



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

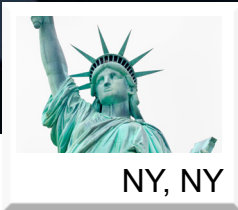
This event will use bright colors, flashing signs, street signs and metals. Think sensory overload!



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



NY, NY

INVITATIONS

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

These invitation ideas could be created by your preferred local advertising or marketing company. If you really have it in you, you could also make them yourself.

ENTRYWAY

For a spin on the red carpet entrance, guests will walk down an aisle runner that is designed like New York City streets. Custom printed vinyl can be placed on a hard surface to look like an actual street. White crossing lines down the center of the “street” will help achieve this look, get as creative as

you like. This will set the mood for a night full of unexpected adventure.

Add a city cop with hat and whistle to direct traffic, a few taxis along the way and off you go!

Don't forget the road signs, as many as you wish and more, to mark important stops along the way. Use directional signs that point your guests to the subway or signs to famous buildings. Consider a stop sign or two with lights that change. Add this into your decor for that AWE factor.

PRE-FUNCTION AREA

New York City sounds play in the background while street musicians play on the corner. Add Café style seating with flower pots in the middle or umbrellas at standing cocktail tables. Add sandwich board signs and a few



DETAILS AND ACCENTS



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large backdrops around the walls for added effect. Make this area Central Park, offer guests food carts with little morsels for the cocktail event. Make sure the catering staff has someone to stand behind each cart and cajole guests with their goodies.

Add a metal archway with Central Park across the top.

Add a few pigeons for fun and you will have your attendees believing they stepped into a teleportation machine. Set up a table with name cards held by little taxi cars. This is what it really looks like in New York, a traffic jam of yellow cabs.

MAIN ROOM

To really get the full sensory overload like New York City, I suggest you wrap the room in backdrops. Everywhere

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

Once you have set that background of the event, make it pop by adding taxi props, tall building props, Statue of Liberty, Madame Tussauds Wax Museum, etc.

Each one of those famous elements of New York can stand out in 3D. Guests can actually stand next to them and have their photos taken.

Divide the room into sections, each section has its own props. For the Empire State Building, have your sign shop create your company name on a cut out of the Empire State Building, or use your event theme.

For Madame Tussauds Wax Museum, have living statues dressed as famous people standing and acting like wax





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figures. When someone gets too close, have them blink their eyes or move slightly to startle them.

For the Statue of Liberty, have the statue and a ship in front of it. These cut outs can be made by your local sign company and then kept afterwards. Make them so they fit the size of the room. The more ceiling height, the bigger the cut out. By custom making these, you can make them as large as you need. Finish off this vignette by adding a harbor look with mooring post and ropes.

For Time Square add a light changing dance floor for a "WOW" factor. You can rent these from your local decor or DJ service. If you can't find this in your location, try a white dance floor and ask your DJ or lighting company to shine motion sensor lighting on the

dance floor area. Over the dance floor add a Disco ball or string bistro lighting across the ceiling.

STAGE AREA

Use the backdrop of the New York Cityscape as the backdrop to your stage. Add some lighting truss and signage to drive your theme home. On the front corners of the stage, add some cutouts of tall city buildings.

DÉCOR

For other decor around the room, add street lamps and signs, pigeons, sculpture trees in urns and other sites you might see in New York City. Consider adding food trucks (if the space allows) or more food cart vendors for your dessert.





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Add gobo lightings around the walls for added dimension or to replace some of the props we discussed earlier.

FURNITURE ACCENTS

For New York about any seating goes. If you can find Subway like seating, that would make great conversation areas. Black or white furniture pieces are always a good choice and park benches go well with this event.

CENTERPIECES

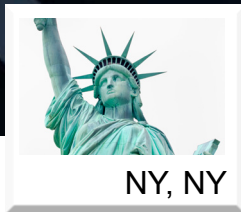
Divide your guests' dinner tables into different areas of town. Time Square might be the tables closest to the dance floor. Queens, Wall Street, the Theater district, The Bronx, Chinatown or Little Italy are areas to consider. Mix up the table decor to fit the area

of town your guests are in or keep it simple with beautiful white hydrangea flowers in square vases, then let the room carry the theme. This will depend on the messaging you need to convey, the type of party this is for, and the attendees you are expecting. Only you can make that call. However, we have listed several ideas for you below. Use one or all of them for your tables.

