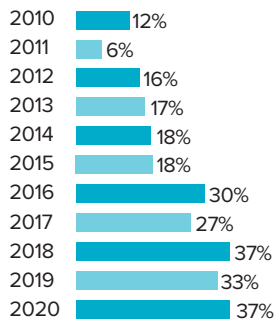
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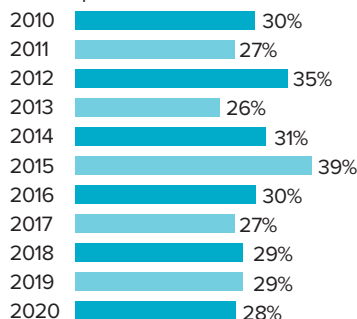
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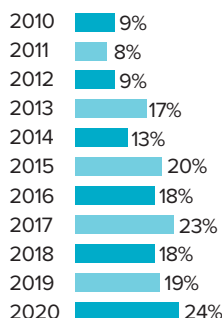
Labor shortage/ lack of skilled labor



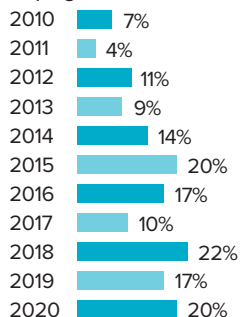
Demonstrating the value/ ROI of special event



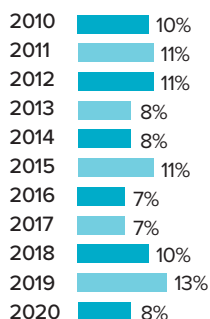
Dealing with my client's procurement/ purchasing department



Coping with new technology



Consolidation of client base



NO TIME TO PLAN The year might be a new one, but it brings some old challenges. Members of the *Special Events* Advisory Board say that a long-standing hurdle that will be back for 2020 is the short turnaround time demanded by clients.

"It's become the norm to sign a contract on average a week prior to the event, which kills our internal productions, and ultimately costs the clients more money as well!" says Rheana Coon, director of events with San Diego-based To Be Designed.

Another headache: tight budgets in the face of rising costs.

"As an off-premise caterer, one of the biggest challenges we anticipate facing in 2020 is continuously rising costs associated with food purchasing and staffing in our culinary operations," notes Andrew Gerstel, CEO of Washington-based Windows Catering Co. "The Washington D.C. market has become particularly competitive for culinary talent at all levels due to the expanding hospitality industry—most notably restaurants and hotels."

Pamela Patsavas, CSEP, assistant director of client solutions with Freeman in Chicago, agrees. "Clients want new ideas, but their budgets are not increasing, so we are tasked with doing more with less," she notes.

FIGHTING BACK But event professionals are nothing if not resourceful. They are heading off head winds with a variety of tactics.

In the face of rising costs, the team at Windows Catering is turning to "better, more advanced negotiations with our food purveyors," Gerstel explains. "Anticipating our needs several weeks or months in

advance will allow us to find cost savings with better purchasing power. This will also help us keep our pricing competitive and not force us to increase our costs to our customers."

The team at To Be Designed will safeguard profits by being more selective about the events it creates.

"In 2019, we created over 350 events ranging from small to large," Coon says. However, "We have raised our minimums to alleviate some of the stresses on our staff and ensure that our quality is not being overlooked for our clients," she explains. "We want to make sure nothing is slipping through the cracks and every event goes out the door flawless."

The Freeman team will address the challenge of tight client budgets by turning to its suite of tech tools. "Whether using programs that assist clients with selling sponsorship and exhibit space to event apps that enhance the attendee experience, planners have many resources at their disposal," Patsavas explains. The Freeman team will also be "working with our creative and digital teams to create new activations for event attendees—offering solutions that are scalable so as client budgets evolve, offerings can match the needs and budget."

'EVENT-FIRST' APPROACH

Indeed, the team at Memphis, Tenn.-based LEO Events is going all in on tech—launching an in-house digital department.

"Seeing a gap in the market between lifelong event professionals and technology companies, LEO Events has made the bold move to launch LEO Digital, an internal digital department, dedicated to registration management, event apps, and activations," notes principal Cindy Crill Brewer, CMP, DMCP. "By bringing digital in-house, we take an event-first—as opposed to technology-first—approach to all of our customized experiences. By doing so, we fit the technology to the event and not the event to the existing technology. Our dedicated staff is always on the lookout for the latest tech advancements and following the most up-to-date digital trends as a means of offering our clients something they can't find anywhere else."

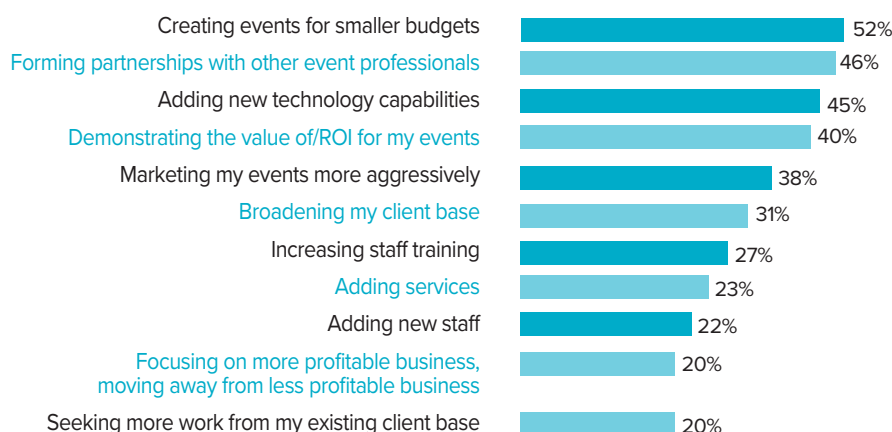
SECRETS TO SUCCESS IN 2020

What key steps are you taking this year to improve your event operations?

Base: Independent event professionals; multiple answers possible.



Base: In-house event professionals; multiple answers possible.

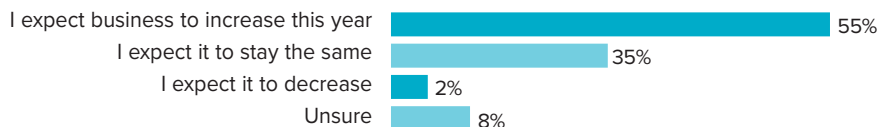


WHO'S GOT THE BUSINESS?

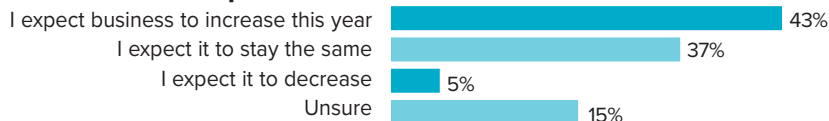
Compared with last year, how do you expect revenue from different types of events to change in 2020?

Base: Independent event professionals

From business/corporate events



From social/private events



WHAT EVENT PROS ARE WISHING FOR IN 2020:

“No recession! If companies loosen their purse strings and start reinvesting in their people, infrastructure and inventories, then it will be a good year.” —*Pamela Patsavas, Freeman*

“A better informed and educated customer in 2020 will help us meet some of our challenges and provide for a good year in the special events industry. In particular, making sure our customers are aware of the rising costs associated with putting on events is critical. This challenge is incumbent upon all industry professionals, working together, to further educate someone who is not fully aware of cost increases in the products and services we deliver.” —*Andrew Gerstel, Windows Catering*

“There are many ways that the political climate can affect the meetings and events industry—trade, travel and safety being three of the most potent factors. As we step into 2020, we must remember that events possess great benefits for the U.S. economy—and as event professionals, we must ensure meetings thrive regardless of political factors.” —*Cindy Crill Brewer, LEO Events* ●

RESOURCES

TO BE DESIGNED

www.tbdsandiego.com

FREEMAN

freeman.co

LEO EVENTS

leoevents.com

WINDOWS CATERING CO.

catering.com



COVER STORY

The Wedding Was Where?



Westward ho wedding: Significant Events of Texas puts a wedding in a gorgeous—but remote—site. Photos by The Willinghams Photography.

Five top wedding pros share how they created amazing weddings in challenging spaces.

By The Editors

MONUMENTAL WEDDING

Significant Events of Texas, Dallas
significanteventsoftexas.com

The stunning Double Arch in Arches National Park in Moab, Utah, was the ceremony site for this wedding, followed by a river-cruise cocktail hour, dinner overlooking the park, and a late-night glamping experience for a couple and their 25 lucky guests.

The Significant Events team worked a year to pull the event off and stresses the value of early site visits, searching out partner vendors who welcomed the challenges—including for some the entirely new experience of working with a wedding planner—and “bringing in an assistant who was more adept than I was at hiking, camping and outdoor high adventure,” says company owner Meredith Commender, CSEP.

Among the successes for this wedding: “We stayed on time for all events even with the lack of a cell-phone signal, got all guests to the ceremony site with relative ease despite it being a half-mile walk from the road, and built and maintained the campfire at the glamping facility despite having no light whatsoever to build in,” Commender says.



Doing the town: Norma Cohen Productions takes a wedding from Rockefeller Center's Rainbow Room to the building's ice rink. Photos by Fred Marcus Photography.

ROCKING ROCKEFELLER CENTER

Norma Cohen Productions, New York
www.normacohenproductions.com

What wedding could say “New York” better than a ceremony in Manhattan’s Rainbow Room in Rockefeller Center, followed by a reception on the venue’s famed ice rink? The team at Norma Cohen Productions made this dream come true for 700 guests.

The fact that guests had to be escorted 65 stories down from

the Rainbow Room to the ice rink wasn’t the biggest challenge. Instead, a flurry of bomb threats and a sudden rainstorm brought unwelcome challenges for the event team.

