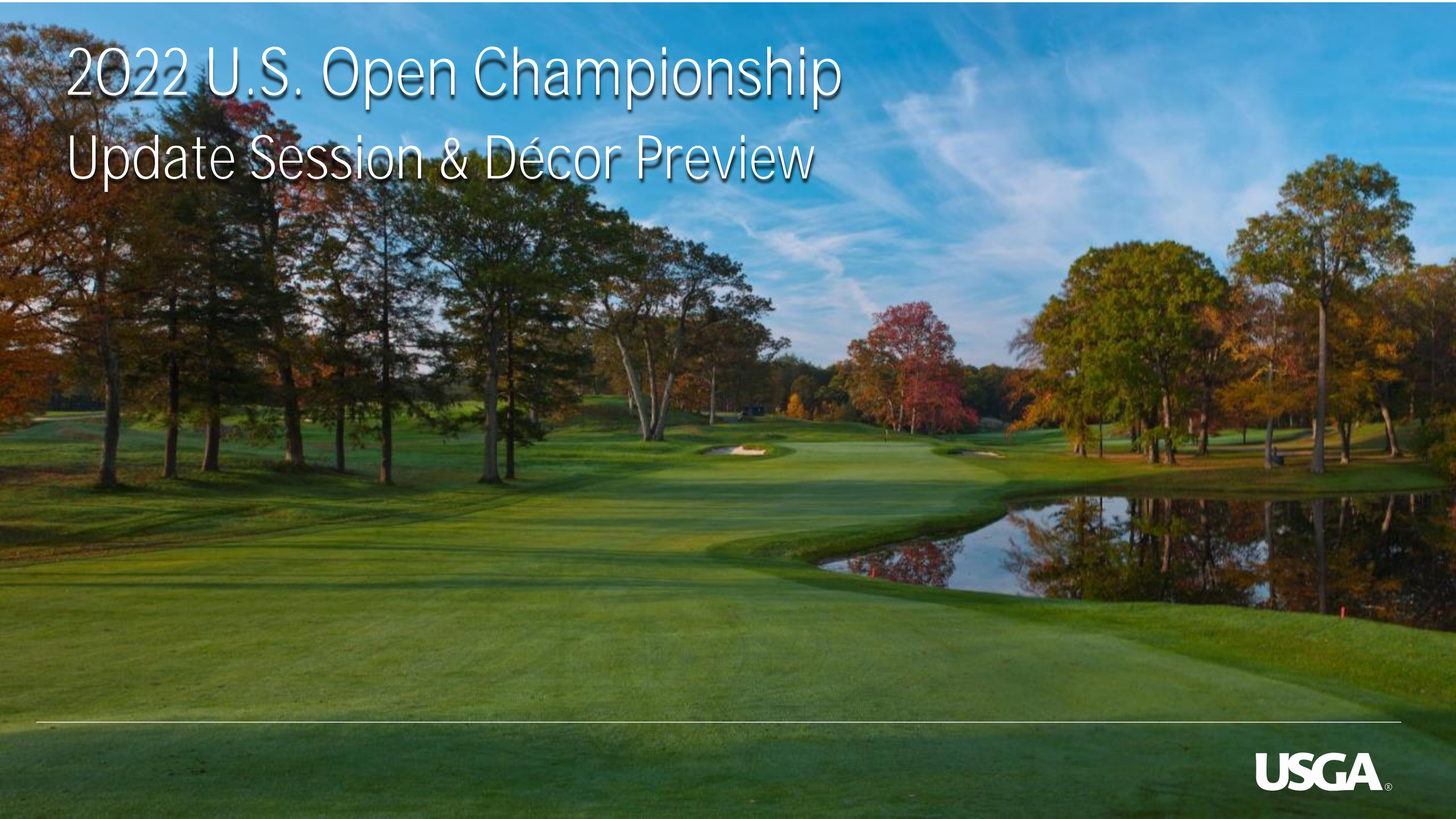


2022 U.S. Open Championship Update Session & Décor Preview



Schedule for the Day

9:30 – 10:15

Review of Hospitality Program

10:15 – 11:15

Décor Presentation

11:15 – 12:15

Village on 14 clients – Tour & Site Selection

Village on 15 clients – Tour & Site Selection

Village on 18 clients – Tour

WHO WE ARE

United States Golf Association

At the USGA, we have a 120 year+ heritage of serving the game and guiding it forward.



WHO WE ARE

USGA's Mission

To champion and advance the game of golf



USGA's Core Strategies



Championships

Provide the very best players in the world with the opportunity to compete for a title

Governance

Clarify and define the Rules of the game worldwide



Golf Facilities

Advance the long-term viability of the game of golf

Golfer Engagement

Serve golfers through programs that build engagement with the game



USGA's Core Strategies



Championships

Provide the very
best players in the
world the opportunity
to compete
for a title

U.S. Open Championship

- 122nd national championship
- First conducted in 1895
- Open to anyone with a Handicap Index of 1.4 or less
- 156 Players (Exemptions & Qualifiers)
- Qualifying Takes Place May-June, 2022
- 72-Hole stroke play
- Past champions include Tiger Woods, Jack Nicklaus, Arnold Palmer, Ben Hogan, Tom Watson



The Country Club



The Country Club

A black and white photograph of a large, two-story house with a wide porch, surrounded by many trees. The house has a gabled roof and several chimneys. The porch is covered with a white railing and has a set of stairs leading up to it. The house is surrounded by many trees, some of which are bare, suggesting a late autumn or winter setting. The overall scene is a historic and serene one.

A Historic Setting

HISTORIC SETTING

The Country Club



The Country Club



U.S. Opens Held at The Country Club

CHAMPIONSHIP

1913 U.S. Open



1963 U.S. Open



1988 U.S. Open



CHAMP

Francis Ouimet

Julius Boros

Curtis Strange



1913 U.S. OPEN



HISTORIC SETTING

1963 U.S. OPEN

Arnie watched as his ball came to rest at a rotted tree stump at the 11th hole. It took him 3 swings to get it into the fairway. He eventually lost to Julius Boros in a playoff.



HISTORIC SETTING

1988 U.S. OPEN



HISTORIC SETTING

1999 Ryder Cup



HISTORIC SETTING

1999 Ryder Cup

In the 1999 Ryder Cup, the 17th green was the scene of Justin Leonard's improbable, comeback-clinching 40-foot putt against Jose Maria Olazabal.



HISTORIC SETTING

1913 U.S. OPEN



HISTORIC SETTING

1963 U.S. OPEN



HISTORIC SETTING

1988 U.S. OPEN



HISTORIC SETTING

The Country Club

"To me, the property around here is hallowed. The grass grows greener, the trees bloom better, there is even warmth in the rocks. And I don't know...but somehow or other the sun seems to shine brighter on The Country Club than on any place I have ever seen."

