



New York, New York

EVENT EXPERIENCE

New York, New York! What could be more exciting, exhilarating, and adventurous than the Big City? This event is for those who enjoy the fast-paced, bright lights atmosphere of NYC. A sleek event that offers the newest trends in everything! Possible meeting themes you might use with this theme are 'Rising to the Top', Over the Top! 'Above the Rest', or 'Taking it to the Streets' to name a few.

COLORS & TEXTURES

This event will use bright colors, flashing signs, street signs and metals. Think sensory overload!



Big City Dreams, Big City Lights. This theme package, tailored to city slickers, encompasses the big dreams and sleepless nights of The Big Apple. You'll find activities that are worth staying up for and that speak to the heart of your client and their guests. Let your imagination run wild between the skyscrapers and bustling city streets with this perfect big city party theme package.



SETTING THE MOOD



INVITATIONS

- Cityscape cutout
- Metro card pass
- Postcard with NYC design on the back
- Envelope lined with a cityscape

ENTRYWAY

As guests arrive, they will immediately get a sense of the theme for the evening with an aisle runner designed like New York City streets guiding them into the event. This runner will look like an actual street with the crossing lane divider painted down the middle.

Actors dressed as a city cop, traffic director, and props of taxis will set the mood for a night full of unexpected adventure.

PRE-FUNCTION AREA

As guests enter the pre-function area, they will feel as if they are roaming the streets of NYC. NYC sounds will play in the background as street musicians play in the corner of the room.

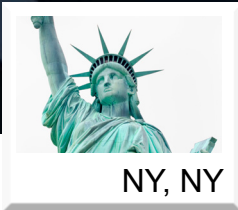
Conversations will take place around cafe style seating or cocktail tables with umbrellas. Sandwich boards will be placed strategically around the room along with backdrops to create the appearance of NYC streets or hangout destinations. Small food carts will be set up for foods to grab quick bites and refreshments.

MAIN ROOM

As guests enter the main room they will feel enveloped by the city with cityscape backdrops surrounding the



DETAILS AND ACCENTS



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space. Everywhere your guests look they will see the city looming around them.

Props including taxis, tall buildings, The Statue of Liberty, Madame Tussauds Wax Museum and more will set the background. Some of these iconic NYC destinations will be 3D pieces that guests can have their photos taken with.

The room will be divided into sections with each section having its own props. For Madame Tussauds Wax Museum, living statues dressed as famous individuals will stand very still to appear like wax figures. As guests approach, they may blink or move slightly - something guests won't be expecting!

The Statue of Liberty and Empire State Building can be created with expansive cutouts for guests to admire. Time Square will be represented using a lit dance floor that changes colors.

STAGE AREA

The stage will have the New York Cityscape as the backdrop for speakers and stage performers. Lighting, added signage, and building cutouts will add to the scene of the stage.

DÉCOR

Room decor will include street lamps and signs, fake pigeons, foliage, and other NYC sites. Food trucks and vendors serving other foods or dessert will be set up if space allows.





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FURNITURE ACCENTS

Furniture will be set up to look like a New York experience. This includes subway seating, park benches, or classy black and white furniture pieces like you would find in a New York club.

CENTERPIECES

Seating for dinner will be arranged in groupings, resembling different areas of town. This includes Time Square, Queens, Wall Street, the Theater district, The Bronx, Chinatown, or Little Italy. Table decor will fit the area of town represented. A simpler option is to place hydrangea flowers in square vases and let the room carry the theme.

DINNER SET UP

Tables and linens will be kept simple and elegant, as to not detract from the rest of the room. Black table linens with a white table square will help achieve this and gold chiavaris will complete the look.

Here are a few food options to carry the theme through:

- Taxi shaped cookies and treats
- Food trucks or stands serving gourmet hot dogs, pretzels, doughnuts, caramel apples, etc.
- A candy bar set up as a NY newsstand
- NYPD Doughnuts





ENTERTAINMENT

BAR AND CUSTOM DRINK

A chic lit bar will be set up with a silhouette of the New York City skyline on the front of the bar. The lighting will glow behind the cityscape creating a modern appearance. Featured drinks can include the following: Manhattans, Sidecar, Gin Martini, Tom Collins, Greyhound, Cosmo, Old Fashioned, and Long Island Iced Tea.

ICE SCULPTURE

Ice is always a great highlight for events. The ice sculpture for this theme could be shaped like the Empire State Building with the company logo or the catchphrase of the event at the bottom.

ENTERTAINMENT

An additional form of entertainment for the night could include an LED Graffiti wall. Guests can “spray-paint” graffiti on an LED video wall while using an interactive spray can.

PHOTO OPS

People always love having pictures to take home or that they can see on social media to look back on what a fun time they had at the event.

The following ideas are fun photo opportunity ideas for this event:

- Sitting in the back of a cab
- Statue of Liberty body with face cutout
- NYC backdrop with Statue of Liberty props