To ensure guest safety and guard against the rain, company founder Norma Cohen commissioned a custom flood walkway

that led guests from the lower level of the building to the ballroom stationed on the ice rink. “My clients were very happy with the night,” Cohen says. And better still: “They thought the flood walkway was part of the decor from the beginning—they didn’t know it was a challenge I had to deal with because of the weather.”

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So cool: Frank Event Design puts a wedding on ice—literally. Photos by Aaron Fortin.



WINNING WEDDING

Frank Event Design, Chicago
www.frankeventdesign.com

There are weddings on ice rinks, and then there are on weddings on ice. Chicago-based Frank Andonoplas, MWP, made the dreams of a world champion ice skater come true when he staged her wedding on a working rink in Detroit.

Working in between hockey games, the crew toiled over the course of two days—including one all-nighter—to install lighting, carpet, floral, staging and furniture for the 200 guests. If that weren't enough, the bride and her skating-partner groom asked to perform their first dance as a skating routine. To make it happen, Andonoplas and team shunted guests off the rink

after the ceremony to brunch in a tent on the sports center's parking lot, then moved everything off the ice—including 8,000 square feet of carpet and flooring—and gave the surface a quick Zamboni polish. The room turn—or “rink turn”—took a scant 52 minutes.

The wedding was “definitely one of the top five in my 25-year career,” Andonoplas says. “I couldn't believe I pulled this off with only five months to put it together, and not having a clue on how to do a wedding on an ice rink. But this is where you value the relationships you have formed over the years and know whom to call to assist you.”



FROM RUSTIC TO REGAL

Where to Start, Newark, Calif.
www.wtsweddings.com

The venue for this wedding was rustic all right. The site was a home featuring a horse stable—but one that hadn't been used in nearly 10 years.

To transform the Sebastopol, Calif., site into something “wedding worthy,” the team graded the area to be level enough to install the 50- by-100-foot tent, flooring and ramps for the 160 guests, explains Gwen Helbush, CWC, founder of Where to Start. The list was long: “The paths between the buildings needed new gravel laid, while the barn and stables needed power-washing. The perimeter fence required a 20-foot section removed so the vendors could access the property to install the generators, the tent and restroom trailers. Some 25 trees required trimming to make room for the tent to go up and to create a manicured look for the property.”

Complicating matters, the homeowner's father lives on site, and his frail health forced the wedding team to work as quietly as possible and during odd hours. Careful planning did the trick—as did the realization that playing big band music during construction calmed the elderly gentleman.



Don't fence them in: Where to Start takes a site with an old horse stable and arena and makes it “wedding worthy” for 160 guests. Photos by Michelle Walker Photography.



GOING BIG

Amazae Events, San Jose, Calif.
www.amazae.com

How to make a little space fit a big group?
 Think fast.

The wedding couple wanted their 325 guests to enjoy an alfresco ceremony and reception at a wedding in Gilroy, Calif. But only days ahead, rain and hail were in the forecast.

With no time to bring in one tent big enough for the reception, the event team worked with partner vendors to create a layout including multiple small tents, explains Crystal Lequang, Amazae Events founder and CEO. The ceremony itself had to be moved indoors, forcing the team to abandon its original plan for the mandap. Again, partner vendors helped dream up an entirely new structure.

The results were a hit: “Guests were very grateful for our efforts to help keep them comfortable and out of the elements,” Lequang says. “They also still admired the beauty of the event despite the changes to the setting.” ●

Shelter from the storm: The team from Amazae Events quickly created sheltered spaces for 325 wedding guests. Photos by Wedding Documentary.

30 TOP RENTAL COMPANIES

The big players in event rental are looking forward to a big year in 2020. And the biggest trends: custom designs, eco-awareness and the fight to find workers. **EDITED BY LISA HURLEY**

Image by Porcorex / iStock / Getty Images Plus

A1 PARTY

Covina, Calif.

a1partyrental.com

TOP OFFICERS Chet Fortney, CEO;
Rene Martinez, COO

COMPANY BASICS In business more than 20 years, management takes pride in being "more than just another rental company," they say. A1 offers diverse inventories of structures, flooring, electrical, lighting, staging, furniture, tabletop items and decor, along with services including event design, branding and custom fabrication. "Our 65,000 square feet of warehouse space on four-plus acres of land is strategically located in the center of southern California to serve all of Los Angeles, Orange, Riverside, San Bernardino and San Diego counties," they say.

CURRENT EVENTS Noteworthy events of this past year have included Fashion Week El Paseo, Palm Desert Food and Wine Festival, Los Angeles Times Festival of Books, Hard Summer Music Festival, L.A. Comic Con, Real Street Festival, Back to the Beach, Breeders' Cup, iHeartRadio Music Awards, MTV Movie and TV Awards, Kaya Fest, Surf City Marathon and Amgen Tour of California. A highlight: The Electric Daisy Carnival in Las Vegas, which required the installation of more than 200,000 square feet of tenting.

WHAT'S RENTING "Custom creations and solution building is our current most-asked-for request," management says. "We have transformed into a company that caters to tailoring personalized products for specific client event needs and visions. We recently executed a Ticketmaster event where we built 8-foot LED back-lit walls with TVs, custom-printed branding fabric, and TV bracket mounts. We completely transformed the area and turned it into an interactive, sophisticated and high-tech space."

WHAT'S NEXT "Giving clients a full interactive experience is the trend we are pursuing right now," A1 says. "We want our clients and their guests to leave the event with more meaningful memories that feel personal, and that are not only visually appealing but also engage all the other senses." Also, "We have a strong inclination that individualized and unique pieces will become much more trendy in the near future. To meet these demands, we are planning on adding distinctive furniture pieces in different styles, materials and colors to our inventory."

ALL OCCASIONS PARTY RENTAL

Pittsburgh

www.allparty.com

TOP OFFICERS Arthur Brown, president/CEO;
Jason Brown, COO

COMPANY BASICS For 40 years, All Occasions has provided "an extensive range of rental items including tabletop, chairs, tenting, serving, foodservice equipment and more," management says. Sister company Marbella Event Furniture and Decor Rental features one-of-a-kind inventory in bars, event furniture, tables, chairs, decor, lighting and branding elements, while Lendable Linens, the newest sister company under Crown Point Enterprises, is a fine-linen rental provider specializing in supplying high-quality, trend-setting linens across the U.S.

CURRENT EVENTS The past year has been a "record-breaking" year for the company, management says, including working on events such as Family Day for Shell and Bechtel Enterprises, the Pittsburgh Irish Festival, Dick's Sporting Goods' Pittsburgh Marathon, Spring Hat Luncheon for Pittsburgh Parks Conservancy, Hillman Cancer Center gala, and a wide range of private social events and "high-caliber" weddings.

WHAT'S RENTING Staying on brand: "People are starting to seek more dramatic and branded ceremonies that incorporate an all-inclusive design element that is replicated from the program to the backdrop to the tabletop and dance floor," management says, adding, "Branded bars and escort dividers are a big hit with our market right now."

WHAT'S NEXT "The event rental business is continuing to grow and expand our knowledge of 'what's possible,'" they says. "We forecast the business to continue to mimic trends and goals we see in the fashion and interior design worlds in order to stay current and test the waters in the event industry."

APRES EVENT DECOR AND TENT RENTAL

Minneapolis

www.apresparty.com

TOP OFFICERS Charlie Feldbaum,
Michael Feldbaum

COMPANY BASICS Located in the Twin Cities of Minneapolis/St. Paul, Apres is a "family-grown" business now celebrating 32 years as a premier provider of event rental services, specializing in the upper Midwest.

CURRENT EVENTS The year 2019 "has been another great year of growth especially in the high-end wedding market, corporate events, fundraisers and galas," management says. Clients served include 3M, Medtronic, IBM, Cargill, GE, Ecolab, Harley-Davidson, Toyota, Cambria, Red Bull, Northern Tool, Mercedes-Benz, Porsche, AT&T, U.S. Bank, Wells Fargo, Target and "many other local companies and private satisfied customers," they say.

WHAT'S RENTING "We are always expanding our inventory to keep up with the latest trends that will set our clients event apart from others," management says. "Unique, modern and rustic items are continually drawing a lot of demand in our market. We also seeing increased interest in clear-top tents, glass/hard walls, tent flooring with unique floor coverings, rustic/vintage decor, lounge furniture, specialty lighting, chandeliers, illuminated bars and custom linens."

WHAT'S NEXT Choosy on clients: "We have streamlined our operations to enable us to focus on recurring events," management says. "We want to give our customers the expert service they expect from us and are not trying to 'do every job' that comes our way. We are being more prudent in the kind of business we want to focus on. Labor has been better this year but continues to be an issue we will have to deal with for the long term in our tight labor market in our area."

ARENA AMERICAS

Milwaukee

www.arenaamericas.com

TOP OFFICER Paul Bryant

COMPANY BASICS Since 1964, Arena Americas has specialized in providing full-line special event equipment rental products and services, including semi-permanent and permanent clear-span structures, custom design and manufacturing capabilities, tents, HVAC, power generation, lighting, flooring, staging, furniture and tabletop solutions to clients nationally and internationally. "Our team is focused on continuous improvement, and has established a reputation for

delivering high-quality products, custom design and manufacturing to fit specific client visions and/or site requirements, in-house branding and graphics capabilities, a superior level of service, and an unsurpassed record of project success and client satisfaction, all which are part of the 'Arena Standard,'" management says.

CURRENT EVENTS Arena Americas continues to focus on organic and acquisitive growth opportunities and "is winning in the marketplace because of its hard-working employees that help create the perfect environment for positive, lasting memories," management says. Arena is an active participant in major sports organizations, music concerts, festivals and corporate events.