- Francis Ouimet -

Evolution of U.S. Open Hospitality



1986 U.S. Open

Evolution of U.S. Open Hospitality



1995 U.S. OPEN

Evolution of U.S. Open Hospitality

2008 U.S. Open



Evolution of U.S. Open Hospitality



Evolution of U.S. Open Hospitality

2008 U.S. Open



Evolution of U.S. Open Hospitality

2017 U.S. Open

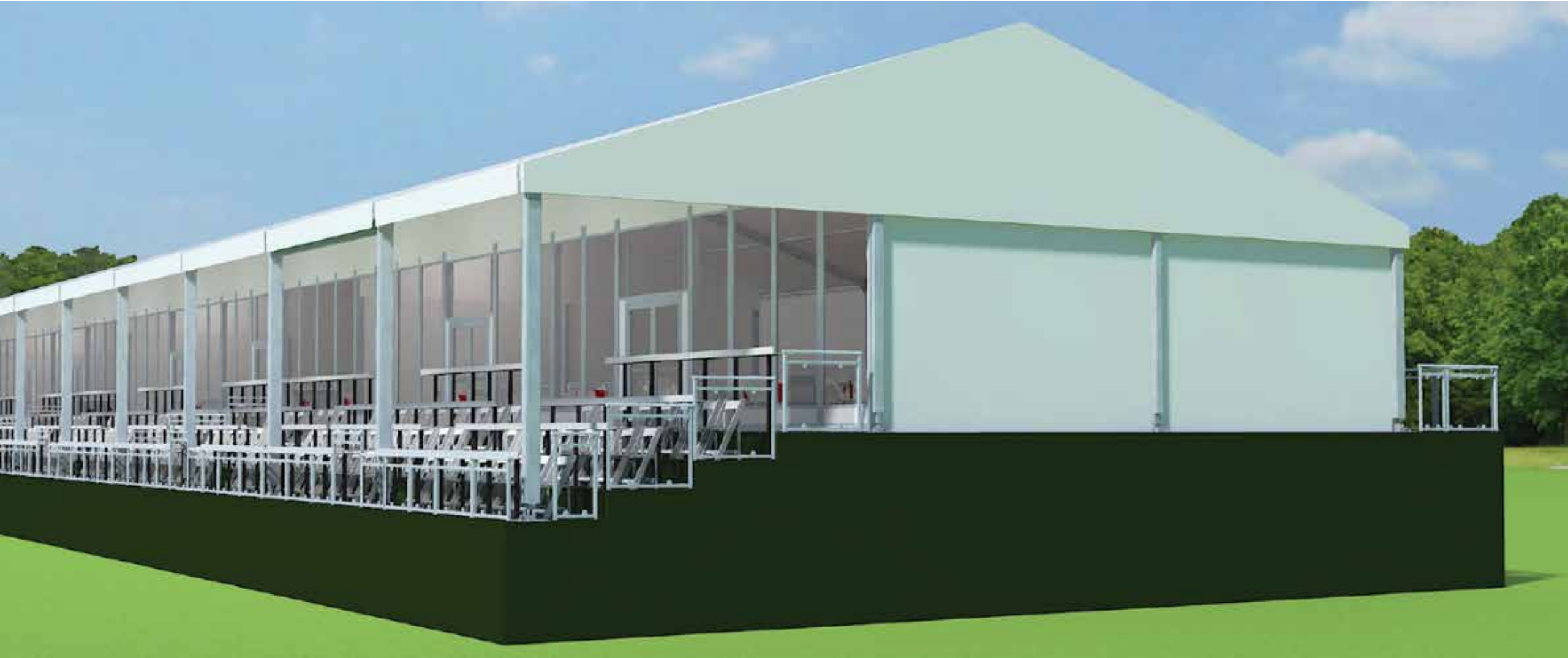


Evolution of U.S. Open Hospitality

2018 U.S. Open



New Tent Structure for the 2022 U.S. Open



New Tent Structure for the 2022 U.S. Open

Back Entry Into Tents



New Tent Structure for the 2022 U.S. Open

Course Views from Interior



New Tent Structure for the 2022 U.S. Open Tiered Patio Seating



Standard Décor Package



New Standard Décor Package for the 2022 U.S. Open



New Standard Décor Package for the 2022 U.S. Open

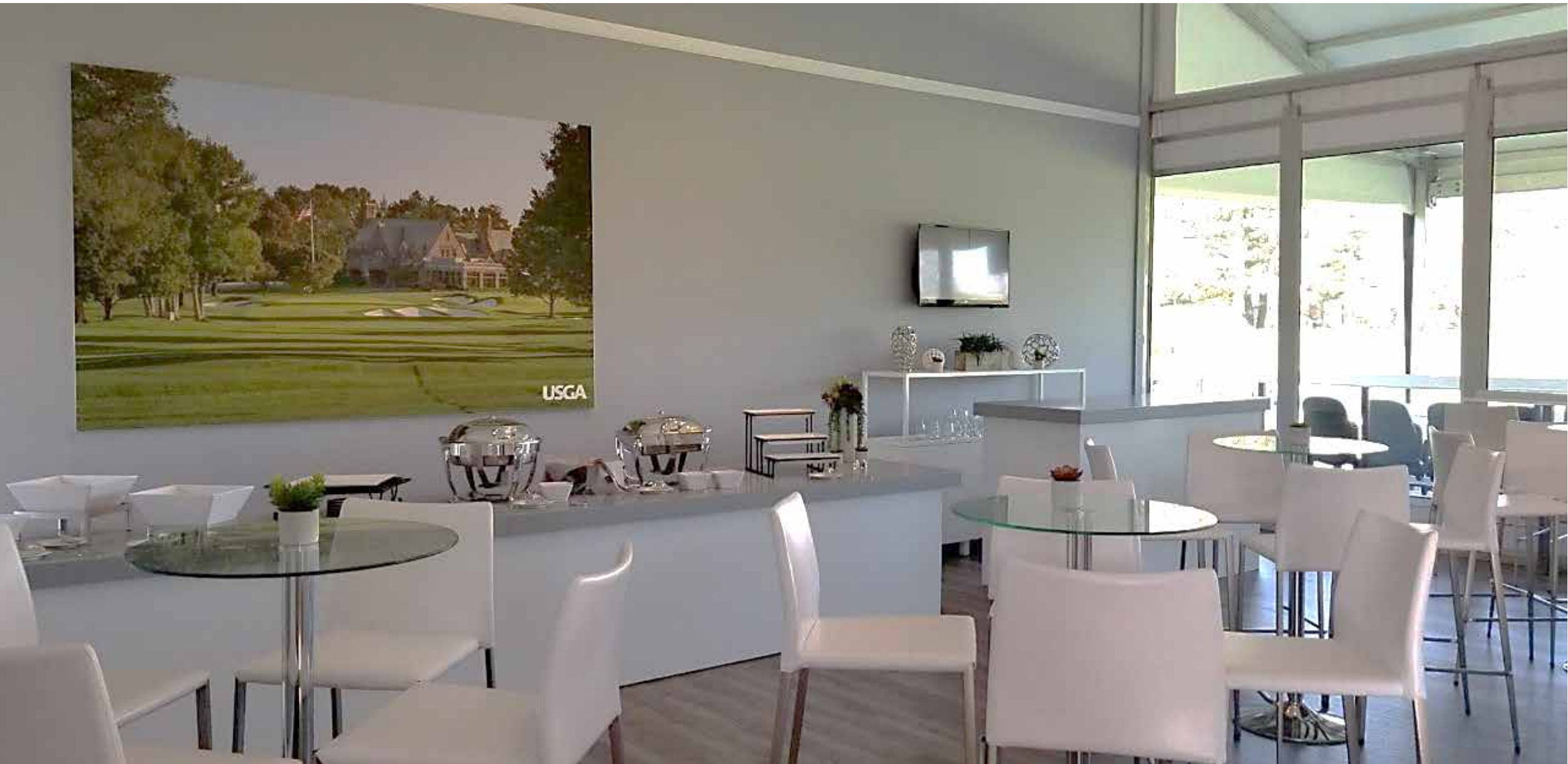


New Elements Included in Standard Package:

- Laminate Flooring
- Glass tables/highboys
- Upgraded chairs/stools
- Built bar
- Built buffet
- Drink rail(s)
- Framed graphics



New Standard Décor Package for the 2022 U.S. Open



Corporate Hospitality Venues





Village on 18



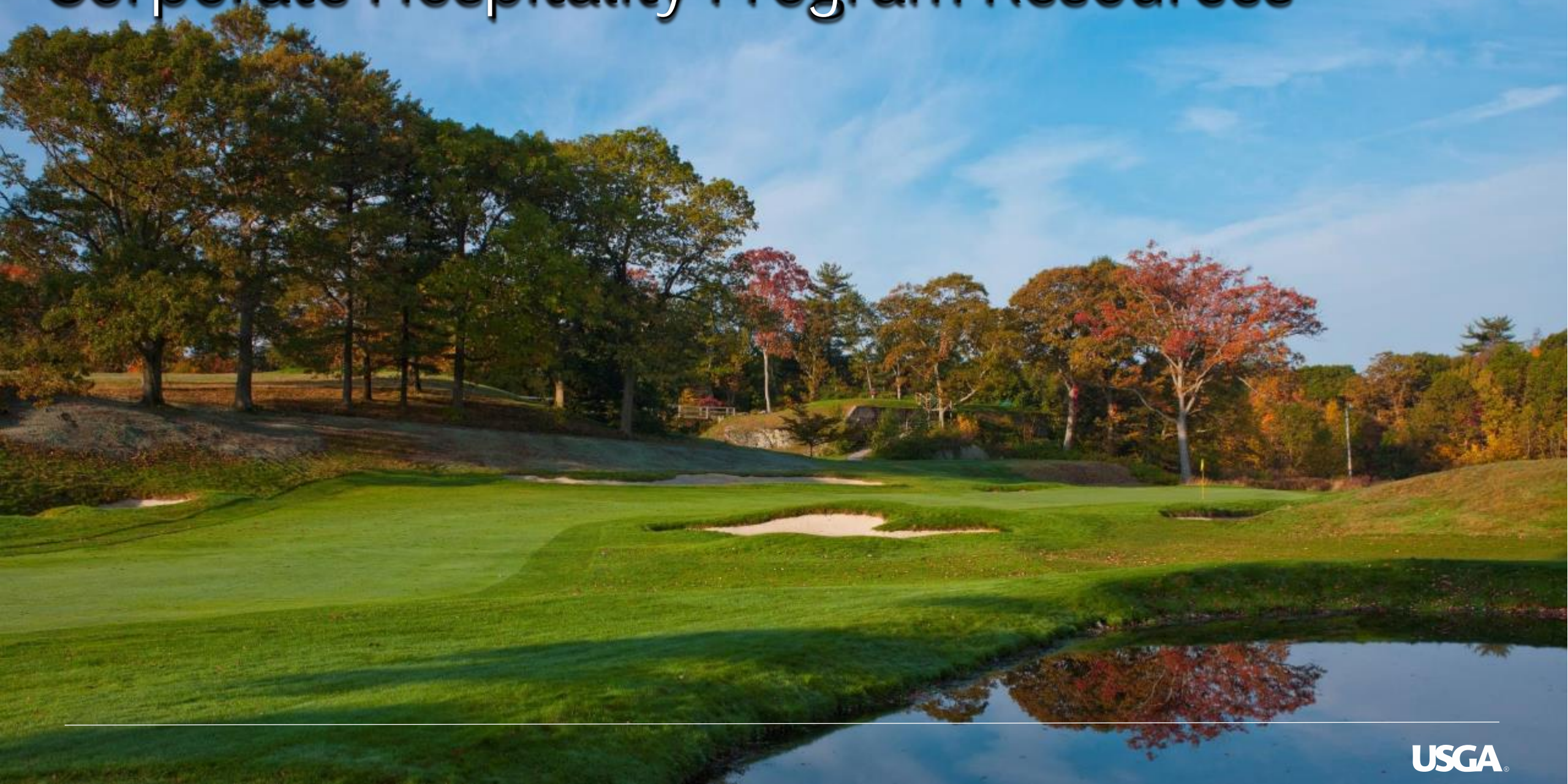
Village on 15



Village on 14



Corporate Hospitality Program Resources





- Exclusive Corporate Hospitality Marketing & Management Company for the U.S. Open since 1995
- Staff with over 130 years of collective experience in the sports marketing industry.
- Responsibilities include:
 - Formulation of program
 - Sales
 - Client Resources – Update Sessions & Hospitality Manual
 - Corporate Hospitality Operations
 - On-site Management

MSG Staff Assignments

NBC Sports – Mimi Griffin

Clubhouse – Jeanne Taylor &
Tom McCully

Village on 18 – Jeanne Taylor

Village on 15 – Olivia Roseman

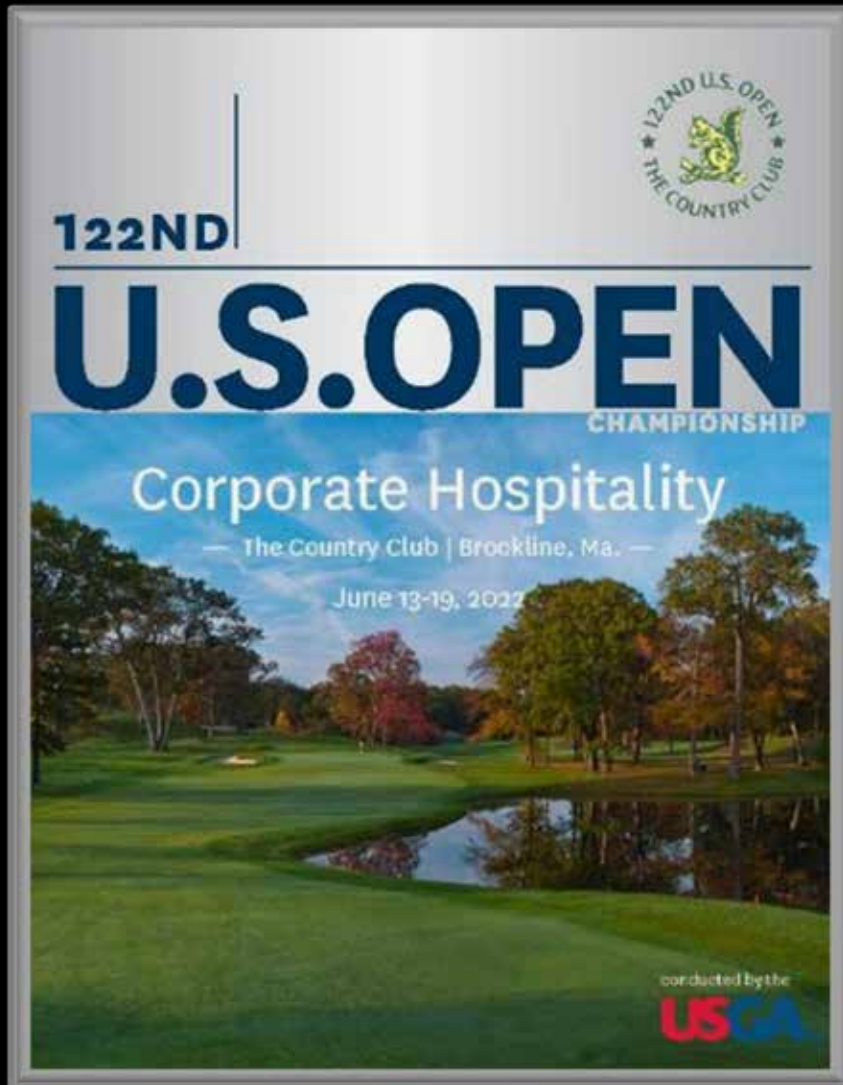
Village on 14 – Emily Geosits

Suites on 11 – Danielle Bonder &
Cheryl Gaspar

Suites on 13 – Danielle Bonder

Suites on 6 – Kelly Segin

Corporate Hospitality Manual



- ✓ Link to manual will be emailed to daily contacts in November
- ✓ Valuable resource to help with your planning
- ✓ Updated as new information becomes available
- ✓ Information in Manual
 - I. Timeline and Forms
 - II. Meetings and Resources
 - III. Championship Information
 - IV. Maps and Layouts
 - V. Hospitality Program Information
 - VI. Tickets
 - VII. Parking and Transportation
 - VIII. Catering and Décor
 - IX. Merchandise
 - X. Hospitality Program Requirements
 - XI. Meeting Minutes