- Stoplights
- Cutouts of buildings and/or cityscapes
- Single-lighted lamp
- Small Statues of Liberty
- Building luminaries

The options for centerpieces goes on and on, so let your imagination soar.





DETAILS AND ACCENTS

DINNER SET UP

For this table set up, we suggest you keep it simple for the linens. There is a lot going on in the room so making your tables simply elegant can be a good thing.

Black table linens with a white table square will be quiet and elegant. We prefer chiavari chairs or covered chairs for most of our parties. For this theme, we like gold chiavaris with black ties or white chair covers with black bands.

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

BAR AND CUSTOM DRINK

Use a lighted bar from your caterer and have a custom printed silhouette of the New York City skyline made. Place this on the front of the lighted bar and the lighting will glow behind the cityscape silhouette. Feature drinks like Manhattans, Sidecar, Gin Martini, Tom Collins, Greyhound, Cosmo, Old Fashioned, and Long Island Iced Tea.

ICE SCULPTURE

Ice is always a highlight for events. Use the ice sculpture to display the company logo at the bottom of the Empire State Building or the name you've chosen for the event like 'Rising to the Top' Over the Top! 'Above the Rest' or 'Takin' it to the Streets' to name a few.





ENTERTAINMENT

ENTERTAINMENT

See “Main Room” for entertainment options.

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

PHOTO OPS

Have an area set aside for guests to take pictures. 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 are options you could have for a photo opportunity:

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





supply list

How to determine which elements in each theme packages is right for you and your client:

- \$-\$\$\$\$ Some of the theme elements require a very small investment while others require a higher spend. You can guide your client and help them determine how to use their budget to achieve their desired result.
- Star ratings: Determine the impact your client wants to make. A one-star element in a theme package works well for simple and professional events, whereas a five-star element will leave your client and their guests in complete awe! There are many options in between, so you'll always have a way to meet your client's needs and goals.

Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Invitations:			
Invitations	Create your own with items purchased at your local craft store or use a local print shop or advertising agency	\$\$-\$\$\$\$	****
Entryway:			
Custom printed vinyl	Use a local print shop or Dogfish Graphics www.dogfishgraphics.com/	\$\$-\$\$\$\$\$	***
City cop	Talk to your local acting agency for someone to dress up as a city cop	\$\$-\$\$\$\$	****
Taxis	Use a local print shop or Dogfish Graphics www.dogfishgraphics.com/	\$\$\$-\$\$\$\$\$	****
Road signs	Use a local print shop or Dogfish Graphics www.dogfishgraphics.com/	\$\$-\$\$\$\$	***

SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Pre-Function Area:			
NYC sounds soundtrack	Talk to the DJ you're using	0-\$\$	***
Street musicians	Use your local talent agency	\$\$-\$\$\$\$\$	*****
Café style seating	Use your local decor company	\$\$\$	****
Flower pots	Home Depot www.homedepot.com/b/Outdoors-Garden-Center-Pots-Planters-Planters/N-5yc1vZbx87	\$\$-	**
Umbrellas	Umbrellas.com www.umbrellas.com	\$\$	**
Cocktail tables	Use your local decor company	\$\$\$	***
Sandwich board signs	Build a Sign www.buildesign.com/sandwich-boards	\$\$\$	***
Backdrops	Backdrops Fantastic www.backdropsfantastic.com/backdrop_themes/Theme_Backdrops_New%20York_%20Broadway.html	\$\$\$\$	*****
Food carts	Gig Masters www.gigmasters.com/services/food-carts	\$\$\$\$	****
Metal Archway	Talk to your local decorating company	\$\$\$\$	****
Signage	Talk to your local decorating company	\$\$ - \$\$\$\$	****
Mini taxi car name card holders	Wedding Favors Unlimited www.weddingfavorsunlimited.com/taxicab_place_card_holders.html	\$	**

SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Main Room:			
Cityscape backdrops	Backdrops Fantastic www.backdropsfantastic.com/backdrop_themes/Theme_Backdrops_New%20York_%20Broadway.html	\$\$\$\$	*****
Props: taxis, buildings, Madame Tussaud	Talk to your local decor company	\$\$\$	****
Cut out of Empire State Building	Talk to your local decor company	\$\$-\$\$\$\$	****
Living Statues	Innovative Entertainment www.inn-entertainment.com/	\$\$\$\$\$	*****
Statue of Liberty cutout	Talk to your local decor company	\$\$-\$\$\$\$	****
Moorings posts	Check with your local decor company or Downeast Nautical Salvage downeastnauticalsalvage.com/Moorings.htm	\$\$\$	***
Ropes	Knot and Rope Supply www.knotandrope.com/Store/pc/viewCategories.asp?idCategory=2	\$-\$\$\$	***
Light changing dance floor	Talk to your DJ or decor company	\$\$-\$\$\$\$	*****
Disco Ball	Talk to your DJ or decor company	\$-\$\$\$	***
Bistro Lights	Talk to your DJ or decor company	\$\$-\$\$\$\$	***

SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Stage Area:			
NY cityscape backdrop	Backdrops Fantastic www.backdropsfantastic.com/backdrop_themes/Theme_Backdrops_New%20York_%20Broadway.html	\$\$\$\$	*****
Lighting truss	Talk to your stage company	\$\$-\$\$\$\$	***
Signage	Talk to your local decorating company	\$\$-\$\$\$\$	****
Cutouts of city buildings	Talk to your local decorating company	\$\$-\$\$\$\$	****
Décor:			
Street lamps	Home Depot www.homedepot.com/s/street%2520lights?NCNI-5	\$\$-\$\$\$	***
Street signs	Talk to your local decor company	\$\$-\$\$\$	****
Pigeons	Wildlife Treasures www.wildlifetreasures.com/ducks.htm	\$\$	**
Sculpture trees	Talk to your local decor company		***
Food Trucks	Rent local food trucks in your area or try EAT STREET mobile-cuisine.com/find-food-trucks/	\$\$\$-\$\$\$\$\$	****
Food Cart	Rent local food carts in your area or locate food trucks on EAT STREET for some areas Several coffee and ice cream shops also have mobile carts that hire out for events.	\$\$\$\$	****
GOBO Lighting	Talk to your lighting or decor company	\$\$-\$\$\$\$	****



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Furniture Accents:			
Subway seating	Talk to your local decor company	\$\$-\$\$\$\$	****
Black or white furniture	Talk to your local decor company	\$\$-\$\$\$\$	***
Park benches	Talk to your local decor company	\$\$-\$\$\$\$	****
Centerpieces:			
Table decor representing NY districts	Talk to your local decor company	\$-\$\$\$	****
Hydrangea flowers	Talk to your local florist	\$\$-\$\$\$\$	**
Square vases	Wholesale Flowers and Supplies www.wholesaleflowersandsupplies.com/vases-containers/glass-vases/square-glass-vases.html	\$-\$	**
Stoplights	1 Toy Store www.1toystore.com/store/p/310181-Mini-3-Sided-Traffic-Light.aspx?feed=Froogle	\$	**
Cutouts of buildings and/or cityscapes	Check with your local decor company or Dogfish Graphics	\$\$-\$\$\$\$	***
Small Statues of Liberty	NYC Webstore www.nycwebstore.com/statue-of-liberty-statue-new-york-base-11-inch/	\$	***
Building luminaries	Minks Paperie https://www.facebook.com/pages/Minks-Paperie/126595007428128?sk=wall	\$\$	****

SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Dinner Set-up:			
Black table linens	Check with your local decor company	\$\$-\$\$\$\$	**
White chair covers	Check with your local decor company	\$\$-\$\$\$\$	**
Chiavari chairs	Check with your local decor company	\$\$-\$\$\$\$	***
White table squares	Check with your local decor company	\$\$-\$\$\$\$	**
Bar & Custom Drinks:			
Lighted bar	Talk to your decor company	\$\$\$-\$\$\$\$	****
Custom printed silhouette of NYC	Talk to your decor company or printing company	\$\$-\$\$\$\$	****
Entertainment:			
LED graffiti wall	FOTO Master fotomasterltd.net/products/digital-graffiti-air-graffiti-wall/?gclid=CjwKEAjwxYGuBRCtoqjkrIPDqDwSJAAnd-rCgofv0LIOwDZUisBDDAgCdTLmbVvEzlea15WABzsDBoCLPw_wcB	\$\$\$\$\$	*****

SUPPLY LIST



Supplies	Source/Notes Vendor Suggestions	Price Range	Value
Photo Ops:			
Taxi cab prop	Talk to your local decor company	\$\$-\$\$\$\$	****
Statue of Liberty cutout	Talk to your local decor company or printing company	\$-\$\$\$	****
NYC backdrop	Backdrops Fantastic www.backdropsfantastic.com/backdrop_themes/Theme_Backdrops_New%20York_%20Broadway.html	\$\$\$\$	****
Statue of Liberty props	Talk to your local decor company	\$\$-\$\$\$\$	****