WHAT'S RENTING The big demand from clients: custom structures, including curved beams, single-slope and double-decker structures, as well as increased branding and sponsorship opportunities and graphics. "All represent new and exciting opportunities to stand out visually, and the double-decker is a great way to maximize event space with a smaller footprint," management says. "The double-decker two-story height creates greater visibility while offering amazing opportunities to increase visual brand exposure and create awareness with custom-printed graphics and interior build-outs, including VIP mezzanines and high-end event and guest experiences."

WHAT'S NEXT Management notes an increasing demand for custom work, including specially designed structures, custom façades, double-deck structures, custom printed graphics, modern furniture decor, and customized tabletops.

ATLAS EVENT RENTAL

Boynton Beach, Fla.
www.atlaseventrental.com

TOP OFFICER Eric Wechsler

COMPANY BASICS Family-owned and -operated for over three decades, Atlas Event Rental serves south Florida as the "premier full-service event rental company in the region," with locations in Miami, Palm Beach and Martin County, management says. "A favorite among corporate, social and wedding events, Atlas prides itself on its extensive collection of inventory, as well as its unmatched customer service."

CURRENT EVENTS The year has been busy, especially during the high season, they say. Highlights for the year include the Boat Show, private events at Art Basel, events at unique venues including zoos, museums, marinas and hospitals, and a number of cruise-ship launches.

WHAT'S RENTING "Custom bars, which we build in house, are a popular request with our guests, who are eager to make them one of the focal points of the event," management says. "We're seeing continued interest in unique dance floors, as well as creative chair options. Our linen inventory has grown immensely to meet the needs of our market. We're offering a wide variety of colors, fabrics and patterns, with bold, modern florals and animal prints as some of our biggest requests."

WHAT'S NEXT "Tabletop items continue to be a huge trend with clients wanting to make a statement through serving pieces, bold china and colored glassware," management says. "We predict that linens and unique furniture will continue to be a hot rental trend and highly requested." Also: "Nostalgia will be it in 2020—expect the '80s to be back in a big way. We're going to welcome back pops of neon, fluorescents and acrylic pieces. Clients are also clamoring for Insta-worthy elements for their celebrations."

A V PARTY RENTALS

Newhall, Calif.
www.avparty.com

TOP OFFICER Rusty Parr

COMPANY BASICS Serving Santa Clarita and northern Los Angeles County with event equipment rentals, lighting and power, tenting and permitting, and on-site installation coordination. They've spent "41 years exclusively in party and event," they say with pride.

CURRENT EVENTS Busy this year with SCV Charity Chili Cook-off, KHTS Home & Garden Show, WISH Foundation Wine on the Roof and Cocktails on the Roof, Santa Clarita Marathon, College of the Canyons graduation, California Institute of the Arts graduation celebration, and the Henry Mayo Newhall Memorial Hospital Golf Tournament

WHAT'S RENTING Clients clamor for outdoor lighting, tenting, lounge furniture, rustic/country/farm furniture, and "anything wine barrel."

BRIGHT EVENT RENTALS

Los Angeles
bright.com

TOP OFFICER Michael Bjornstad

COMPANY BASICS Bright provides full-service event rentals throughout California and Arizona, focusing on high-quality, innovative products combined with "exceptional service and unmatched event expertise," management says.

CURRENT EVENTS This year has seen Bright execute galas, weddings, corporate events, industry celebrations, milestone events, food festivals, sporting events and "a wine tasting or two," management says. "The year ahead includes more of those plus further enhancements to tools and technology that make event planning and placing/revising rental orders simpler, more flexible and intuitive."

WHAT'S RENTING You'd have to ask "which market, which season, which week?" Bright says. "The creativity within the industry and within our organization is incredible." From vivid colors to midcentury modern to contemporary white to customization, "Creativity and innovation remain at the forefront of events."

WHAT'S NEXT The California and Arizona event markets remain robust, with individuals, organizations, companies and communities creating incredible event experiences, management says. "Bright is proud to support and drive these trends with many incredible partners," management says. "It has been terrific to see professionalism in the industry continue to rise, and it remains more important than ever to the industry that we continue to invest and run our businesses responsibly and ethically. Technology will change the landscape over the next several years, making this even more critical."

CHAIR-MAN MILLS CORP.

Toronto
www.chairmanmills.com; www.eventrentalgroup.com; www.advancedtent.com; mcfarlandevents.com

TOP OFFICER JP Cadeau

COMPANY BASICS Founded in 1911, this Canadian rental powerhouse takes pride in its "stellar reputation" for providing quality rentals and top-flight service to the event industry in the greater Toronto area and Atlantic Canada. The company provides "best in class" event rentals through its four operating brands: Chair-man Mills, Event Rental Group, MacFarland's Events and Advanced Tent Rental. The company serves

many of Toronto and Atlantic Canada's top venues, caterers and event planners, and is proud of its "long history of supporting a wide array of not-for-profit and fundraising foundations and organizations," management says.

CURRENT EVENTS Big growth year: In early 2019, Chair-man Mills Corp. partnered with McCain Capital Partners, a family-owned Canadian investment company that makes long-term investments alongside strong, aligned management teams, the company says. CMMC subsequently partnered with MacFarland's Events, which provides event rental services to Atlantic Canada.

WHAT'S RENTING Management points to "continued growth across a range of categories, segments and geographies. We look forward to a variety of new and innovative product launches in 2020 and beyond."

WHAT'S NEXT The way ahead? Chair-man Mills will be "leveraging digital in new and innovative ways to connect and engage with our customers," management says.

CORT PARTY RENTAL

Seattle
www.cortpartyrental.com

TOP OFFICER Phil Heidt

COMPANY BASICS This full-service party rental company serves the Seattle metro area along with the Pacific Northwest, offering structures, staging, flooring, canopies, specialty linens and tabletop items. CORT prides itself on leading the area in design trends and providing an outstanding customer experience, management says.

CURRENT EVENTS This year's event roster has included Microsoft Oneweek, the Boeing Classic and the Auction of Washington Wines.

WHAT'S RENTING "Customers are looking for new and stylish options to replace the traditional chafers," management says. "In addition, more depth in accent pieces like greenery, furniture, pillows, rugs and other decor helps increase the resources available to our clients."

WHAT'S NEXT Green is growing: "Customers are looking for rental partners who focus on green practices and reducing waste where possible," management says. This includes reducing single-use plastic, increasing water conservation, and focusing on efficiencies in all areas of the business.

DC RENTAL

Arlington, Va.
www.dcrental.com

TOP OFFICER Mark Tempel

COMPANY BASICS In its 30-plus years, DC Rental has become a fixture in local Washington-area special events. "Offering the finest in party equipment, unique linens and exceptional service, the company has grown to serve additional markets throughout the East Coast and beyond," management says.

CURRENT EVENTS Highlights of the year have included large fundraisers, major sporting events such as the Preakness Stakes, the Kennedy Center Honors gala, large embassy events, the Leukemia Ball, and "countless" corporate events and weddings.

WHAT'S RENTING Top trends include natural-looking glazed stoneware, pressed glass and matte flatware, with layered textures in fabrics and patterns.

WHAT'S NEXT A "residential feel" remains a common goal when designing events, management says. "Our clients have embraced using

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bolder colors and asymmetrical room layouts. Tailoring events has always been our No. 1 goal. We have noticed that custom looks for galas and weddings have really gone to a new level with the use of our new custom-only division in our showroom."

DIAMOND EVENT AND TENT

Salt Lake City
diamondevent.com

TOP OFFICER Mark Clawson

COMPANY BASICS Diamond offers traditional party and event rental services in the Mountain West, as well as large event and structure services on a nationwide basis. "The company's expertise in tenting has grown over its four decades in business, and mountain installations in unforgiving conditions are a core competency," management says.

CURRENT EVENTS Diamond shines with social and corporate events, fairs and festivals, galas and sporting events. "The company's offerings are manifold," management says, "but the emphasis on superior customer service is a constant."

WHAT'S RENTING Due to Diamond's strong presence in Western destination wedding markets, rustic looks are a perennial request, management says. "But a sleeker aesthetic has been ascendant in 2019."

WHAT'S NEXT Markets remain strong in 2019, with party rental exceeding expectations as well as large-event services, management says. "One interesting constant, however, has been a trend toward last-minute planning. In our times, we have everything on our phone, and customers seem to think that a large tent installation can be equally easy to simply click on and realize. This is more than a small trend—it's a culture change."

HALL'S RENTAL SERVICE

Niles, Ill.
www.hallsrental.com

TOP OFFICERS Jack Luft, Tom Luft

COMPANY BASICS A fixture in Chicago since 1958, Hall's offers a 3,500-square-foot showroom, 125,000-square-foot warehouse, and inventory including 15,000 tables and 60,000 chairs in 100 different styles and sizes. Tabletop includes hundreds of different china, flatware and glassware patterns in all styles. Also available: an extensive cooking and catering equipment inventory.

CURRENT EVENTS Big events this year have included gala fundraisers for the Field Museum, Ravinia Festival, Lincoln Park Zoo, Steppenwolf Theatre, Chicago History Museum, Museum of Science and Industry, Nature Museum and Shedd Aquarium.

WHAT'S RENTING The textured look in flatware, cushions and all tabletop items is a client favorite, management says. The "wine country" look is still in demand, especially wine-barrel and other vintage bars, often mixed with modern and industrial-style tables, chairs and accessories. Clear and black acrylic chairs, tables and serving pieces remain popular. Also, high-end polycarbonate glassware and serving pieces are in high demand, they say.

WHAT'S NEXT Guest counts and budgets have increased for all social events, especially weddings, management says. Corporate events are steady "but with shorter lead times." They add, "We are looking forward to a solid 2020."

KIRBY RENTALS

Orlando, Fla.
www.kirbytent.com

TOP OFFICER Jeff Frame

COMPANY BASICS In business more than 50 years, Kirby serves the southeastern U.S. but also travels nationwide and internationally.

