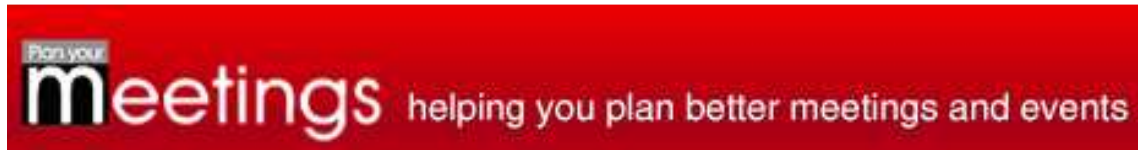


February 2008

ME PRODUCTIONS
featured in



Miami NASCAR Racing Weekend February 15, 2008



Assignment: South Florida event company ME Productions was hired to create several events taking place during the NASCAR race weekend in Homestead, Fla.

Challenge: Emphasize the brand of each sponsor in each venue.

Solution: ME Productions' creative team created props, furnishings and décor that playfully displayed company logos and insignias while transforming each Miami venue into a themed environment.

The popular South Beach nightclub venue The Fifth became “Club SI” [Sports Illustrated] for a night, welcoming members of the racing community, celebrities and athletes to party Miami-style. Among the highlights: Four Ford production vehicles were suspended on ramps at the entrance to the building; a “Step and Repeat” wall (with sponsors’ and Sports Illustrated logos) outside the club entrance served as a backdrop for VIP photos; Miami Heat Dancers, dressed in Sports Illustrated jerseys, danced atop lit acrylic columns; and branded luminaries were placed around the room.

For Miller Brewing Events, one of the most popular and trendiest nightclubs on South Beach — Mansion — hosted over 400 people to celebrate “Miami Lites.” Miller’s racing car created a dramatic entrance outside the club; 12 giant air-filled spheres with logos hung from the ceiling; and the club’s furnishings were replaced with ME’s signature white Plexi highboys and other furniture groupings, all branded and illuminated with LED lighting.

The Miami Lites weekend continued poolside at the Trump International Sonesta Beach Resort in Sunny Isles Beach, north of Miami Beach. There, a dramatic entrance was created out of an octagon-shaped truss system, intelligent lighting, LED lighting, Miller blue carpeting and checkered-flag spandex walls. Guests were greeted by a model wearing a race-inspired outfit perched on an illuminated branded Miller cube waving racing flags. With the use of intelligent lighting and custom glass Gobos and other lighting techniques, ME Productions created a branded pool bottom.

Results: A top-to-bottom brand immersion for guests.

