



ME Productions Marks 22 Years for Duty-Free Show Gala

(April 2007, Pembroke Park, FL) —ME Productions, the Hollywood, FL based events company, is pleased to announce once again, the completion of another successful year as program and event producer for the International Association of Airport Duty Free Stores (IAADFS) trade show, welcome reception, gala and events, which was held at the Harbor Beach Marriott Resort & Spa, Ft. Lauderdale. This is the 22nd consecutive year that ME was selected to produce the IAADFS event.

Over 3,000 people attended the trade show, which brought together an international contingent of concessionaire and supplier members, duty-free buyers from cruise ships, airline in-flight duty-free stores, duty-free border stores, Caribbean duty-free stores, and non-member airport duty-free stores.

ME Productions handled all ground logistics, entertainment and corporate theatre events for this year's guests. Highlights of the entertainment schedule included a dueling pianos performance, a high-energy 10-piece Latin band, and a jazz trio. The theme of the event was "music," and the breath taking décor reinforced this as soon as guests entered the ballroom for the Gala.

Additional Entertainment included a Dixieland band that performed for the ribbon-cutting ceremony and a Flamenco guitarist. A Jazz trio played at the opening reception and treated guests to the soothing sounds of piano, bass, and drums. Rhonda & The Ramblers, a four-piece country band, set the mood for an outdoor picnic. Carlos Oliva and the Judge's Nephews portrayed what "the Miami sound" is all about, as they rocked the crowd with a melting pot of inter-cultural beats. Roberto Perera, the legendary jazz harpist, romanced the Paraguayan harp while the audience swayed to the graceful music.

The ME Productions creative team behind the event used cutting-edge technology for lighting and projection visuals. The entire ballroom was bathed in a splash of colors. High tech lighting techniques mixed with unique fabrics and sounds created a sophisticated background for the Duty Free Gala.

About The International Association of Airport Duty Free Stores (IAADFS)

The International Association of Airport Duty Free Stores is an international trade association with approximately 500 company members. The purpose of the IAADFS is to promote the airport duty free industry as an important segment of the international business community, including Latin America. Visit the IAADFS web site at <http://www.iaadfs.org> or email questions to iaadfs@iaadfs.org.

About the Harbor Beach Marriott Resort & Spa

The Harbor Beach Marriot Resort & Spa served as the venue for this year’s IAADFS special event gala and reception. The Resort is located at 3030 Holiday Drive, Fort Lauderdale, FL 33316. For additional information, call (954) 525-4000, or visit the web site [http:// www.marriottharborbeach.com/](http://www.marriottharborbeach.com/) .

About ME Productions

ME Productions is Florida’s largest, full service Destination Management and Event Production Company specializing in award-winning national and international corporate events, corporate theatre, staging, audio-visual, music and entertainment. For further information, contact C.E.O Hal Etkin at (954) 458-4000. The company website address is [http:// www.meproductions.com](http://www.meproductions.com).

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