Corporate Hospitality Timeline

Timeline & Forms | 11

Corporate Hospitality Timeline

DATE	ACTIVITY	LOCATION OR GROUP/CONTACT
September 27	Decor Questionnaire and Hospitality Style Guide sent to clients	Production Elements/Deja Gagner
October 24	Corporate Update Session & Decor Preview	The Country Club/MSG Promotions
October 4	Decor questionnaire due	Production Elements/Deja Gagner
October 5 - 22	One-on-one client calls to kick-off season discussions	Production Elements/Deja Gagner
October 22	Vendor payment set up requirements due (if applicable)	Production Elements/Deja Gagner
December 15	Final payment for hospitality package due	USGA/Kaitlin Grossi
December 23	Clients to receive design deck, floor plan, budget, and service agreement	Production Elements/Deja Gagner
December 31	Catering agreement and Credit Card Authorization Form due	Ridgewood/Carrie Coffey
2022	ACTIVITY	LOCATION OR GROUP/CONTACT
January 5	Culinary Selections Book sent	Ridgewood/Carrie Coffey
January 10	Corporate Update Session and Catering Preview & Tasting	The Country Club/MSG Promotions
February 15	Forms due - Ticket Shipment Form - Corporate Sign Form	MSG Promotions/Emily Gilard
February 10	Deadline for final approval of decor, signed budget/service agreement, and 50% deposit due	Production Elements/Deja Gagner
March 4	Catering deposit due	Ridgewood/Carrie Coffey
March 15	Forms due - Electrical Requirements Form - Safety/Telecom Service Order Form	MSG Promotions/Emily Gilard Safety/Telecom: Jack Mulholland
March 17	Corporate Update Session	The Country Club/MSG Promotions
March 10	Allographic files due	Production Elements/Deja Gagner
April 1	Final decor payment due	Production Elements/Deja Gagner
April 15	Forms due - Option Ticket Order Form - Corporate Shuttle Form	MSG Promotions/Emily Gilard
April 15	Certificates of Insurance due	USGA/Anne Kildstrom
April 22	Deadline to order co-branded merchandise	USGA/Drew Peglio
May 2	Corporate Capi	The Country Club/MSG Promotions
May 3	Corporate Update Session	The Country Club/MSG Promotions
May 5	Final menu selections, guest guarantees and remaining catering balance due	Ridgewood/Carrie Coffey

A valuable resource to help keep you on track with all important dates & deadlines



Client Log-in – www.msgpromotions.com



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[U.S. WOMEN'S OPEN HOSPITALITY](#)

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LOG IN

Use the form below to log into your account area.

USERNAME

PASSWORD

[LOG IN](#)

[U.S. OPEN HOSPITALITY](#)



[U.S. SENIOR OPEN HOSPITALITY](#)



[U.S. WOMEN'S OPEN CHAMPIONSHIPS](#)




LOG-IN CREDENTIALS

Tent & Specialty Option Patrons:

Username: [USOPENcorporate](#)

Password: [2022corporatepatron](#)

Client Log-in – www.msgpromotions.com



[CLIENT AREA](#) [LOG OUT](#)

[ABOUT US](#) [U.S. OPEN HOSPITALITY](#) [U.S. WOMEN'S OPEN HOSPITALITY](#) [CONTACT US](#)


HOME > TENT & SPECIALTY...

TENT & SPECIALTY OPTION PATRONS

Click on any of the links on the right side of the screen for more information pertaining to the various aspects of your involvement in the U.S. Open Corporate Hospitality Program.

[Update Sessions & Webinars](#)
[Forms](#)
[Corporate Hospitality Manual](#)
[Corporate Merchandise](#)


2022 U.S. OPEN HOSPITALITY




2022 U.S. SENIOR OPEN HOSPITALITY






FUTURE CHAMPIONSHIPS



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Corporate Update Sessions

Session 1	Session 2	Session 3	Session 4
TODAY	JAN. 10 10:00am – 12:00pm 	MAR. 22 2:00pm – 4:00pm 	May 11 10:00am – 12:00pm 

A reminder and RSVP form will be emailed to you at least two weeks in advance of each meeting



ridgewells

CATERING

Meet Our Team



Susan Lacz
Principal and CEO



Megan Zebrak
Director, Major Events



Carrie Coffee*
Client Success Manager,
Major Events

**Your point of contact at Ridgewells*

The Menu

Scratch cooking

Regionally inspired menus with
customized items

Source local ingredients
and partner with local brands

Incorporate breweries, ice cream
shoppes, restaurants, bakeries,
and more!

Deliver authentic
regional flavors



The Experience

Standard Service Hours

Breakfast

8:00 AM—11:00 AM

Lunch

11:30 AM—2:45 PM

Snack

3:00 PM—7:00 PM

Bar Service

11:00 AM—7:00 PM

Our Offerings

Carefully Crafted
Menu Packages

Bar Packages

Inspired A La Carte
Enhancements

Locally Sourced
Specialty Products

Upgraded Wine, Beer, Liquor

Specialty Cocktails

High End Equipment, Disposables
& Service Ware

Dedicated Staff



Planning Tips



*Utilize Your
Client Success Producer*



*Offer a Variety of
Menu Options*



Know Your Audience



*Identify Dietary
Restrictions*



*Estimate Guest
Attendance*



*Make Special
Requests in Advance*

Dedicated Staff

- Assign a **Client Success Manager** to assist you every step of the way
- **Handpick all event staff** utilizing a myriad of recruiting tools
- Ensure training to the **highest level of service**
- **Estimate staff** based on your daily guest counts, complexity of your menu, quantity of food ordered
- Strive to **keep staff consistent** throughout the Championship



Important Dates

2021

October - November

Virtual Meeting with your Client Success Manager!

December 31

Completed Client Agreement & Credit Card Authorization Due

2022

January 5

Culinary Selections Book Released

January 10

Corporate Update Session & Client Tasting

March 4

Deposit Payment Due

May 6

Final Menu Selections, Guest Counts & Payment In Full Due



Next Steps

**SCHEDULE A
VIRTUAL MEETING
WITH YOUR
CLIENT SUCCESS
MANAGER**

CARRIE COFFEE

P: 803.553.0942

E: ccoffee@ridgewells.com

ON THE AGENDA

Review First Taste, Budgeting
& Important Dates

Review Client Agreement
& Credit Card Authorization Form

Gather Basic Information
To Help You Start Planning

Tent Opening Schedule

Estimated Daily Counts

Menu & Bar Preferences

Special Requests

General Championship Information



Championship Format

- Full field consists of 156 players
- The format is stroke play
- There is no Pro-Am at the U.S. Open
- On Thursday & Friday players tee-off in threesomes from 1st and 10th tee
 - 1st tee time on Thursday & Friday is approximately 6:45 a.m.
- The “cut” is made after 36 holes
 - Players with the lowest 60 scores plus ties
- On Saturday & Sunday players tee-off in twosomes from 1st tee only
 - Start times on Saturday & Sunday are determined by the size of the field

Championship Week Schedule

Monday, June 13th

Practice Round

Tuesday, June 14th

Practice Round

Wednesday, June 15th

Practice Round

Thursday, June 16th

1st Championship Round

Friday, June 17th

2nd Championship Round

Saturday, June 18th

3rd Championship Round

Sunday, June 19th

4th Championship Round

Playoff Format

In the event of a tie **at the end of 72 holes of stroke play**, there will be a **two-hole aggregate playoff**.

If the playoff results in a tie after two holes, the tied players would immediately continue to play hole-by-hole (sudden death format) until the champion is determined.



