

# Convention South

OUR 25<sup>TH</sup> YEAR

EXCELLENCE. ANSWERS. INSIGHT.

CORPORATE MEETINGS

ADVICE

## Events That Deliver: **Branding Is Everything**

CORPORATE MEETINGS



During the Miami '07 NASCAR Racing Weekend celebration, Florida-based ME Productions, a full-service corporate events company, created themed décor for special events hosted by sponsors of the weekend. Décor and props were made to emphasize the sponsor's brand. For Miller Lite's themed event, ME Productions redesigned the Mansion, a South Beach nightclub, into the promotional themed club they called "Miami Lites." ■