CURRENT EVENTS Kirby's event work includes many projects for high-profile sporting events, including PGA, PGA, and Champions Tour.

MARQUEE EVENT GROUP

McCook, Ill.
marqueerevents.com

TOP OFFICER Kirk Waldron

COMPANY BASICS In business since 1980, originally serving the event and hospitality industries in the Chicago metro and the DFW Metroplex. Since then, Marquee has expanded through acquisition into Austin and San Antonio, Texas, and Kansas City, Kan., as well as growing within its Chicago and Dallas markets.

CURRENT EVENTS Marquee's event roster includes weddings, social events, galas, university events and sporting events, among others. "By combining the talents, products and resources of our acquisitions, we can offer our customers a wide variety of event rental products and services, while continuing to raise the level of customer service that our customers have come to expect and deserve," says Kirk Waldron, Marquee CEO.

WHAT'S RENTING Clients are loving tablescapes with touches of gold and onyx finishes, including flatware and china trims, management says. Also, sailcloth tents are trending right now: "These stunning structures, with translucent tops, allow for natural light-filled day events," they say, "and when lit, they brilliantly glow during evening hours."

WHAT'S NEXT Sustainable and responsible events are going to be even more important to planners in 2020, management says. "From reusable and rentable items to supporting local businesses, planners are progressively choosing eco-friendly ways to produce memorable events."

MILLER'S RENTALS AND SALES

Edison, N.J.
www.millersrentals.com

TOP OFFICER Stuart Kohn

COMPANY BASICS This rental stalwart has served the special event industry in New Jersey and New York since 1934.

CURRENT EVENTS The Miller's team has been busy over the past year with New York Yankee baseball playoffs, JDRF walkathons, HBO premieres, New Year's Eve events in Times Square, a private party featuring the Who, various New York red-carpet premieres, Big 10 wrestling championships, and the grand opening of the Rutgers Athletic Performance Center.

WHAT'S RENTING Top items being rented: Tenting, staging and all elements for red-carpet events.

WHAT'S NEXT "Business has been on the upswing," management says. "The tenting season has started earlier and continues longer."

PARTY REFLECTIONS

Charlotte, N.C.
partyreflections.com

TOP OFFICERS Daniel W. Hooks, CERP, president/CEO; Maurisa Beaver, chief culture officer; Christian Eastman, COO; Jonas Hutchison, CERP, chief business officer

COMPANY BASICS Family-owned and -operated since 1958, this full-service rental firm has operations in Charlotte, Raleigh and Greensboro, N.C., as well as Columbia, S.C. Along with tents, tables, chairs, tabletop and custom linen,

the company offers CAD services, logistics management, custom draping, production services and on-site management.

CURRENT EVENTS Highlights have included the 2019 Wyndham PGA Championship, Wells Fargo Championship, Queens Cup Steeplechase, 2019 NBA All-Star game, Volvo Cup tennis tournament, Winston-Salem Open Pro tennis tournament, NASCAR Speed Street festival, the Southern 500 NASCAR race in Darlington, S.C., and many "high profile" weddings and corporate events, management says.

WHAT'S RENTING Hot items include new styles of farm tables in various new sizes and colors, crystal and other unique chandeliers, custom linen sizes and applications, specialty glassware, unique custom furniture, vintage pieces, custom tent liners and draping, custom bars, and lighting and A/V equipment, management says.

WHAT'S NEXT Party Reflections management is optimistic about future growth. The big challenge ahead: Conquering the labor shortage and covering the new cost of labor will be critical to success, they say. "Party Reflections is modifying its pricing model to focus on charging for all labor associated with event production while looking at our products to produce a reasonable ROI per item. A correct pricing model is critical to surviving a downturn in the economy."

PARTY RENTAL LTD.

Teterboro, N.J.
www.partyrentalltd.com

TOP OFFICER Gary Halperin

COMPANY BASICS Established in 1972, this family-owned and -controlled company has been the leading event rental company serving the Northeast and Mid-Atlantic regions with the largest selection of linens, tables, flatware, chinaware and catering equipment in the country, the company says with pride. PRL provides rentals for more than 55,000 events a year, emphasizing service, quality and innovation. The company operates a 300,000-square-foot corporate headquarters/warehouse located in Teterboro, N.J., along with locations in New York, Philadelphia, Washington, Boston, the Hamptons and surrounding areas, where "hundreds of trucks featuring the company's iconic pink hippo are on the road every day," they say.

CURRENT EVENTS "To us, all of our events are noteworthy, because they're special to those planning and attending," management says.

WHAT'S RENTING "The tables and bars in our furniture collection are still as popular as ever, so we've been adding new styles to our collections to support that," management says. "Many clients like the linen-less look for its versatility—they can be styled rustic, industrial or formal. For those that like the look of linens, we see many people gravitating towards unique textures and patterns that pop. Decorative tabletop pieces, like patterned chinaware, black flatware and textured votives, add a ton of personality to designs, which our clients have been loving."

WHAT'S NEXT "While the classics never go out of style, we find that many of our clients are looking for unique pieces that really 'wow' their guests and set their designs apart," management says. "We're always looking for fresh products and new ways to support them as they bring their cutting-edge events to life. As a company, 'going green' and developing new ways to be sustainable will continue to be a big trend for years to come. Embracing technology and innovation will keep pushing our business forward."

PEACHTREE TENTS AND EVENTS

Atlanta
www.peachtreetents.com

TOP OFFICER Joe Freedman

COMPANY BASICS Peachtree is excited to announce its entry into the Florida market with its new facility in Jacksonville. "We have expanded the regional coverage of our party rental businesses on the East Coast with the opening of Event Works Jacksonville," management says. "This ground-up opening, coupled with our locations in Savannah, Ga., Myrtle Beach, S.C., and Charleston, S.C., has strengthened our ability to comfortably service the entire southeastern coastal areas of northern Florida up to Myrtle Beach much more efficiently now."

CURRENT EVENTS "Our team has been involved in many high-profile events this year," management says, "but none bigger than the opening of the new Tyler Perry Studios, located in Atlanta. With the national spotlight on the event, our team provided much of the event infrastructure needed to pull off this one-of-a-kind, once-in-a-lifetime event."

WHAT'S RENTING Luxury furniture is a fixture now at both corporate and social events, they say. "The standard rentals items are being used in conjunction with couches and expensive accent pieces to add an extra element to an event," management says. "The furniture that clients are interested in has grown into a bigger color palette featuring green, blue and pinks for big items, rather than the pops of color coming from pillows and accent pieces."

WHAT'S NEXT Companies are looking for ways to say thank you throughout the year rather than throwing one big party, management says. Also, "People are looking for the 'wow' factor, and social media has taken the events world to another level. Industry trends are not taking as long to make headway in different cities as people share ideas on social media."

PEAK EVENT SERVICES**Woburn, Mass.**www.peakeventservices.com**TOP OFFICER** Brian Bacica

COMPANY BASICS Peak Event Services offers "exceptional service and quality products for all event rental, catering and tenting needs throughout New England, from Maine to New Hampshire, Boston to the Cape and islands, Rhode Island to Connecticut, and all points in between," management says with pride.

CURRENT EVENTS The company participates in several large-scale community events every year including the Boston Marathon, Best Buddies, Pan Mass Challenge, Camp Harbor View, Nantucket Wine Festival, Party in the Park, Alzheimer's Association, Boys and Girls Club, and the Moonlight and Miracles gala for South Shore Hospital, among others.

WHAT'S RENTING Specialty linen including velvets, jewel tones and rich colors is big, management says, adding that "many clients are also leaning towards the neutral and monochromatic look, bringing interest to their table with statement elements like chargers, glassware or patterned dinner plates."

WHAT'S NEXT Custom-branded elements for events ranging from weddings to trade shows to corporate gatherings has been a trend that continues, they say. "From branding the outside or inside of a tent to dance floors to table and bar inserts—the options are really endless. Clients are also looking for easy ways to incorporate design elements into their events. To help with this, we've launched pre-styled furniture lines, inclusive of bars, lounges and more, which takes the guesswork out of creating stylized spaces where guests will love to gather." Also, "We are seeing a lot of opportunity in tenting; an increasing number of clients are building their events from the ground up, using our tents as their venues once they've found a prime location. This allows for a completely customizable build and a one-of-a-kind event."

PEERLESS EVENTS AND TENTS**Austin, Texas**www.peerlesseventsandtents.com

TOP OFFICERS Will Wright, CEO; Matt Crosby, v.p.; Brian Olsen, senior v.p. sales and marketing
COMPANY BASICS Eyes on Texas: "Our focus is on being reachable in Austin, Dallas, Houston and San Antonio," management says. "During busy months, the events client base struggles to reach a person to provide the solutions and advice that they need. We have improved processes to improve how we answer calls, emails and text messages."

CURRENT EVENTS Peerless works big: "The State Fair of Texas, Austin City Limits, Travis Scott Astroworld, and River Parade are huge events—to name a few events for which we provided the lounge furniture, pallet walls, tabletop items and tent rentals," management says.

WHAT'S RENTING "While we certainly see a shift from the traditional pole-and-frame tent towards structure tenting, we still are seeing rustic themes as being the current trend for weddings and outdoor events," management says. "Indoor events are tending to be more glamorous and demand high-end china, glassware and place settings, set off with a special custom-made linen."

WHAT'S NEXT Big trends in business include offering "clean, crisp products with the service to back it up," management says. "Managing the inventory during peak seasons is showing positive benefits that will help us achieve our revenue goals."

PERFECT SETTINGS**Landover, Md.**www.perfectsettings.com**TOP OFFICER** Peter Grazzini

COMPANY BASICS Founded in 1998, Perfect Settings is the go-to party rental company in the Washington market, management says with pride; "We partner with caterers and other special event professionals to provide linens, chairs, high-end tabletop and accessories for special events."