Practice Rounds Monday, Tuesday and Wednesday



Players are
more
amenable
to
interacting
with fans

Practice Rounds Monday, Tuesday and Wednesday

Cameras
are
permitted
and
encouraged



CHAMPIONSHIP WEEK

Practice Rounds Monday, Tuesday and Wednesday



Experience
a more
relaxed
atmosphere

Championship Rounds Thursday – Sunday

Players are
competing
for the
most
coveted
title in golf



CHAMPIONSHIP WEEK

Championship Rounds Thursday – Sunday

Full
capacity
crowds



CHAMPIONSHIP WEEK

Championship Rounds Thursday – Sunday

Full
capacity
crowds



CHAMPIONSHIP WEEK

Championship Rounds Thursday – Sunday



Sunday is
Father's Day

CHAMPIONSHIP WEEK

VIP Parking



EVIP Parking

President's Room
Village on 18
NBC Hospitality

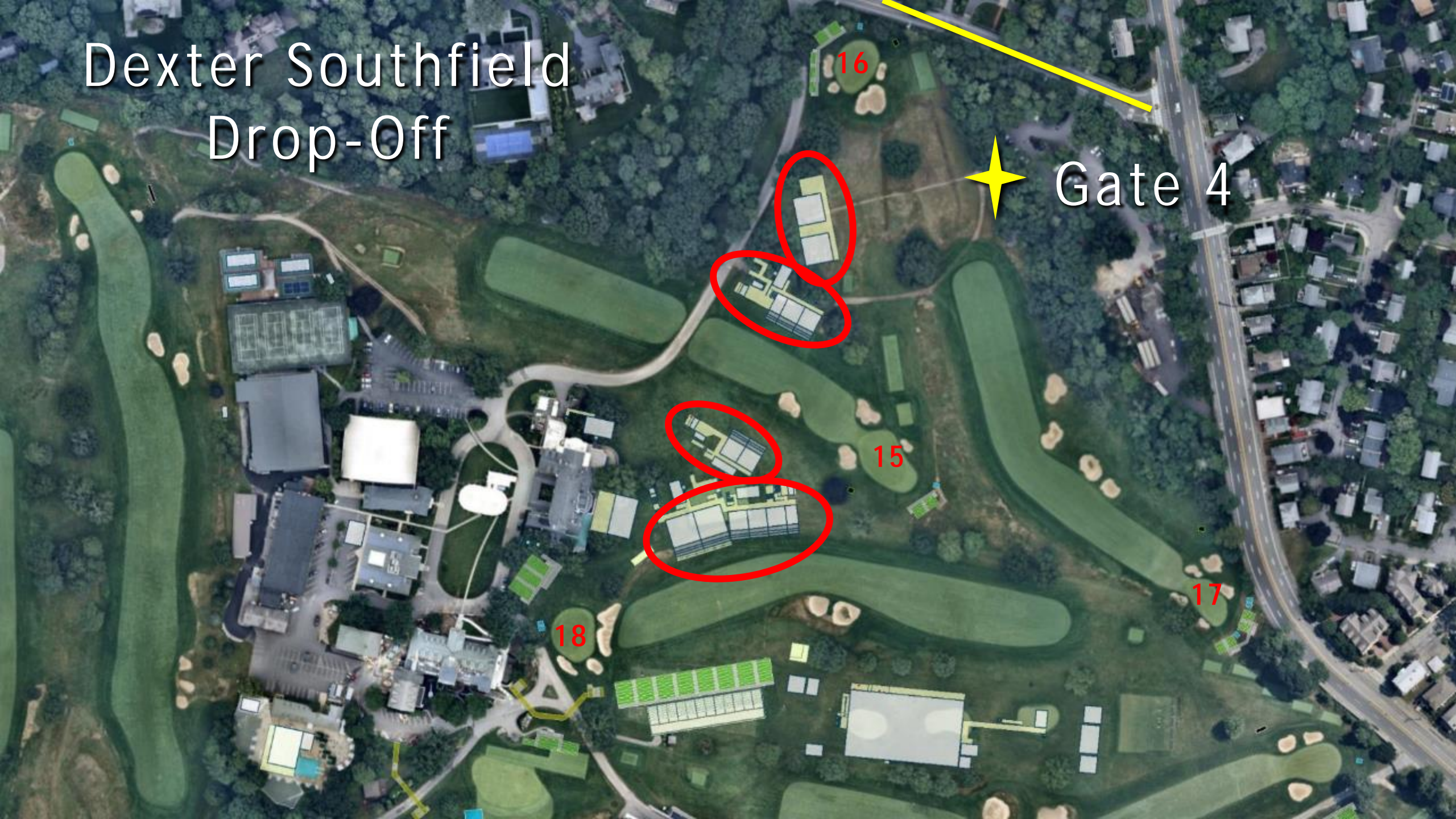


VIP Parking - Dexter Southfield School



Dexter Southfield
Drop-Off

★ Gate 4



VIP Parking – Primrose #4



Village on 14
12 VIP Passes

10

13

11

Gate 10



Primrose #4 Entrance



10

11

13



VIP Parking – Pine Manor

Village on 14
13 VIP Passes
Shuttle to Gate 10

Gate 10

14

13

11



Ride Share - Larz Anderson Park



Larz Anderson Park

Half-mile walk

6

Larz Anderson Entrance

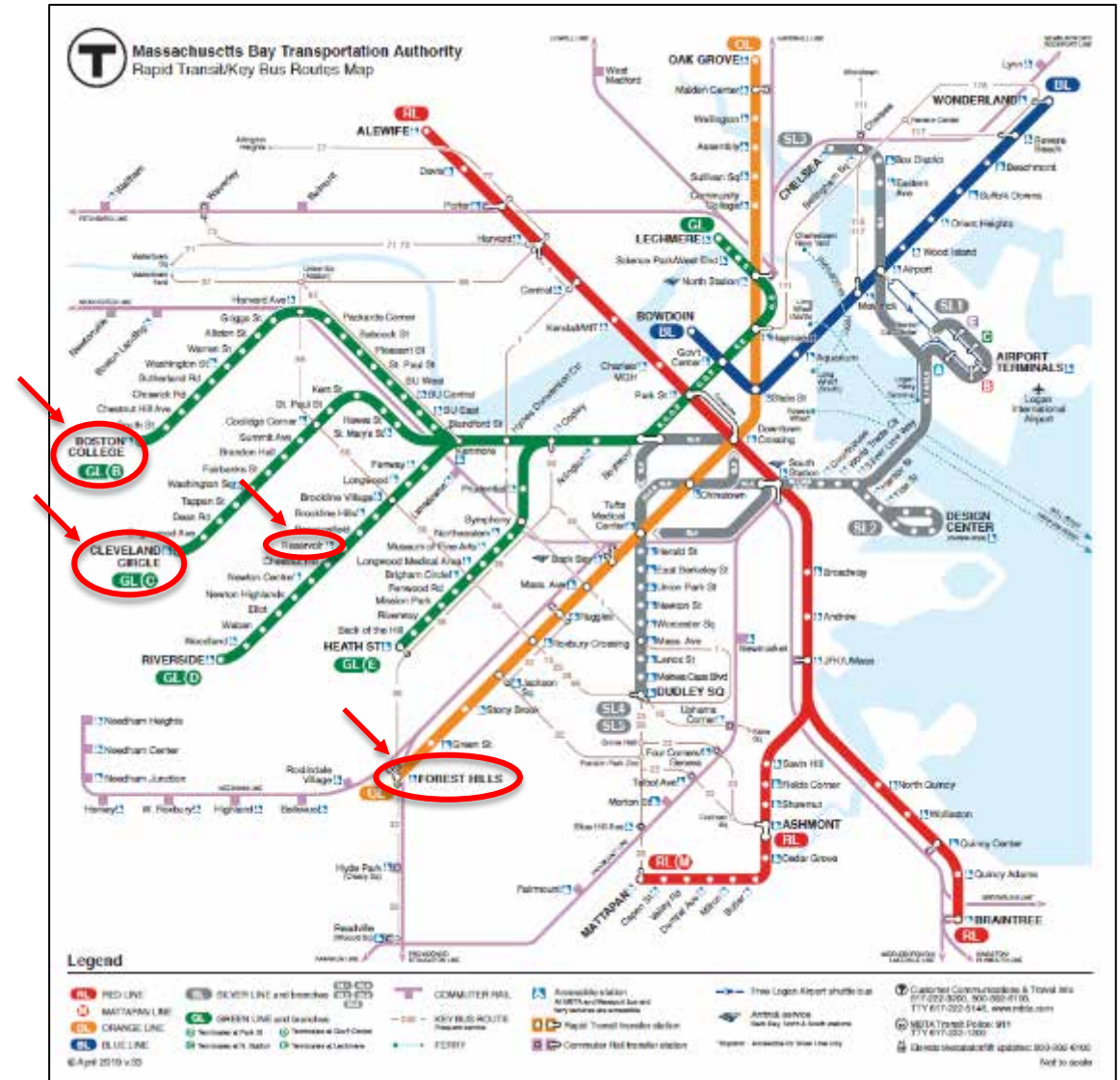
Gate 6

2nd
Tee



MBTA – Mass Transit

- § MBTA – Orange Line – Forest Hills Station (Primary Option)
 - § Shuttle – 15-minutes to Newton Street depot
- § MBTA – Green Line – Boston College Station (B Line)
 - § Shuttle – 20-minutes to Clyde East depot
 - § Walk to Boston College Chestnut Hill Campus Shuttle Depot (0.5 miles)
- § MBTA – Green Line – Cleveland Circle Station (C Line)
- § MBTA – Green Line – Reservoir Station (D Line)
 - § Shuttle – 10-minutes to Clyde East depot



MBTA – Orange Line Shuttle Drop-Off



MBTA – Green Lines (B, C, D) Shuttle Drop-Off



What To Focus On Now



1. Upcoming Timeline Dates

- October 4 - Décor Questionnaire Due to PEI
- October 5 – 22 - One-on-one client calls with PEI
- October 22 - Vendor Payment Setup Requirements Due to PEI



**PRODUCTION
ELEMENTS**
EVENT DESIGN + PRODUCTION

Deja Gagner

Phone: 612-499-1349

Email: deja@productionelements.com



1. Upcoming Timeline Dates

- October 4 - Décor Questionnaire Due to PEI
- Oct. 5 – 22 - One-on-one client calls with PEI
- October 22 - Vendor Payment Setup Requirements Due to PEI
- December 15 - Final Payment for Hospitality Package Due to USGA

Kaitlyn Grouss



Phone: 908-230-0006

Email: kgrouss@usga.org



1. Upcoming Timeline Dates

- October 4 - Décor Questionnaire Due to PEI
- Oct. 5 – 22 - One-on-one client calls with PEI
- October 22 - Vendor Payment Setup Requirements Due to PEI
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- December 23 - Clients to Receive Design Deck, Floor Plan, Budget and Service Agreement From PEI
- December 31 - Catering agreement and Credit Card Authorization Form Due to Ridgewells

Megan Zebrak

Phone: 301-652-1515

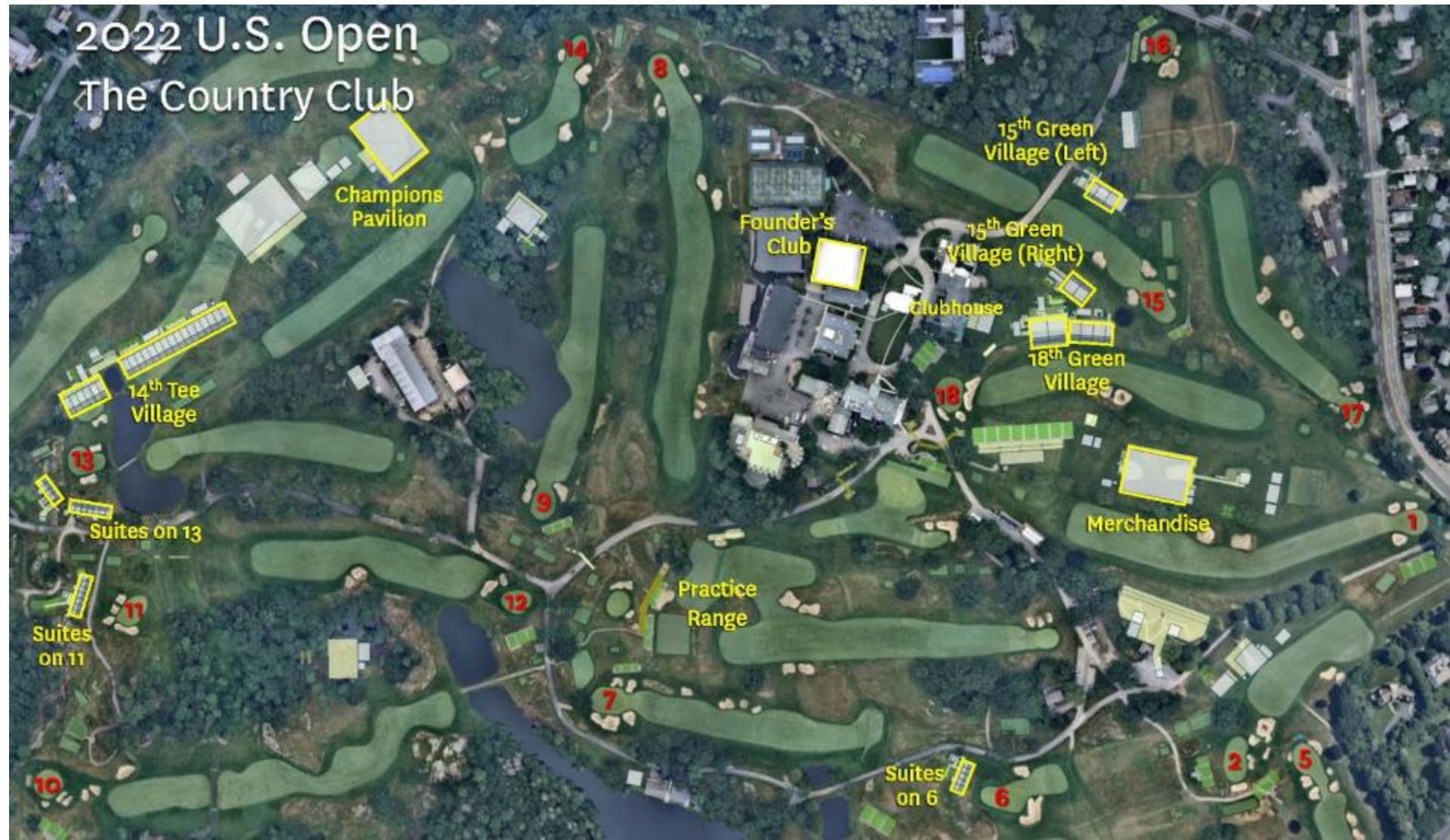
Email: mzebrak@ridgewells.com

ridgewells
CATERING



2. Become Familiar With Your Package

✓ Location - In relation to the course



2. Become Familiar With Your Package

- ✓ Location - In relation to the course
- ✓ Amenities included – Ticket and VIP Parking Allocations

	Package Tickets	Staff Tickets	Option Tickets	On-site Tickets	VIP Parking Passes
President’s Room	80	5	0	4 / 8	40
200 Ticket Tent	200	10	40	8 / 16	100
100 Ticket Tent	100	5	20	4 / 8	50
50 Ticket Tent	50	3	10	2 / 4	25

3. Invitation Process

✓ Consider invitation options

- Electronic templates or printed notecards



3. Invitation Process

✓ Develop an A, B and C list

- Consider who you want to invite on which days



3. Invitation Process

✓ Develop an A, B and C list

- Consider who you want to invite on which days



3. Invitation Process

✓ Develop an A, B and C list

- Consider who you want to invite on which days



3. Invitation Process

✓ Develop an A, B and C list

- Consider who you want to invite on which days



WHAT TO FOCUS ON NOW

4. Review Co-Branded Merchandise Opportunities

Exclusive to
Corporate Clients



Benefits of the Corporate Merchandise Program

Exclusive opportunity reserved for U.S. Open Corporate Clients

Extends your investment in the U.S. Open through co-branding

Provides you & your guests with memorable items from their time at the Championship

Where can you order bulk
U.S. Open Merchandise?



