

## SPECIAL EVENTS CASE STUDY II

### CLIENT OVERVIEW

The National Apartment Association (NAA), a national federation of state and local apartment associations, chose Denver as host to their Annual Convention, which drew 3,000 out-of-state attendees and several sub-groups.



### PROGRAM GOALS AND OBJECTIVES

At each annual convention, NAA hosts a Welcome Reception. After many site visits and various venue options for this event, NAA selected the Denver Performing Arts Complex. This year they wanted a "WOW" kick-off event that featured Colorado elements as well as a platform to recognize the association's sponsors, a very important aspect of the event.

### THE CHALLENGE

Due to the extent of the event, we set-up several elements the day before, which happened to be outdoors in record breaking 105° heat. Power also was a challenge as it became apparent that the venue's promised requirements for catering and entertainment were not available. Being a city-owned facility, their staff had no authority to even run out and purchase a \$15 item to make things work. Our on-site Operations Manager spent a huge portion of the day prior to the event assisting the city in rewiring the facility to meet our event needs. All worked perfectly in the end.

### THE RESULT

The Experience Colorado Welcome Reception was an explosion of design, entertainment and cuisine for over 3,000 NAA attendees. The acknowledgement of sponsors began as arriving guests made their way down the red carpet underneath the 80-foot-high glass arch. The association's sponsors lined the path and greeted attendees leading them through the open plaza.

Transforming the Denver Performing Arts Complex into a celebration of Colorado, the event reflected the state's history and culture by showcasing our diverse talent. From bluegrass to a dance club and high flyers to hard-hitting drummers guests were surrounded by excitement. Elaborate buffets highlighting each region of Colorado included a LoDo Bistro, Southwestern action stations and authentic Wild West barbecue. Enveloped by color, class and creativity, the night was a captivating masterpiece that went down as the best event in the client's history.

### ADDITIONAL SERVICES

In addition to NAA's Welcome Reception, The Arrangers provided a daily shuttle system between hotels, field tours of Denver properties, golf tournament staffing and logistics, group dinner transportation, Vegas-style entertainment and costumed characters for the Exhibit Hall and specialty linens and table décor for their Closing Gala.

*"NAA and our sponsors and members were absolutely BLOWN AWAY with how awesome it was... attendees overwhelmingly stated that this was by far the best Opening Party that NAA has ever held. A new benchmark has definitely been set! This conference would not have enjoyed so much success without your commitment to NAA and to providing exception service."*

*Jeremy Figoten, Director, Meetings & Expositions, National Apartment Association.*

