

April, 2008

**ME PRODUCTIONS**

*featured in*



## ME Productions Produces IAADFS Show for 23 Consecutive Years

**ME Productions**, the Hollywood, FL-based events company, marked its 23rd consecutive year serving as program and event producer for the 40th year anniversary of the International Association of Airport Duty Free Stores (IAADFS) trade show, welcome reception, gala, and events. Over 3,000 people attend the trade show, which brings together an international contingent of concessionaire and supplier members, duty-free buyers from cruise ship and airline in-flight duty-free stores, duty-free border stores, Caribbean duty-free stores, and non-member airport-duty free stores.



Held Wednesday, April 9, at the Harbor Beach Marriott Resort & Spa, Ft. Lauderdale, over 250 guests enjoyed a multi-media experience and dance show throughout the course of the gala dinner. Four decades of change were brought to live by an array of dance and music that celebrated the '70s, '80s, '90s, and today.

The room's décor incorporated: video projections and lighting; crush overlays and seat sashes; a full-room-perimeter backdrop; raised performance stage; and theme logo.

"Keeping a client coming back year after year, is always a challenge," said **Hal Etkin**, CEO of ME Productions. "As the event planners, we face a significant hurdle: to keep knocking their socks year after year so this client and others will come back year after year, whether at a South Florida venue, in Central Florida, or nationally or even overseas.

"ME never gets complacent," says Etkin. "The essential key element to keeping long term clients remains being able to deliver on basic essential. Always stay within budget and always deliver on time. The other "secret ingredient," is getting

to know the client. Understand what they want and why and then turn that vision into a reality that delivers smiles and leaves a positive impact."



[www.meproductions.com](http://www.meproductions.com)

(21 April 2008)