USGA

What to think about NOW:

- How much do you want to spend?
 - Items in Corporate Collection cover a variety of price points and brands
- Do you need invitations for your guests?
 - Printed vs. Digital
- For how many people do you plan on purchasing gifts?
 - Do you plan on providing a gift with the save the date card?
 - Lanyards
 - Hats
 - Gifting in your hospitality space
 - Apparel
 - Reusable drinkware
 - Hats



Welcome to the USGA Corporate Merchandise website, created and curated for USGA Corporate Hospitality clients placing volume orders. If you would like to shop for your individual needs, please visit www.USGAshop.com.

[Home](#) [USGA.org](#) [FAQ](#) [Checkout](#)



Official Online Merchandise Shop for Hospitality Clients of the USGA

APPAREL

HEADWEAR

ACCESSORIES

CHAMPIONSHIP ESSENTIALS

INVITATIONS

BRANDS



[VIEW ALL CHAMPIONSHIPS](#)

**UNDER
CONSTRUCTION**

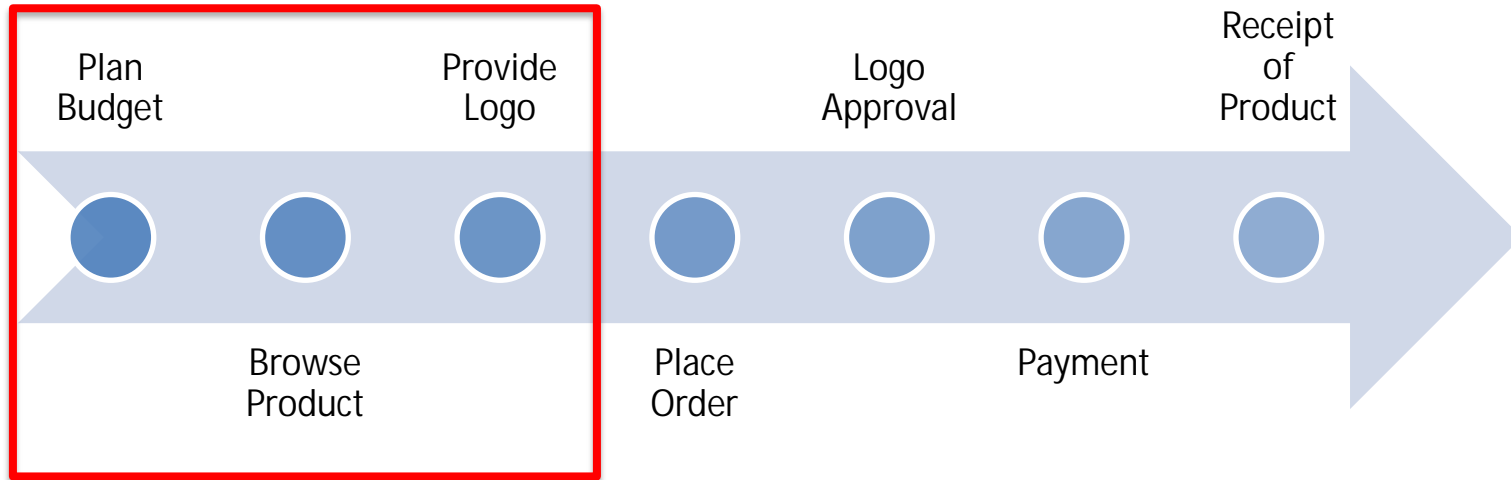
2011 U.S. Open
Corporate
Merchandise

SHOP THE FULL CORPORATE MERCHANDISE SELECTION

[SHOP ALL MERCHANDISE](#)

corporatemerch.usga.org

The Process



Providing your Logo

What do you plan on ordering?



If logo needs to be embroidered, a .DST file is required

- Apparel
- Headwear



If logo can be screen-printed, etched, etc., an .EPS or .JPG can be used

- Applies to all other items of Corporate Program that aren't embroidered

Custom Digital Invitations



- Web-based template application with customizable text
- Only way to include 2022 U.S. Open logo and course imagery in marketing
- One time \$400 fee for access to all 4 templates
- Includes your logo on bottom of each template
- Each template is also available on an individual basis at \$150.00 per template

Mark your Calendars!



CORPORATE MERCHANDISE PROGRAM

PLACING YOUR ORDER:

1

STEP ONE

Visit usga.org/corporatemerch
to view all merchandise

2

STEP TWO

Email Drew Regino at
dregino@usga.org
to place an order



ORDER DEADLINE

To ensure timely delivery of
your merchandise, co-branded
orders must be placed by:
FRIDAY, APRIL 22, 2022

*Tip: If you have a special request for an item not covered
by our selection, we are happy to accommodate you!*



USGA



Décor Options

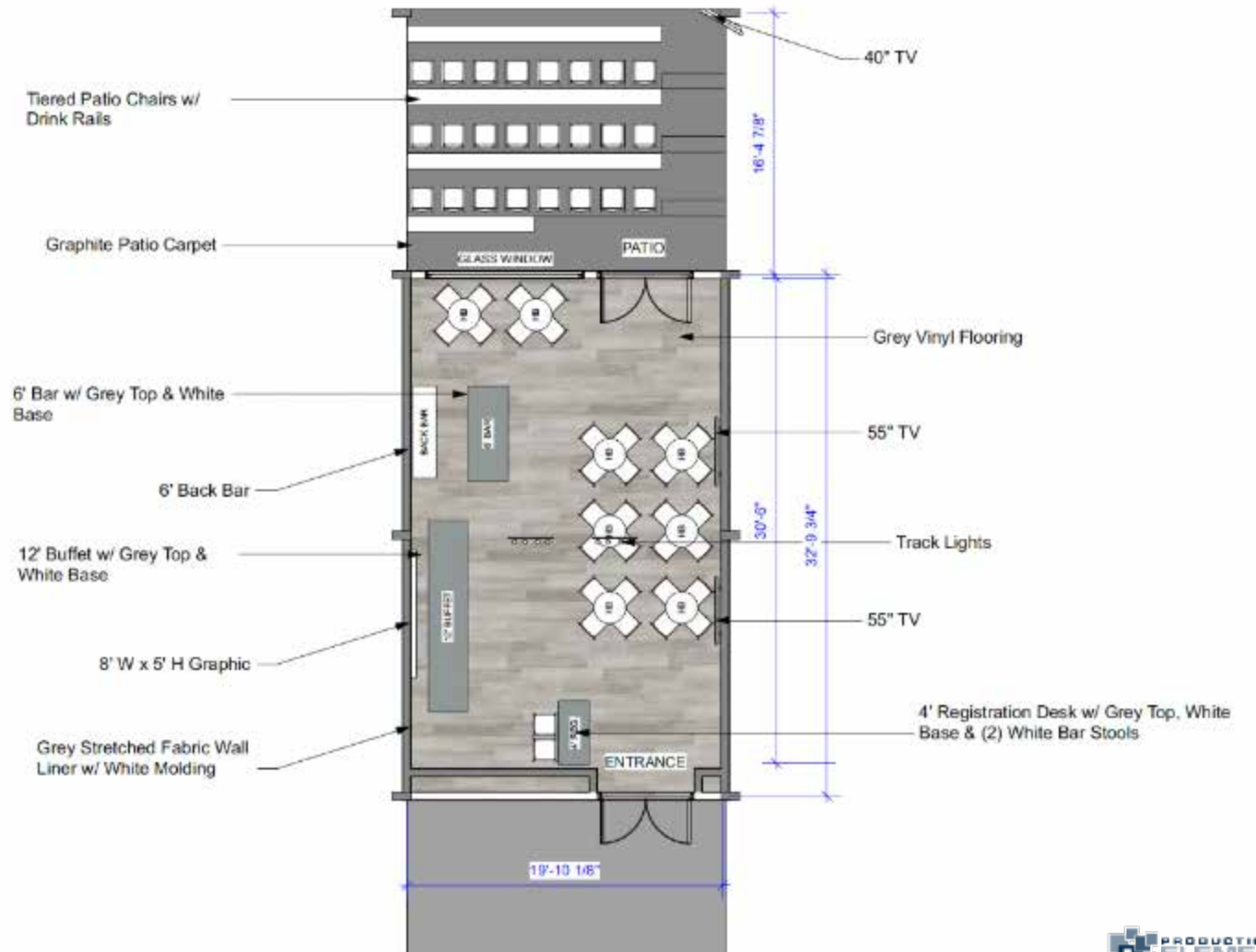
STANDARD PACKAGE



50 TICKET TENT STANDARD PACKAGE

INCLUDED:

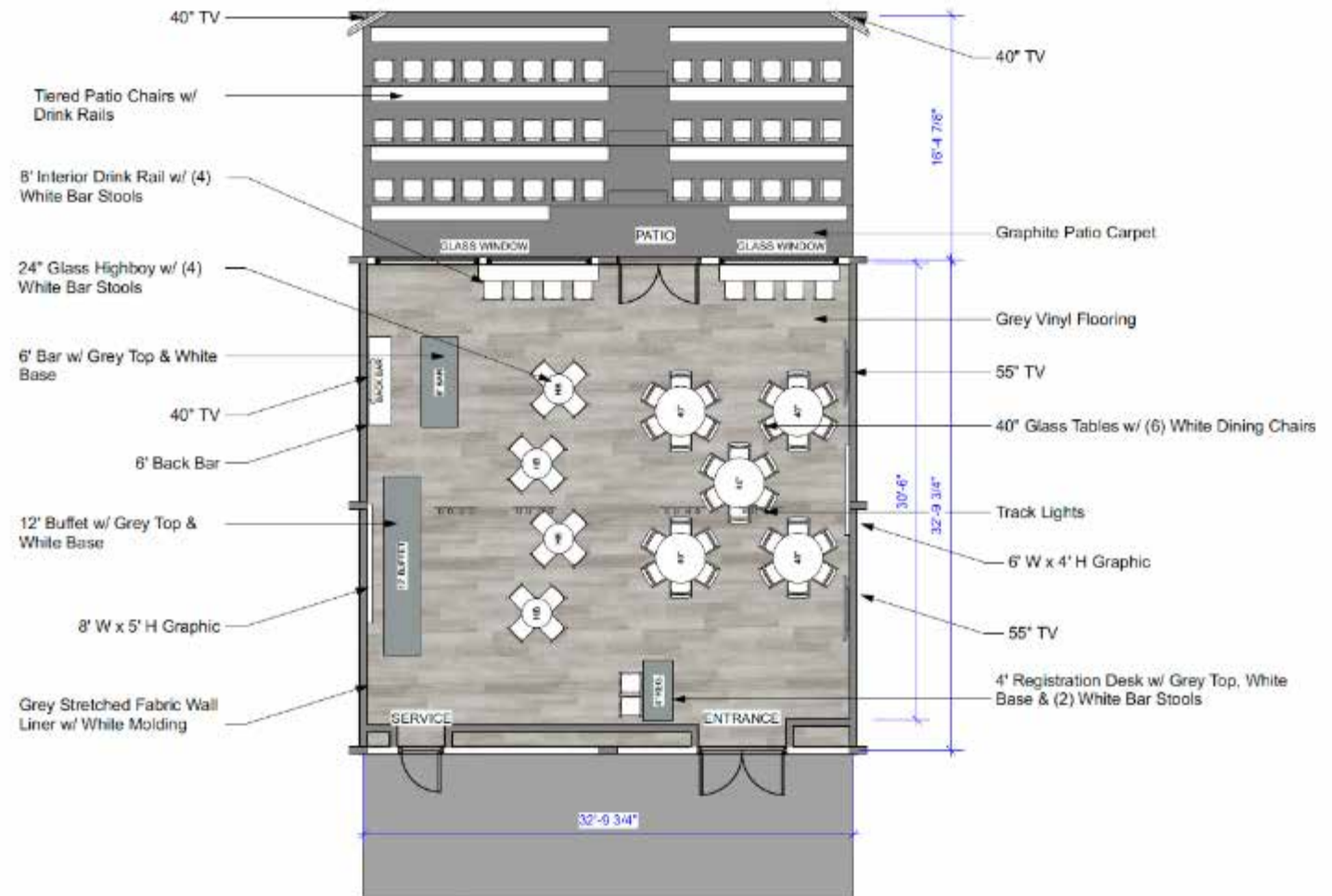
- (1) 4' Registration Desk with (2) White Bar Stools
- (1) 12' Buffet
- (1) 6' Bar and Back Bar
- (8) 24" Glass Highboys with (4) White Bar Stools each
- (24) Tiered Patio Seats with Drink Rails
- (1) 8' W x 5' H Graphic
- (2) 55" Interior TV
- (1) 40" Exterior TV
- Faux Succulents – (1) Registration Desk Arrangement, (1) Buffet Arrangement, (8) Small Centerpieces
- Grey Vinyl Interior Flooring
- Graphite Exterior Carpet
- White Stretched Fabric Ceiling Liner & Grey Stretched Fabric Wall Liner w/ White Molding
- Ambient Track Lighting
- Total Seating: 58