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CURRENT EVENTS A busy year: Perfect Settings provided linen and equipment to more than 24,000 events over the past year, management says, which adds up to more 10,000,000 individual items.

WHAT'S RENTING Hot rental inventory includes hammered metal buffet displays, Lucite chairs and embossed china, according to Perfect Settings management.

WHAT'S NEXT What's coming next? Look out for contemporary decor with vintage touches, pastel colors, stone, metal and wood accents, and natural linens, they predict.

RAPHAEL'S PARTY RENTALS

San Diego

www.raphaels.com; www.raphaels-eventworks.com

TOP OFFICERS Raphael Silverman, Philip Silverman

COMPANY BASICS In business since 1981 serving the southern California market, this family-owned and -operated company includes Raphael's Event Works, Floral Works and Events by Raphael's, and Raphael's Convention Services. Services include general rentals, specialty lighting, event design and production, specialty props, floral and event decor, lounge furniture, tents, and trade show services.

CURRENT EVENTS This year's event roster has included San Diego Comic-Con, San Diego Food and Wine Festival, Wonderfront Festival, San Diego Readers Burgers and Beer and Tacotopia, San Diego Humane Society event, Miramar Air Show, San Diego Pride Festival, San Diego County Fair, San Diego Gator by The Bay, America's Finest City Half Marathon, San Diego Rock and Roll Marathon, and Kaaboo activations.

WHAT'S RENTING Raphael's has been offering clients a new line of dinnerware, glassware, trending specialty linens, custom structures and specialty flooring, as well as custom-fabricated furniture.

WHAT'S NEXT Management is seeing an influx of companies seeking unique, one-off designs, which the company is quick to supply. They are forecasting growth in the corporate sector based on the increase of clients from different areas of California hosting their events in San Diego. They also note that companies are turning to in-house staff to run events, versus outsourcing on-site management.

SIGNATURE PARTY RENTALS

Santa Ana, Calif.

www.signatureparty.com

TOP OFFICERS Randy Berg, Jason Davis, Valdur Tamme

COMPANY BASICS For more than 30 years, Signature has been "elevating events" throughout southern California, management says, evolving into a one-stop solution for clients and partners looking for fresh ideas, better service, quality rental equipment, and unique, curated experiences that are "anything but expected."

CURRENT EVENTS The Palm Springs International Film Festival, Newport Beach Wine and Food Festival, and the Elton John AIDS Foundation Academy Awards viewing party are just a few of the noteworthy events Signature supported in 2019, management says.

WHAT'S RENTING Clients' desire for customization—"or the appearance thereof"—continues to remain in demand. "From repurposing bars and tables to custom backdrop manufacturing, we continue to see clients wanting their 'own' event," management says, adding, "Our new furniture offerings continue to fill a void in the market."

WHAT'S NEXT Building on a refreshed branding campaign in late 2018, "Signature continues to elevate the event experience in southern California and beyond," Signature says. "Furniture, as both focal points and supplementary design options, continues to be in demand. Ever-expanding tabletop decor that affords the client options to make each event 'their own' will always be on trend. A continued movement away from linen covered tables and to linen-less table options holds true and is expected to continue in 2020." They caution, "While we expect conservative growth in 2020 due to tariffs, economic concerns, labor challenges and the impending presidential election, we maintain optimism in the southern California events market. As a reliable, full-service, 'one-stop shop' event rental company, we are positioned to grow amidst uncertainty."

SPECIAL EVENT RENTALS

Edmonton, Alberta

www.specialeventrentals.com

TOP OFFICER Neil Goodkey

COMPANY BASICS Special Event Rentals is the largest event rental company in western Canada, with locations in Edmonton, Calgary and Red Deer, Alberta, as well as Regina, Saskatchewan. Since 1985, the company has offered a full range of event equipment including tents, tables, chairs, linens and decor. A broad inventory allows the company to service corporate, social, bridal and nonprofit events, management says.

CURRENT EVENTS Favorite events for the team over the past year have included the Calgary Stampede, University of Alberta's Week of Welcome, Government of Alberta's Canada Day celebration, Servus Credit Union Heritage Festival, Taste of Edmonton, K-Days, International Children's Festival of the Arts, Edmonton International Fringe Festival, Edmonton's Festival of Trees, Tim Hortons NHL Heritage Classic, and the Grey Cup (Calgary 2019, Regina 2020).

WHAT'S RENTING Management points to "an increase in requests to customize and brand events with corporate logos, event themes and wedding monograms," they say. "As a result, we have expanded our inventory of industrial furniture, bars, flooring and champagne walls that can easily be decaled and customized."

WHAT'S NEXT No more paper-pushing: "Continuing to use technology to be more efficient, we are now completely paperless—from packing orders to deliveries and customer pickups, with no more printed contracts!" they say with pride. "This has proved to be beneficial for both the environment and labor requirements."

STAMFORD TENT AND EVENT SERVICES

Stamford, Conn.

www.stamfordtent.com

TOP OFFICER Stephen Frost

COMPANY BASICS Stamford sticks to its knitting, saying the team is "staying focused on our core business of tenting, flooring and related products and services. Having two locations has helped maintain our high level of service and keep costs down."

CURRENT EVENTS Noteworthy events this year have included several "very high profile" celebrity weddings, and unique and challenging custom projects, management says.

WHAT'S RENTING The team is doing "a lot of custom work, and with unique shapes and details," management says, especially in multi-level flooring and custom floor finishes.

WHAT'S NEXT "We remain focused on our core business and values, and are servicing a lot of very high end private and corporate social events as well as large benefits and galas," man-

agement reports. "We see business continuing strong, but not at the same pace. We think the bigger issue is finding and retaining the qualified people to service that demand."

STANDARD PARTY RENTALS

Richmond, Calif.

www.standardpartyrentals.com

TOP OFFICER Mark Guelfi

COMPANY BASICS Standard has been family-owned and -operated since 1984, with multiple locations and showrooms throughout northern California, including San Francisco, the Central Valley, Sacramento, and the South Bay, management says, providing a wide variety of event rentals and decor including dinnerware, flatware, glassware, tables and chairs, furniture, tenting and flooring.

CURRENT EVENTS The team has been busy with an array of notable events, providing event and tent rentals for the Pebble Beach Food and Wine festival, Oracle Open World in San Francisco, and events tied to local professional sports teams.

WHAT'S RENTING The Standard team works to keep pace with client demands for custom fabric treatments for venues and tents, unique flooring options, and outdoor structures. Additionally, "There have also been requests for distinctive tabletops with exceptional stoneware, gold finishes, antique pewter flatware, etched glassware and more," management says, "to create extraordinary tablescapes that are always perfect and ready for their close-up!"

WHAT'S NEXT The big push will be for "unique settings and distinctive locations, by mixing different elements and decor pieces that complement each other," management says.

TENTLOGIX

Fort Pierce, Fla.

www.tentlogix.com

TOP OFFICERS Nate Albers, Dennis Birdsall, Gary Hendry

COMPANY BASICS For more than 20 years, "TentLogix has specialized in innovative tenting solutions, event flooring, and event rental products throughout the U.S. and the Caribbean, along with a full line of event rental products including pool covers, staging and dance floors, HVAC, restroom trailers, tables and chairs," management says. Key event segments serviced include professional sporting events, festivals and live events, corporate events, celebrity weddings, high-profile social events, and product launches.

CURRENT EVENTS Notable events supported over the past year include the National Business Aviation Association convention, Art Basel, many PGA and LPGA tournaments including the Puerto Rico Open, and a large number of private affairs, corporate events/expos and festivals throughout the U.S., they say.

WHAT'S RENTING Clients are beginning to opt for elevated and tiered flooring, as well as more modern structures such as double-deckers, Arcum structures, and mono-pitch structures with tall glass walls, as well as custom-printed graphics on gables, walls, and structure tops, they say. Demand also continues for custom-engineering of structure entrances and curvature.

WHAT'S NEXT "High-end events will continue pushing the envelope by using custom-engineered temporary structures, and unique flooring finishes," they predict.

