

The Out-of-Ballroom Experience . . .

DÉCOR LIGHTS AND STRUCTURES:

Increase your ROI from your meeting budget. Make the areas outside your ballroom belong to you and your group. You don't have to break your budget to create something dramatic and memorable. Your limit is your imagination. There are so many ways to add décor to the areas outside your general session room or theater. Add some life to the ballroom entrance foyer, breakout rooms, coffee break areas. This can be as simple as adding some stage lighting, change the wall colors with LED lights, to differentiate your space from other functions. Add some lighting gobos on the walls and ground. Another option is adding some inexpensive structures (adding stage lights to these is a plus) which will really create a dramatic, defined area. Some of these types of structures are pictured below.

Your meeting will be more memorable, and you can re-enforce your messages, and get more ROI from your meeting. Above all . . . Have fun with it, and your audience will enjoy it also.

Arches can create a dramatic entrance to the general session room, or create a "room within a room" for you coffee break functions. Add LED and gobo lighting for more effect.



Making an entrance? Tunnels make it even grander. LED Lighting means they change constantly, and add more than one tunnel to create a real entrance into your area of the venue. Even add logos to project onto the fabric.



Create areas within your area, by adding divider walls. These also can become a picture taking area during an awards function.