100 TICKET TENT STANDARD PACKAGE

INCLUDED:

- (1) 4' Registration Desk with (2) White Bar Stools
- (1) 12' Buffet
- (1) 6' Bar and Back Bar
- (4) 24" Glass Highboys with (4) White Bar Stools each
- (5) 40" Glass Tables with (6) White Dining Chairs each
- (2) 8' Interior Drink Rail with (4) White Bar Stools each
- (42) Tiered Patio Seats with Drink Rails
- (1) 8' W x 5' H Graphic & (1) 6' W x 4' H Graphic
- (2) 55" Interior TVs & (1) 40" Interior TV
- (2) 40" Exterior TVs
- Faux Succulents – (1) Registration Desk Arrangement, (1) Buffet Arrangement, (4) Small Centerpieces & (5) Large Centerpieces
- Grey Vinyl Interior Flooring
- Graphite Patio Carpet
- White Stretched Fabric Ceiling Liner & Grey Stretched Fabric Wall Liner w/ White Molding
- Ambient Track Lighting
- Total Seating: 98



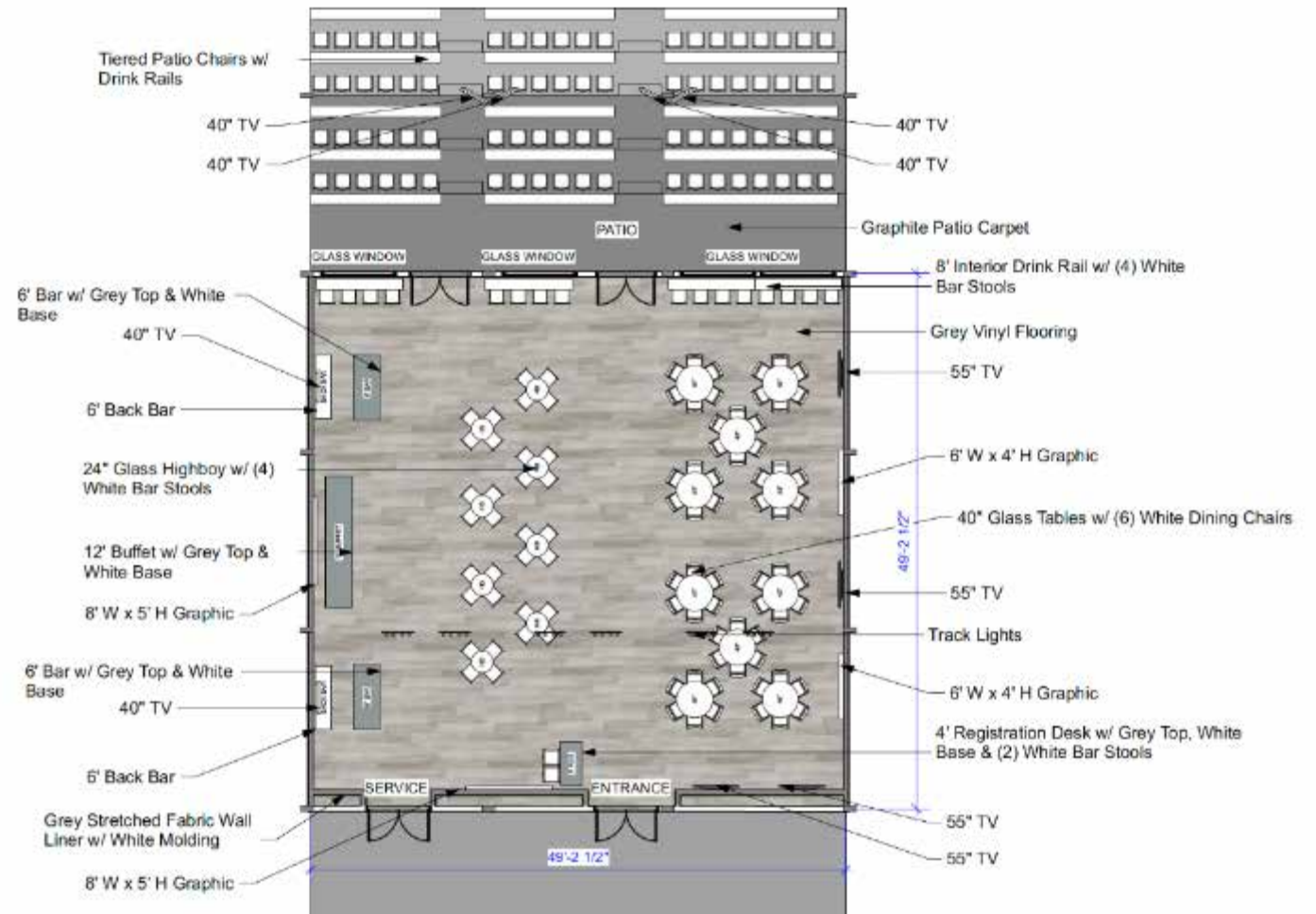
200 TICKET TENT STANDARD PACKAGE

INCLUDED:

- (1) 4' Registration Desk with (2) White Bar Stools
- (1) 12' Buffet

*additional 12' Buffet available if needed based on standard menu selection

- (2) 6' Bars and (2) 6' Back Bars
- (8) 24" Glass Highboys with (4) White Bar Stools each
- (10) 40" Glass Tables with (6) White Dining Chairs each
- (4) 8' Interior Drink Rail with (4) White Bar Stools each
- (80) Tiered Patio Seats with Drink Rails
- (2) 8' W x 5' H Graphics & (2) 6' W x 4' H Graphics
- (4) 55" Interior TVs & (2) 40" Interior TVs
- (4) 40" Exterior TVs
- Faux Succulents – (1) Registration Desk Arrangement, (2) Buffet Arrangements, (8) Small Centerpieces & (10) Large Centerpieces
- Grey Vinyl Interior Flooring
- Graphite Patio Carpet
- White Stretched Fabric Ceiling Liner & Grey Stretched Fabric Wall Liner w/ White Molding
- Ambient Track Lighting
- Total Seating: 190



SAMPLE PHOTOS



PHOTOS SHOW 100 TICKET TENT OPTION

DÉCOR ELEMENTS ON BACK BAR & CATERING EQUIPMENT NOT INCLUDED IN STANDARD PACKAGE

SAMPLE PHOTOS



PHOTOS SHOW 100 TICKET TENT OPTION

DÉCOR ELEMENTS ON BACK BAR & CATERING EQUIPMENT NOT INCLUDED IN STANDARD PACKAGE

SAMPLE PHOTOS



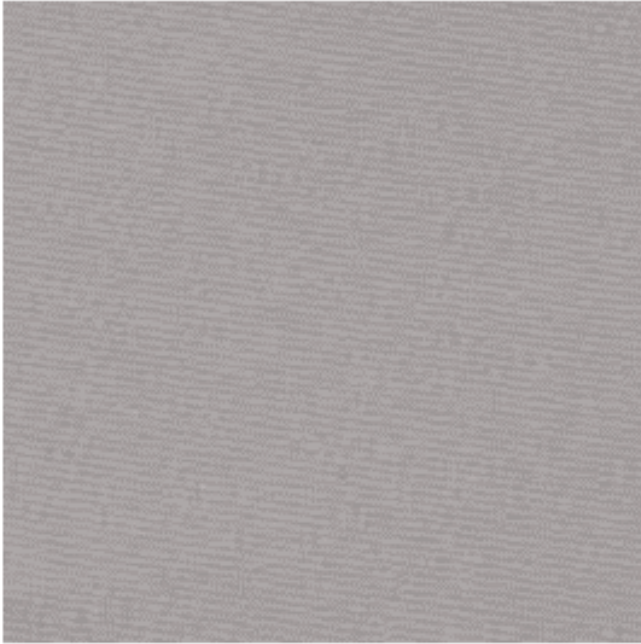
PHOTOS SHOW 100 TICKET TENT OPTION
CATERING EQUIPMENT NOT INCLUDED IN STANDARD PACKAGE

SAMPLE PHOTOS



PHOTOS SHOW 100 TICKET TENT OPTION

WALL & FLOORING

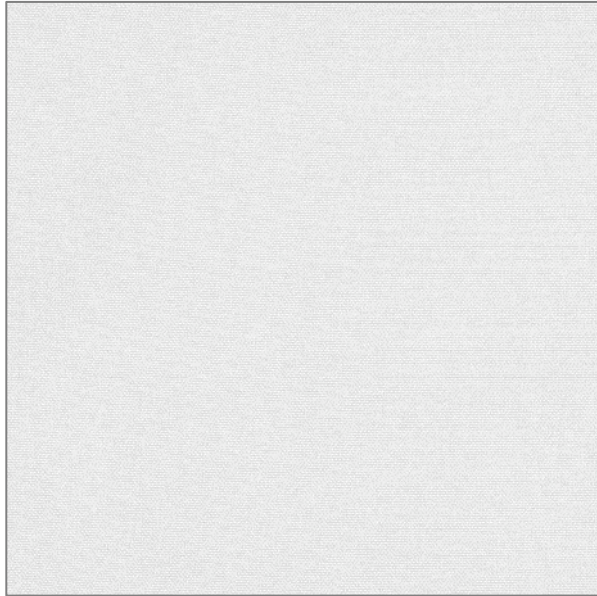


Grey Stretched
Fabric Wall Liner



Grey Vinyl Flooring

CEILING & LIGHTING



White Stretched
Fabric Ceiling Liner

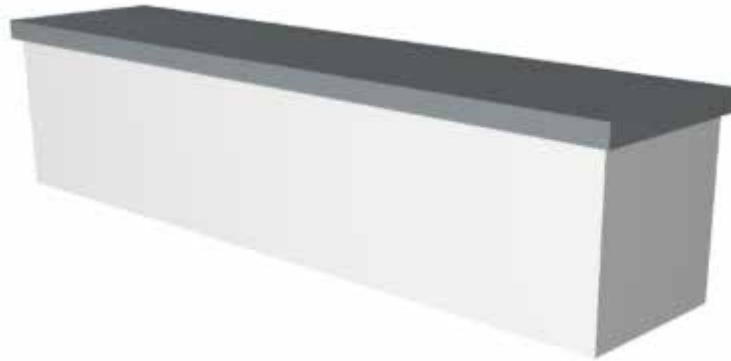


Track Lighting

FURNITURE



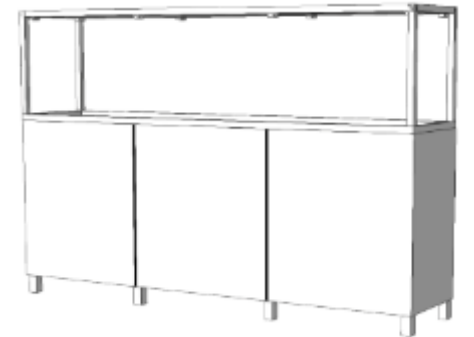
4' Registration Desk
w/ Grey Top & White Base