THORNS GROUP

London

www.thorns.co.uk

RANK IN 2018	COMPANY	HEADQUARTERS	ESTIMATED 2018 RENTAL VOLUME (IN U.S. MILLIONS)	NUMBER OF LOCATIONS
1	BRIGHT EVENT RENTALS	LOS ANGELES	\$115 MILLION TO \$120 MILLION	11
2	PARTY RENTAL LTD.	TETERBORO, N.J.	\$100 MILLION PLUS	14
3	TOWN AND COUNTRY EVENT RENTALS	VAN NUYS, CALIF.	\$92 MILLION	4
4	PEAK EVENT SERVICES	WOBURN, MASS.	\$70 MILLION TO \$100 MILLION	8
5	MARQUEE EVENT GROUP	MCCOOK, ILL.	\$80 MILLION (<i>SPECIAL EVENTS ESTIMATE</i>)	5
6	ARENA AMERICAS	MILWAUKEE	\$75 MILLION	10
7	PEACHTREE TENTS AND EVENTS	ATLANTA	\$34 MILLION TO \$42 MILLION	8
8	RAPHAEL'S PARTY RENTALS	SAN DIEGO	\$35.5 MILLION	1
9	SIGNATURE PARTY RENTALS	SANTA ANA, CALIF.	\$35 MILLION	2
10	CHAIR-MAN MILLS CORP.	TORONTO	\$35 MILLION	3
11	STANDARD PARTY RENTALS	RICHMOND, CALIF.	\$32 MILLION	3
12	TENTLOGIX	FORT PIERCE, FLA.	\$30 MILLION	1
13	PARTY REFLECTIONS	CHARLOTTE, N.C.	\$24 MILLION	4
14	SPECIAL EVENT RENTALS	EDMONTON, ALBERTA	\$24 MILLION	4
15	HALL'S RENTAL SERVICE	NILES, ILL.	\$21 MILLION	1
16	STAMFORD TENT AND EVENT SERVICES	STAMFORD, CONN.	\$19 MILLION TO \$20 MILLION	2
17	PERFECT SETTINGS	LANDOVER, MD.	\$19 MILLION	1
18	CORT PARTY RENTAL	SEATTLE	\$19 MILLION (<i>SPECIAL EVENTS ESTIMATE</i>)	2
19	A1 PARTY	COVINA, CALIF.	\$18 MILLION	1
20	DIAMOND EVENT AND TENT	SALT LAKE CITY	\$15 MILLION TO \$20 MILLION	4
21	PEERLESS EVENTS AND TENTS	AUSTIN, TEXAS	\$16 MILLION	4
22	KIRBY RENTALS	ORLANDO, FLA.	\$12 MILLION TO \$15 MILLION	1
23	DC RENTAL	ARLINGTON, VA.	\$12 MILLION	1
24	ALL OCCASIONS PARTY RENTAL	PITTSBURGH	\$12 MILLION	7
25	THORNS GROUP	LONDON	\$11.2 MILLION (<i>SPECIAL EVENTS ESTIMATE</i>)	5
26	ATLAS EVENT RENTAL	BOYNTON BEACH, FLA.	\$10 MILLION TO \$10.5 MILLION	3
27	204 EVENTS + DECOR	LOS ANGELES	\$10 MILLION (<i>SPECIAL EVENTS ESTIMATE</i>)	2
28	APRES EVENT DECOR AND TENT RENTAL	MINNEAPOLIS	\$9.95 MILLION	1
29	MILLER'S RENTALS & SALES	EDISON, N.J.	\$4.8 MILLION	1
30	A V PARTY RENTALS	NEWHALL, CALIF.	\$2.4 MILLION	1

TOP OFFICER Graham Langley Jones

COMPANY BASICS "We provide complete hire solutions to events of all shapes and sizes across the U.K. and beyond," management says. "We supply everything from catering equipment through to bespoke furniture. We work with organizers of all types of events including conferences, corporate hospitality, exhibitions, festivals, offices, parties, product launches, seminars and weddings."

CURRENT EVENTS The Thorns team continues to provide services to leading event, exhibition and festival organizers at some of the largest venues in the U.K., including London's ExCeL, Birmingham's NEC, Manchester's Central and ACC Liverpool, along with leading hotels and conference venues. Thorns also supplies top sporting events including Royal Ascot, Wimbledon, Twickenham and British F1 Grand Prix, as well as major corporate hospitality events including RHS shows and Goodwood. "We have further our relationships with venues, recently winning Farnborough International Exhibition and Conference Centre and Tobacco Dock as their sole supplier, and we have been awarded a preferred supplier status for the Farnborough International Airshow for 2020," management says.

WHAT'S RENTING "The 'white' theme continues throughout the exhibition world, with all exhibitions craving as many white designs as possible," management says. "Coupling this with gray items seems to be taking the Nordic theme of last year to the next level. We are also seeing an increasing demand for rustic furniture."

WHAT'S NEXT "The dreaded 'B' word—Brexit—has dampened the marketplace for exhibitions, with the uncertainty of the route forward for the U.K. offering various challenges to the whole industry," management says. "We have seen a continued rise in the number of shows that we are involved with on mainland Europe, which may be a trend that continues into 2020. The stability that is being sought via a final decision on Brexit will offer some organizers the ability to grow the shows and make commitments in 2020 and beyond."

TOWN AND COUNTRY EVENT RENTALS

Van Nuys, Calif.
www.tacer.biz

TOP OFFICER Richard LoGuercio

COMPANY BASICS Charging into its 15th year, Town and Country prides itself on its "exceptional service along with an ever-expanding selection of unique product lines," management says. "Looking to inspire, excite and set the trends within the events industry," the company seeks out innovative ways to produce events and "is consistently improving its operations by identifying opportunities to promote more effective support and better service to our clientele to provide the finest service possible." Management points to a "major uptick" in demand for its services in northern California, Colorado, Idaho, Arizona, Texas, New Mexico and Nevada for "larger scale projects and notable events."

CURRENT EVENTS The company continues to support major Hollywood industry events, movie premieres and awards shows including the Golden Globes, Grammy Awards, Emmy parties, and major sporting events. Social and fundraising events including notable museum galas, music festivals and high-end weddings continue to see substantial growth, they say.

WHAT'S RENTING In 2019, the company spent more than \$4 million on new inventory to support its "already expansive" china, glassware, flatware, lighting and furniture lines, they say. Inventory including custom subfloors, cabanas, graphic design and focal features are big draws for clients.

WHAT'S NEXT Management points to "the increase in tonal hues being used to create a calm, relaxing and welcoming environment for events of all sizes," they say. "The use of stone, wood, metal and water have become more prevalent in event design. 'Going green' at events is not just a trend—it has become a way of business." In response, "T&C is taking steps to become more environmentally friendly with the help of our clients. Events focused

on using china, glassware and flatware as more sustainable options than disposables is definitely helping to decrease the waste footprint of events," they say.

204 EVENTS + DECOR

Los Angeles

www.204events.com

TOP OFFICER Alton Butler

COMPANY BASICS Founded in 2010, this full-line rental company operates out of a 115,000-square-foot warehouse, offering a "massive" event rental inventory including specialty props, decor and lighting.

CURRENT EVENTS This year's event roster has included the "Lion King" premiere after-party, NFL Friends and Family Day, Veuve Clicquot Polo Event, NFL Commissioners Awards, Derby Day L.A., Grammy Friends 'n Family Party, and the McLaren GT Launch.

WHAT'S RENTING What's hot? Think "gold and bold," management says. Interactive seating with tall communal tables have taken over, while "rich velvets and suedes" made a comeback in 2019. Also, midcentury styling is emerging as the go-to for furniture and seating, favoring clean lines, bold colors and a lower profile.

WHAT'S NEXT Social media will continue to rule the market, shifting the trends event to event, they say. "One blowout event can change the course of the season just from one riveting Instagram story." And it's retro time: "You will see a lot more '20s-'50s-era-style furniture coming from us. Plan on going to a lot of Roaring '20s/'Great Gatsby' themed events in the coming year."

NOTE: Unless otherwise noted, all information is provided by the companies listed. *Special Events* estimates are based on industry research. Errors and omissions sometimes occur; it is our policy to correct such errors promptly. Should you be on this list? Tell us at info@specialevents.com.

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Don't say 'cheese': From Culinary Capers, golden beet cashew cheese bites. Photo by Jamie-Lee Fuoco.

Menus 2020: Our Catering Forecast

What's the food forecast for 2020? Think plant-based, think additive free—oh, and don't forget the tacos. By Susan Cuadrado

Meryl Snow, vice president of Philadelphia-based Feastivities Events, sums up the 2020 catering forecast in three sentences: “Clients want convenient, unique, sophisticated experiences with fresh, natural, additive-free food. They demand transparency in its source and in the way it's prepared. Embrace this—it's not going away.”

PLANT-CENTRIC PLATES Saving the world one plate at a time is best achieved through a more plant-based diet, and more caterers are shifting their menus to reflect this growing, client-driven trend.

“A North American market research study found that 35 percent of millennial guests are looking for more vegetarian options on menus,” says Debra Lykkemark, president of Vancouver, Canada-based Culinary Capers. “Plant-based menus are gaining traction due to concerns about climate change and reducing our carbon footprint. This trend will make it necessary to develop new and exciting vegetarian and vegan offerings.”

She cites several passed hors d'oeuvre—vegan compressed watermelon poke with avocado rice crisp, savory pumpkin tarte fine, vegan mac and cheese croquette



Something's not fishy: From Culinary Capers, a vegan compressed watermelon poke with an avocado rice crisp. Photo by Jamie-Lee Fuoco.

with spicy tomato-cashew bechamel, and vegan golden beet cashew cheese bites—as examples. Wild, locally foraged ingredients will appear more on the caterer's 2020 menus, with dishes incorporating wild mushrooms, huckleberries, ramps, sea beans, fiddleheads, stinging nettles, licorice root and mustard flowers.

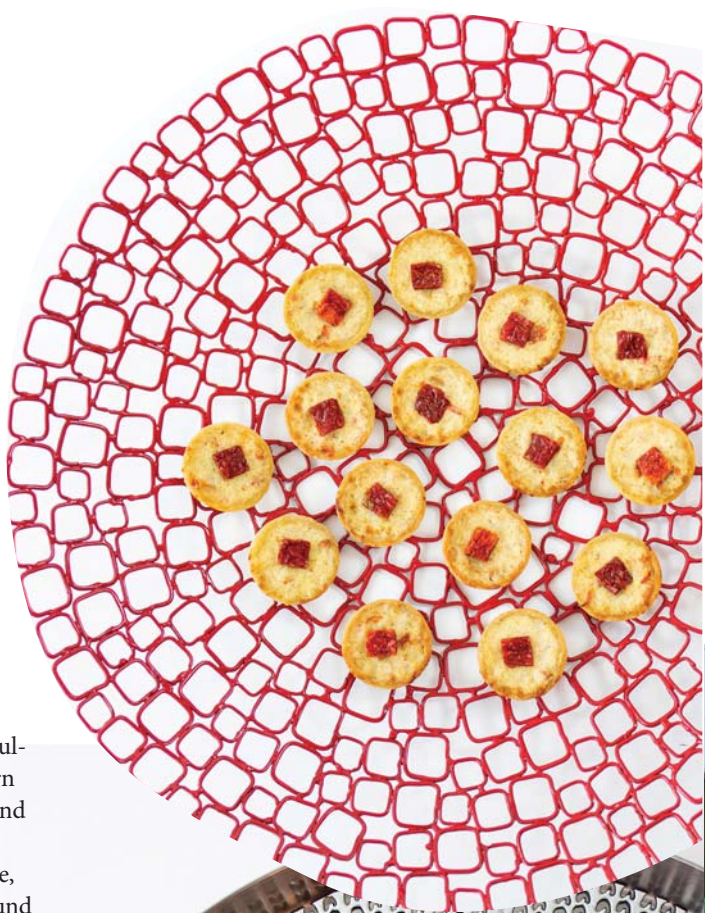
GOOD TO GROW At Stamford, Conn.-based Marcia Selden Catering and Events, the demand for more creative, high-end plant-based fare has prompted a partnership with celebrity chef and plant-centric pioneer Matthew Kenney, resulting in a new brand called Naked Fig Catering.

