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MEDIA CONTACT:
Deborah W. Roker
954.458.4000, x115
droker@meproductions.com

ME PRODUCTIONS

Events During Miami '07 NASCAR Racing Weekend Create Branding Mecca for Sponsors

(December 15, 2007 – Pembroke Park, FLA) – When ME Productions was hired to create several events taking place during the 2007 NASCAR race weekend at Homestead, Florida, a key component of each party was to emphasize the brand of each sponsor.

So the company, one of the largest special events and production operations in the southeast U.S., got busy creating props, furnishings and décor that creatively displayed company logos and insignias while it transformed each renowned Miami venue into a themed environment.

Sports Illustrated "Club SI"

For its client *Sports Illustrated*, ME Productions transformed South Beach nightclub venue "The Fifth" into "Club SI" and created a hot, fiery, yet chic club theme for members of the racing community, celebrities and athletes to party Miami-style, and the following reinforced the theme and branding strategies:



- **At the entrance were four Ford production vehicles** suspended on ramps and the building was appointed with "Club SI" custom logo signage, designed by ME's creative director.

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- **A "Step and Repeat" photo wall** (with sponsors' and *Sports Illustrated* logos), was created outside the club entrance so all VIPs were photographed with this as the backdrop. This was all done on a red carpet.



- **An ice sculpture spelling out "Club SI"** was suspended from the ceiling, reinforcing the brand.



- **Miami Heat Dancers, dressed in Sports Illustrated logo jerseys,** danced atop lit acrylic columns which also were branded with sponsor logos.

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- **Sponsor and Club SI logos were projected** onto the walls of the club.



- **Branded Luminaries** were placed around the room to add light and reinforce the sponsors.

Miller Brewing Events

Mansion, one of the most popular nightclubs on South Beach, was host to more than 400 people to celebrate "Miami Lites" the promotional theme created by ME Productions which was hired by GMR Marketing, Miller Lite's alliance marketing agency.

- **Miller's Racing Car** was placed outside the club as part of a dramatic entrance

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- **Twelve giant air-filled spheres hung from the ceiling** on which were projected custom-made graphics and logos, and which were illuminated with changing colors during the entire night.



- **A 30-foot stage projected still and moving images**, with all three sides animated and branded



- **ME Productions removed over 90% of the club's furnishings** and replaced them with its own signature white Plexi white highboys and other furniture groupings, all of which were branded and illuminated with LED lighting. Even the couches had white Miller Lite branded throw pillows.

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- **Throughout the club were strategically placed flat-screen monitors,** continuously playing multi-media clips from both NASCAR and Miller Lite commercials.

The Miami Lites weekend continued poolside with a tropical flair at the Trump International Sonesta Beach Resort in Sunny Isles Beach, just north of Miami Beach.



- **A dramatic entrance was created** out of an octagon-shaped truss system, intelligent lighting, LED lighting, Miller blue carpeting and checkered-flag spandex walls.

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- **Guests were greeted by a model** wearing an alluring race-inspired outfit perched on an illuminated branded Miller cube waving racing flags.



- **Branded seating areas, catering stations, high-top tables and portable bars** were placed around the perimeter of the lagoon-shaped pool. (ME Productions removed most of the resort's poolside furniture and replaced it with its own custom furniture groupings, all branded with Miller Lite logos)

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- **With the use of intelligent lighting and custom glass GOBO's** and other lighting techniques, ME Productions was able to create a branded pool bottom for the event.



- **The resort's enclosed poolside cabanas** were transformed and branded into "Miller Lite V-VIP" Cabanas with branded items everywhere, including luminaries and pillows.

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- ***The poolside Gili's Bar*** was transformed into a 'Miller Lite Bar,' laden with custom logos in every format, including neon.

About ME Productions:

ME Productions is an award-winning full-service special event and production company whose capabilities include: Production, Destination Management, Floral, Décor, Music and Entertainment, Business Theatre, Exhibition and Event Management, Lighting, Business Amenities and Premiums, Sound and Special Effects. Based in Florida, the company has been managing corporate, association and social events worldwide for over 30 years. For more information, contact info@meproductions.com, www.meproductions.com.

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