12' Buffet
w/ Grey Top & White Base



6' Bar
w/ Grey Top & White Base



6' Back Bar

FURNITURE



White
Dining Chair



40" Glass
Dining Table



8' Interior Drink Rail



White
Bar Stool



24" Glass Highboy

FAUX SUCCULENTS



Registration Desk
Arrangement



Buffet
Arrangement



Large Centerpiece

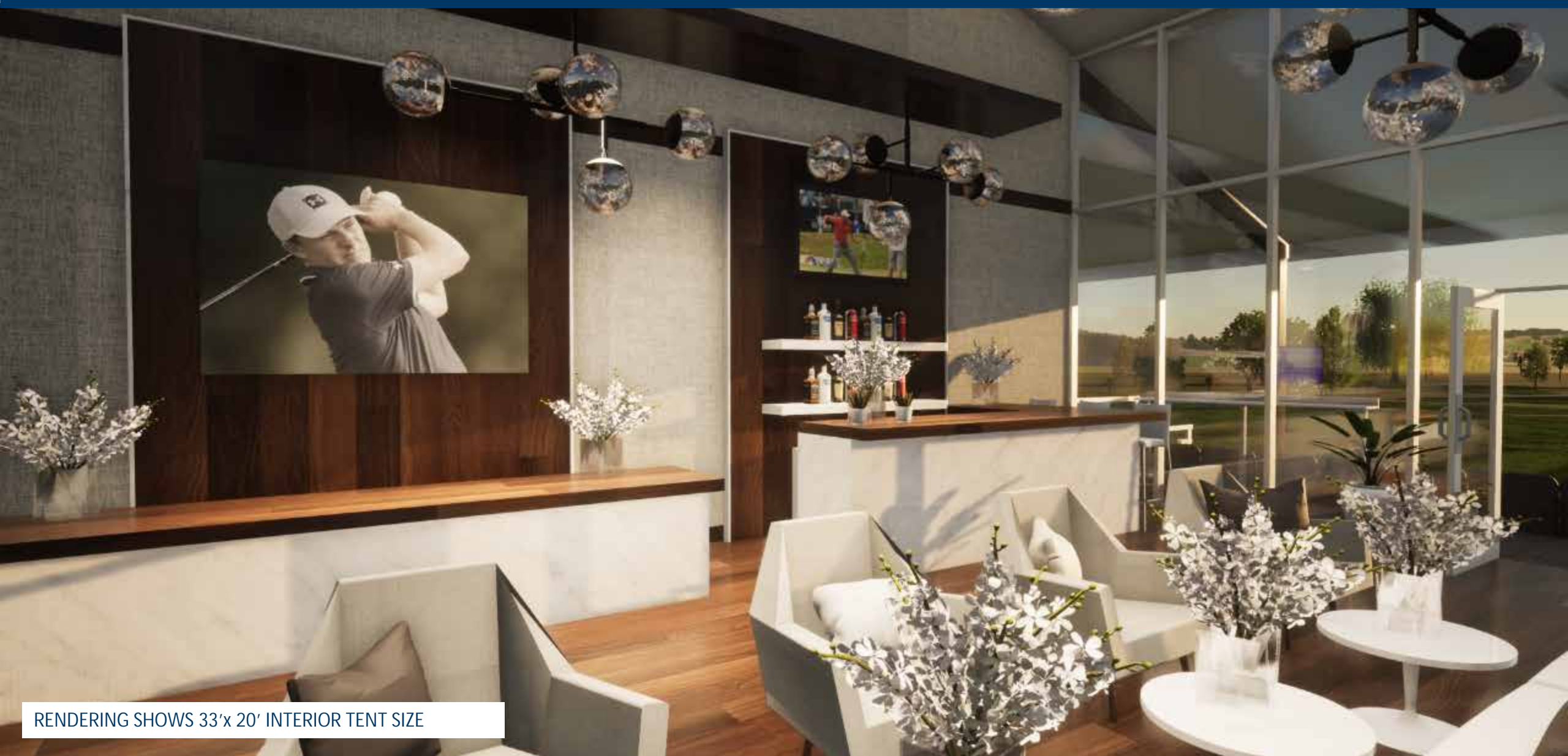


Small Centerpiece

UPGRADE EXAMPLES

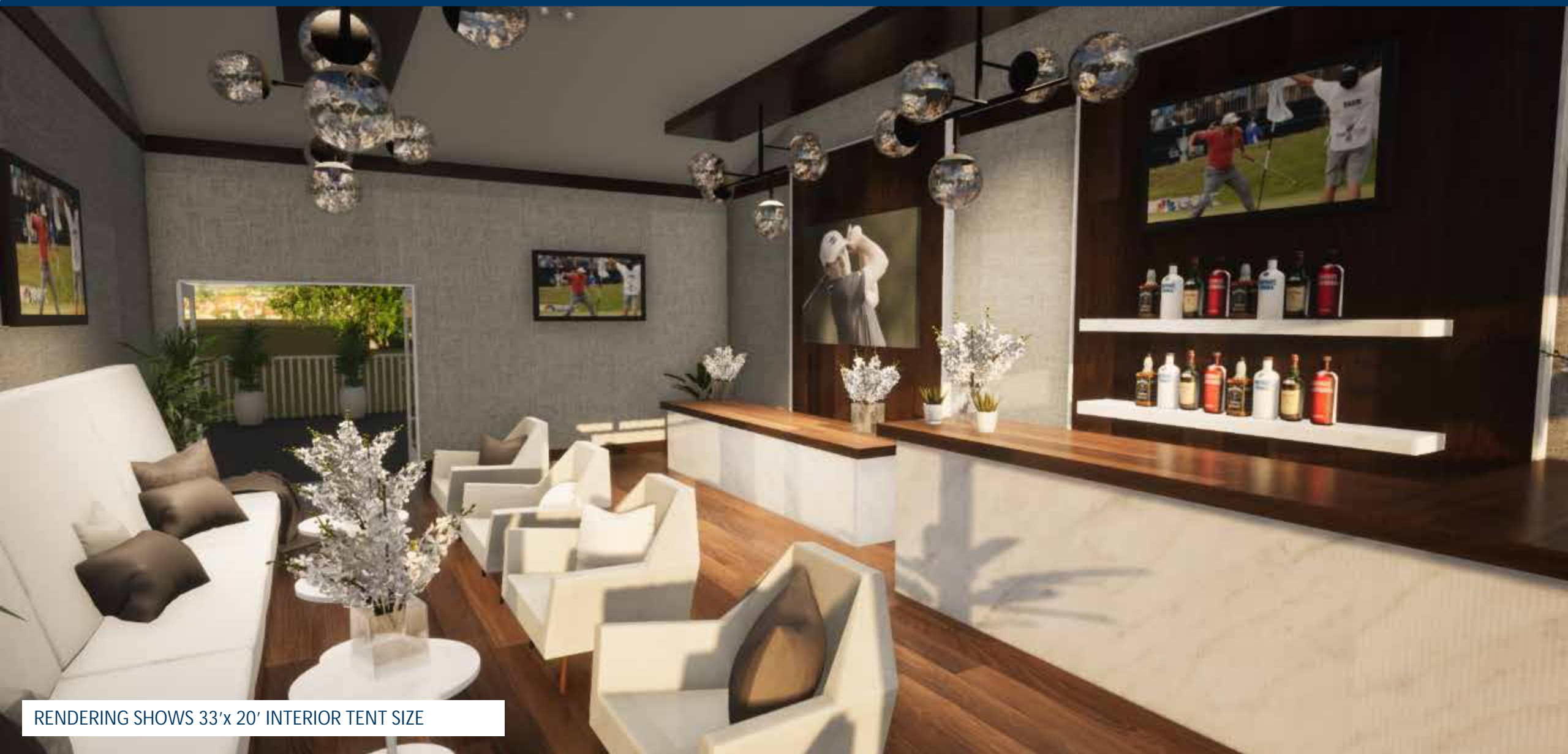


SAMPLE UPGRADE



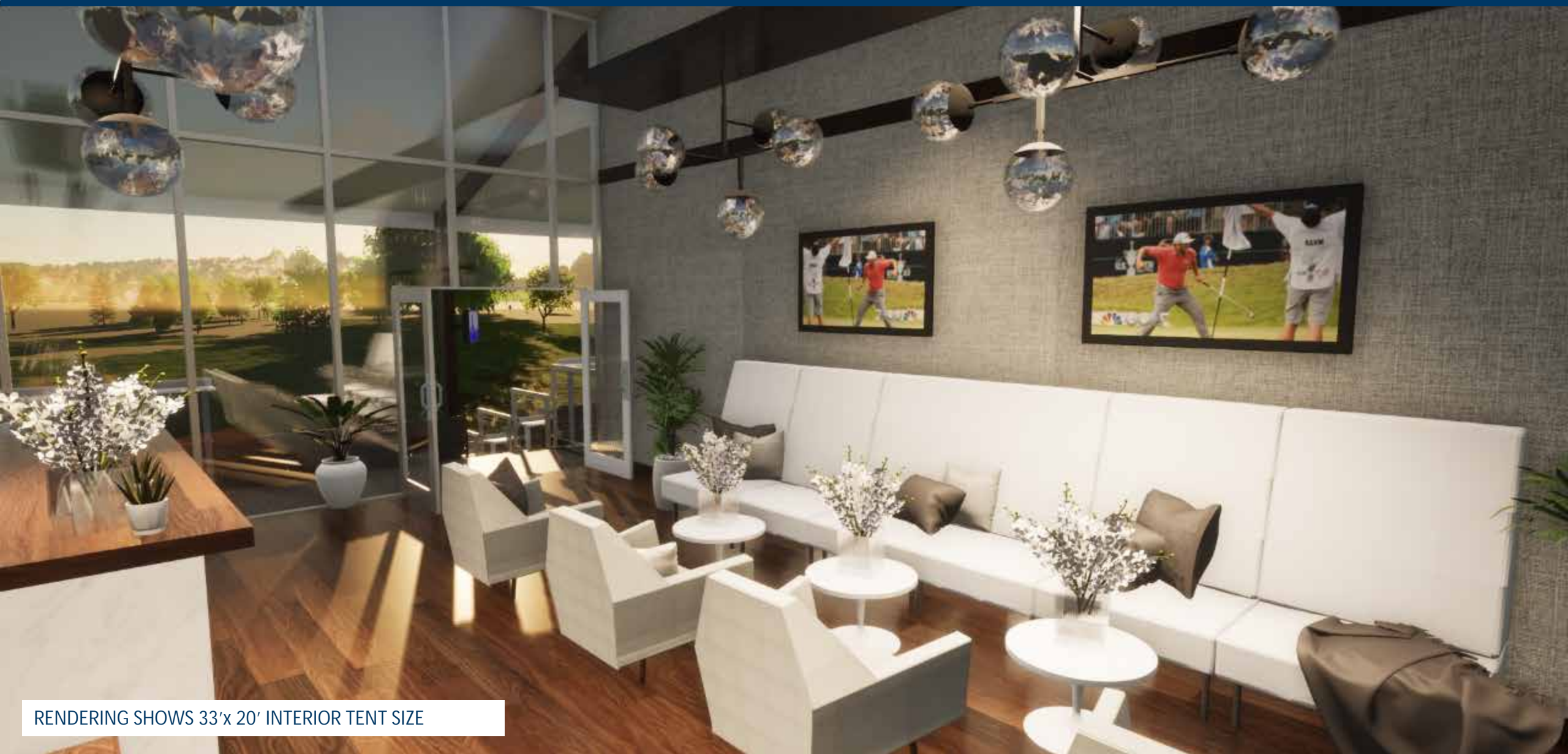
RENDERING SHOWS 33'x 20' INTERIOR TENT SIZE