“The collaboration provides an opportunity to expand a luxury plant-based culinary presence into the catering and event industry,” says managing partner and executive chef Robin Selden. “We have catered many events for clients who aren’t even living a vegan lifestyle, but are just excited to try something new.” A recent menu featured tomatoes, corn and mushrooms each prepared multiple ways—tomato tartare, sorbet and heirloom chips; corn pudding, ribs and bisque; and mixed mushroom lasagna and shiitake sticks.

In the American South, where barbecue reigns supreme, Raleigh, N.C.-based Mitchell's Catering and Events has found jackfruit to be a viable vegan substitute for both pulled pork in its North Carolina Eastern-style barbecue and blue crab in its coastal crab cakes. At Feastivities Events, Snow foresees building more recipes focusing on lentils, chickpeas, split peas, quinoa, hemp and flax in 2020.

EXOTIC INFLUENCES Richard Mooney of Los Angeles-based Kensington Caterers cites Yemeni zhoug sauce as a favorite flavor enhancer. At Feastivities Events, exotic means Afro-Caribbean cuisine, which features a distinctive spicy flavor profile with dishes composed primarily of seafood and/or different cuts of meat combined with yams, sweet potatoes, cassava, plantains, coconut, lentils and rice. “This cuisine is delicious but has some heat, so chefs will need to lighten the spice for the American palate,” says Snow. The team at Culinary Capers favors Japanese rice bowl stations, where guests top seasoned rice with a choice of glazed beef short ribs, crispy tofu tempura or sake-cured steelhead garnished with kimchi, scallions, black sesame and togarashi.

Mitchell's Catering and Events incorporates flavors from the Middle East and Northern Africa into its menus, with such dishes as spanakopita with zucchini, basil, feta cheese and toasted pine nuts, lamb kofta kabobs with tomato harissa, and spicy shrimp chermoula skewers. Likewise, Kensington Caterers has perfected a Moroccan chicken tagine made with preserved lemons, korintje cinnamon and ginger root with fall vegetable pearl couscous and crispy frizzled leeks. Honey-glazed Turkish apricots, toasted almonds, and harissa mint sauce finish the dish.



For one-bite only:

Marcia Selden offers one bite-appetizers including three-cheese pesto and sundried tomato tarts (top) and potato-leek pancakes with lemon creme fraiche caviar and smoked salmon (above). Photos by Paul Bickford.



And now for something different: A protein-packed side dish of seeds, lentils, quinoa, chickpeas, hemp, flax and split peas (left), alongside a mix of figs, mint, sundried tomatoes and cavatelli encased in a bread wand (here). Photos courtesy Feastivities Events.



Bring it on: From Good Gracious! Events, a variety of pizzas brought to guests via conveyor belt (left) and a smoked paprika chicken slider (here). Photos courtesy Good Gracious.

SEA STARS At Los Angeles-based Good Gracious! Events, the traditional charcuterie board is more surf than turf at seafood charcuterie stations, which feature an array of seafood selections including house-smoked, grilled or cured presentations of Alaskan king salmon, Baja sea bass, lobster and prawns. Sauces include pink peppercorn, tartar with sriracha, chipotle cocktail sauce, mustard dill aioli, and champagne shallot mustard. Heirloom tomatoes, capers, white anchovies, cucumber, cornichons, whipped labneh cheese, and ciabatta and multigrain toasts round out the station.

“The seafood charcuterie is definitely trending and can be customized to meet various budgets,” says Good Gracious founder/president Pauline Parry. Similarly, Culinary Capers finds success with its seafood boil

station, which features all the traditional crab boil elements displayed in small, overflowing wooden crates.

PIZZA, SLIDERS, TACOS Pizza will forever prevail and continues to be a top seller across the board. Good Gracious pairs its wood-fired pies with small salads often displayed on vertical buffets—a presentation that is trending big for the caterer in 2020. Favorite thin-crust pies include fresh marinara, burrata, basil, cherry tomatoes and Parmesan, wild mushrooms with roasted garlic, goat cheese, arugula and fresh thyme, and Huntington fennel chicken sausage with caciocavallo, smoked mozzarella, Parmesan and fresh oregano.

As for another must-have—sliders—Parry serves up three varieties: buttermilk fried chicken with pickled red onion, arugula and secret sauce; grilled Kobe beef topped with beer cheddar, bacon and grilled tomato; and dark and white meat turkey smothered with caramelized onions, mushrooms and cheddar cheese. These are all served on a cleverly conceived conveyor belt buffet—another presentation trend for 2020. Parry



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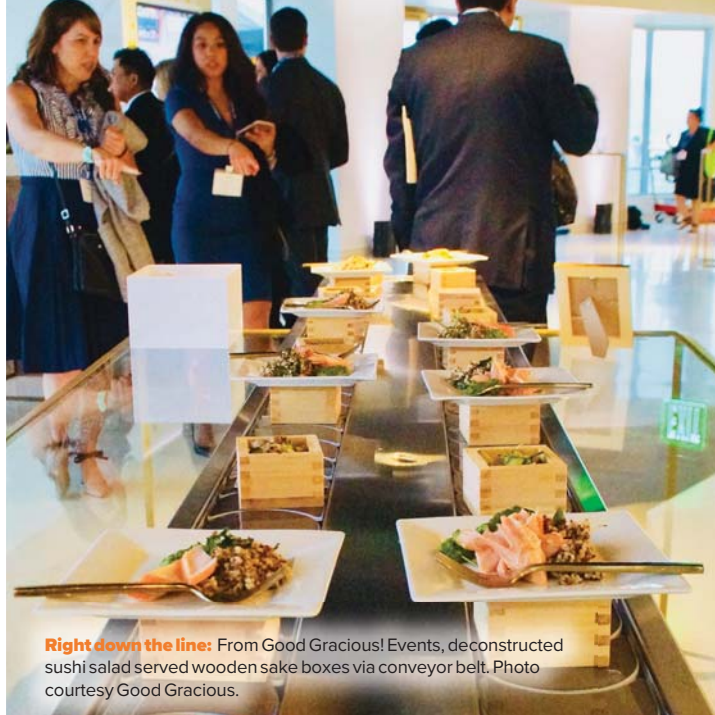


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Right down the line: From Good Gracious! Events, deconstructed sushi salad served wooden sake boxes via conveyor belt. Photo courtesy Good Gracious.

also relies on the conveyor belt to serve up small-plate entrees at chef-driven action stations.

And, finally, who doesn't love tacos? "Street tacos are still trending, and we get countless requests for our grilled tequila-lime marinated pork tenderloin taco with pickled red onion, shredded cabbage, and salsa verde, especially for late-night fare," says David Casteel, owner/CEO of Mitchell's Catering and Events. Kensington Caterers' popular taco bar features house-made flour and corn tortillas with a choice of grilled flank steak or marinated Pacific white fish with condiments such as charred mango cilantro salsa and jalapeno lime tartar sauce. ●

RESOURCES

CULINARY CAPERS
culinarycapers.com

FEASTIVITIES EVENTS
feastivitiesevents.com

GOOD GRACIOUS! EVENTS
goodgracousevents.com

KENSINGTON CATERERS
kensingtoncaterers.com

MARCIA SELDEN CATERING AND EVENTS
marciaselden.com

MITCHELL'S CATERING AND EVENTS
mitchellscatering.com

Blooming Bohemian Weddings

A rich new wave of boho chic will dominate wedding floral in 2020. By Kelly Rehan

When floral designers describe wedding floral trends for 2020, one word rises to the top: Bohemian. “Bohemian” will be big in 2020, but how this trend translates into floral means different things to different couples.

“Bohemian looks vary from minimal to opulent,” says Jennifer McGarigle, principal owner and designer of Floral Art in Culver City, Calif. “The minimal version includes more greenery, less flowers. The bountiful, elevated version is full and flowery.”

Romantic floral arches and chuppahs with natural, soft tones are very trendy, says Bronwen Smith, owner and lead designer at B Floral in New York. ▶

Wonderful in white: Floral Art uses an all-white palette for a wonderful wedding. Photos by The Grovers Photography.



New takes on texture: A rich mixture of textures makes a statement in wedding floral from Emerald City Designs (here, below); a floral design that is pure romance (at right). Photos courtesy Emerald City Designs.



"The boho chic and rustic vibes of weddings are here to stay," she says.

Underpinning organic, unstructured looks are thoughtful, richly textured designs.

"We're using a lot of greenery and different floral elements with varying textures," says David C. McKnight, founder and owner of Emerald City Designs in Farmington Hills, Mich.

BROWN IS BACK In 2020, designers agree that boho's simple, neutral color palettes will

dominate in 2020—think tans, mauves, clay, creams and brown tones. McGarigle says these neutrals will be "punched up with accents of coral, dusty rose or plum."

Yellow may also sneak into some bridal bouquets, she says. "More yellow will be making an appearance with Pantone's 'Saffron Yellow' included in the 2020 mix of colors," McGarigle says. "Gradations of yellow are paired with creams and greens."

Romantic and feminine hues

are a wedding mainstay and will remain so in 2020, but some clients will request stronger statements.

"We are introducing buttercreams, soft peaches and lavender—and for my chic and edgy clients, more rich jewel tones," says Eddie Zaratsian of Glendale, Calif.-based Eddie Zaratsian Lifestyle and Design.

UNEXPECTED BLOOMS

With untamed natural elements guiding 2020 wedding floral themes, some unique ideas are bound to bloom.

"There may be an unexpected twist of something painted, like antique gold leaves or fruits," McGarigle says.

Another element blooming in the world of wedding floral is the hanging floral installation. "Grand, overstated design elements with exaggerated florals are hung from the ceiling to create a statement piece at the ceremony or the reception," Smith says. "It's a way to focus on one major design piece, rather than on multiple smaller pieces."

FLORAL FEATS With couples seeking the look of an unstructured garden that seemingly emerges organically, floral designers are challenged with bringing it all together in a cohesive yet unique way.



Keeping with the garden feel, Smith says wedding floral that uses different shapes and textures is widely popular today: “Lantern walkways accented with loose petals and greenery are now being used to guide guests throughout the entirety of a wedding.”

On the table, floral centerpieces are mixing style, height and shape to provide dimension and texture.

“Rarely do we design with the same centerpiece style, such as all high centerpieces, as this creates a pattern that your eye quickly adjusts to,” says Sarah Zahran of XO Bloom in Westlake Village, Calif. “Utilizing different height arrangements creates visual interest, as does different shaped vessels like singular

DESIGNING FOR DIGITAL ATTENDEES—OR INSTA-GRATIFICATION

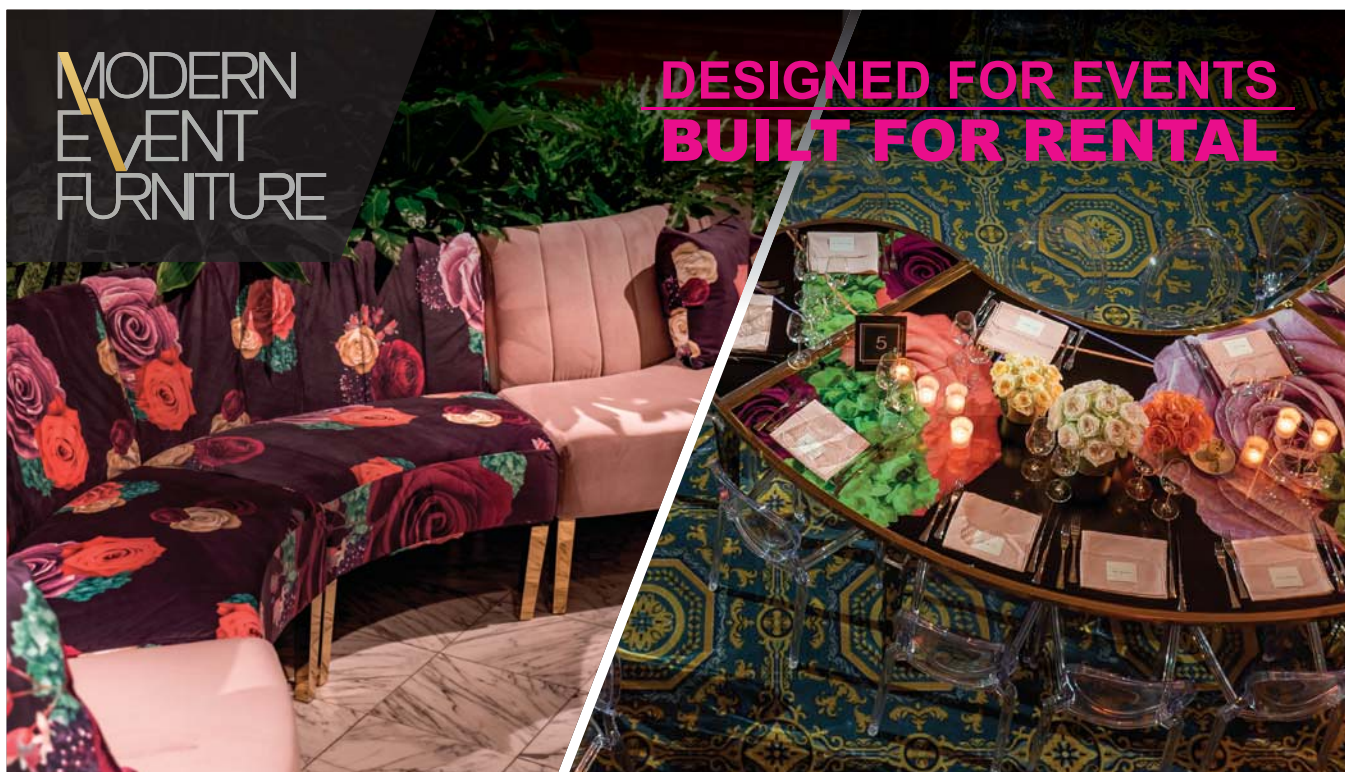
Floral designers are designing for social media—because if it's not on Instagram, it didn't happen. The pressure for wedding couples to create a perfectly styled environment has made floral even more important to the wedding scene.

“We strive to have beautiful imagery of our work, and share with our followers on social media as well as attract potential new customers,” says Sarah Zahran of XO Bloom, Westlake Village, Calif. “Creating an Instagrammable installation allows for guests to have an experience to share with their friends there and on social media.”

What floral installations draw out the most phones? Flower walls with ombré color schemes provide the perfect background for a photo op at any wedding, says B Floral's Bronwen Smith.

“Flower walls that use only one flower type—like all roses—make for an excellent photo moment as well,” Smith adds.

These installations aren't stationary, so move them from ceremony to reception to get the most snaps from your statement piece.



Go big—and small: B Floral makes both a big statement (here) and small (below) with wedding floral. Photos courtesy B Floral.



round vases, a trio of tall vases of varying heights or a long rectangular arrangement.”

McKnight mixes two to three different centerpiece styles with cohesive elements to draw the eye without looking messy. “This adds an element of interest for guests, because every table is not the same,” he says.

For McGarigle, the centerpiece offers a way to

tie it all together through personal style that adds a heavy dose of sentiment. “Personal touches might include combining vintage china and mismatched wineglasses with modern vases on long, rustic wooden tables,” she says. “Pairings of old and new elements not only add warmth to decor, but make for an interesting, eclectic tablescape.” ●



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B FLORAL
bfloral.com

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emeraldcitydesigns.com

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THE LAST WORD



Rising to the Top

Nicole Marsh went from employee to owner in just two years—and has been creating great events ever since. By Lisa Hurley

● SOCIAL MEDIA RULES The “Instagrammable” moment within an event “is shaping the decor, entertainment and experiences, as people no longer want to look around and watch—they want to become part of the event and then share that with the world as it’s happening.”

● I WISH I'D LEARNED SOONER ... “I love what I do, but I also have learned that there are people that can do it way better than I can! It’s about finding those people and getting out of their way, supporting them and letting them shine.”

● HER FAVORITE EVENT “No one in specific, but the several that come to mind are consistent in the vein of looking back and our team asking, ‘How in the #@! did we pull that off?’ They are often last minute, super challenging or complex in scope. They push us to the edge and make us grow stronger as a team and in our capabilities, often rising higher and doing more than we thought was possible. That’s what fuels the fire and passion to tackle the next, and the next, and so on. It’s really seeing what our team does day in and day out that makes me most proud!”

Who goes from company employee to owner in a scant two years? That would be Nicole Marsh, CMP, DMCP, partner and “keeper of calm” with Imprint Events Group. Imprint is included on the last *Special Events* “25 Top DMCs” list and brought home a *Special Events* Gala Award just last year.

Marsh is a bit surprised herself at how her career has progressed. Back in 1998, she found Imprint—then known as The Arrangers—in the Yellow Pages. “I called, interviewed that day, and was hired on the spot,” she recalls. During her first annual review, she mentioned she would be interested in buying the company one day, under the assumption that “day” would come five years down the road. Instead, the owner jumped at her offer. “Six months later she said she was ready, and six months later it was done,” Marsh says. “I was 28 at the time, and it was all on-the-job training.”

Marsh had a true baptism by fire in the event industry: “As a small-business owner, you have to wear many hats. From sales to operations and from marketing to finance—you really have to know and understand it all.” She adds, “Planning and producing events, you don’t just need to know a single discipline—like hotels, decor, food and beverage, or entertainment. You really need to know it all—and at a very detailed level—to sell it and execute it successfully.”

That breadth of knowledge and attention to detail has paid off for Imprint. The Denver-based company now has 46 employees in offices in Colorado, Florida and Las Vegas, along

with hundreds of event staff who pitch on in a per-program basis. The team produces more than a thousand events a year, ranging from a one-night event for 2,500 guests to a C-level outing for 15 executive superstars “and everything in between,” Marsh says. The Imprint team offers the full spectrum of DMC services—transportation, decor, tours and activities—as well as in-house entertainment, production, management, and team-building services.

The major trend in events isn’t specialization—instead, it’s “de-specialization,” Marsh says. “Everyone wants to be everything to every client, and the internet has enabled that from an information-accessibility standpoint,” she says. “We are prioritizing the ongoing training and development of our team to continue to remain experts in specific facets of the industry. We’ve tried hard to curate a team from various disciplines so they are essentially specialized, and the company can serve at a higher capacity.”

The talents of the Imprint team will be on display at The Special Event 2020 in Las Vegas, when Imprint will spearhead the Closing Night Celebration on March 12. Marsh sees the project as a refreshing challenge for her team. “It goes back to our desire to offer fresh ideas and push ourselves to create something new and different,” she explains. “It’s a rare opportunity to have a blank slate, as it’s often a client driving the theme and budget.” ●

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