SAMPLE UPGRADE



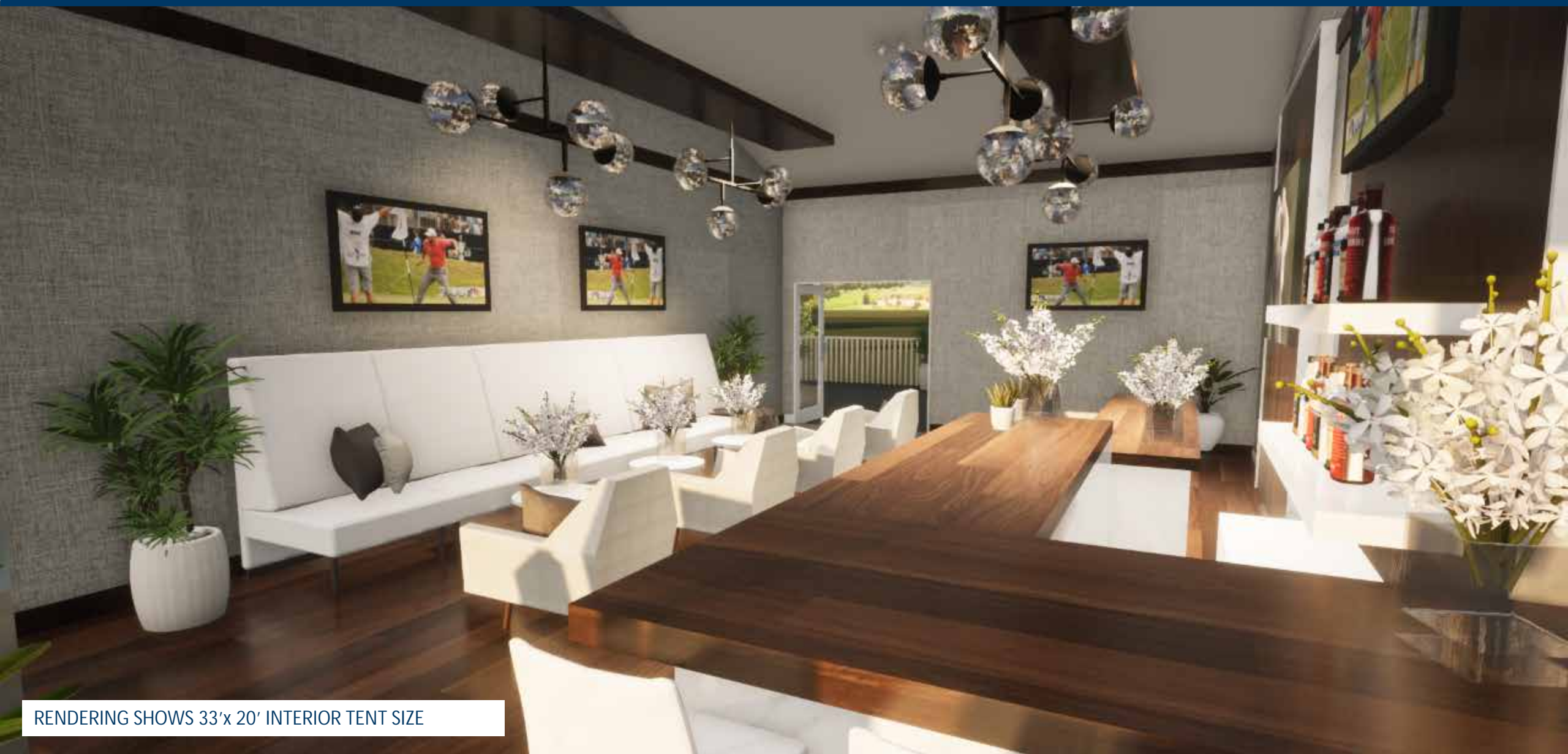
RENDERING SHOWS 33'x 20' INTERIOR TENT SIZE

SAMPLE UPGRADE



RENDERING SHOWS 33'x 20' INTERIOR TENT SIZE

SAMPLE UPGRADE



RENDERING SHOWS 33'x 20' INTERIOR TENT SIZE

SAMPLE UPGRADE



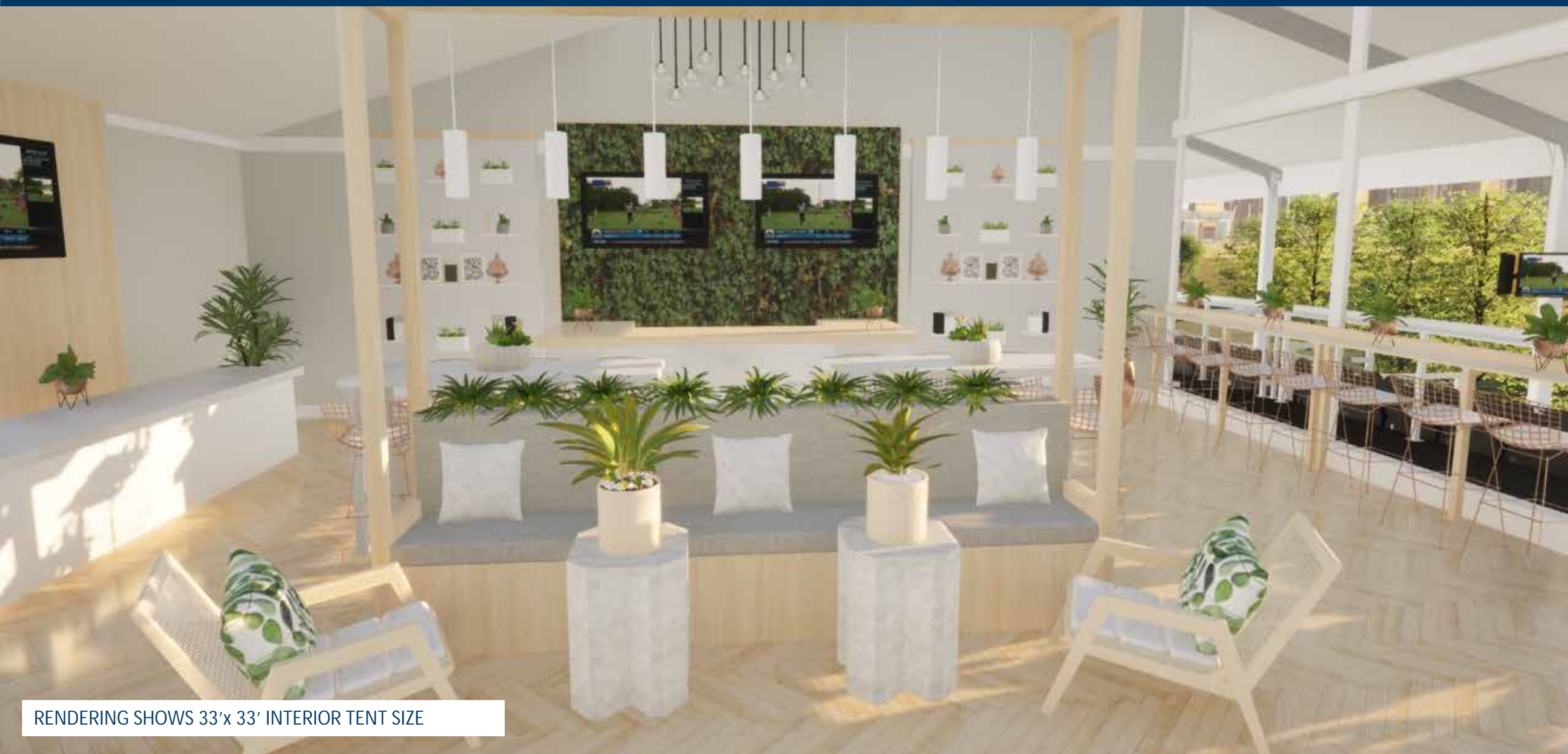
RENDERING SHOWS 33'x 33' INTERIOR TENT SIZE

SAMPLE UPGRADE



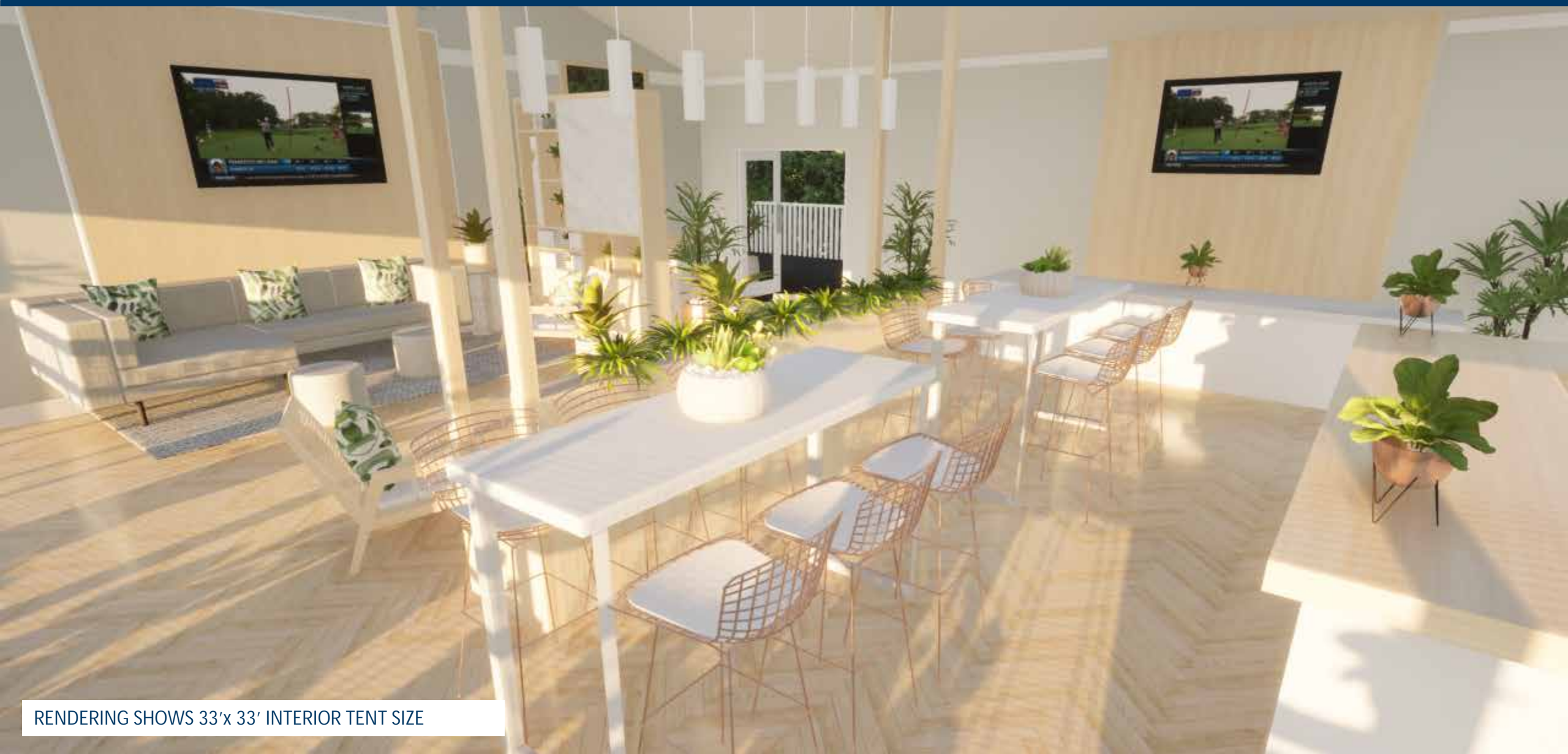
RENDERING SHOWS 33'x 33' INTERIOR TENT SIZE

SAMPLE UPGRADE



RENDERING SHOWS 33'x 33' INTERIOR TENT SIZE

SAMPLE UPGRADE



RENDERING SHOWS 33'x 33' INTERIOR TENT SIZE

UPGRADE CATALOGUE



WALL & CEILING LINER



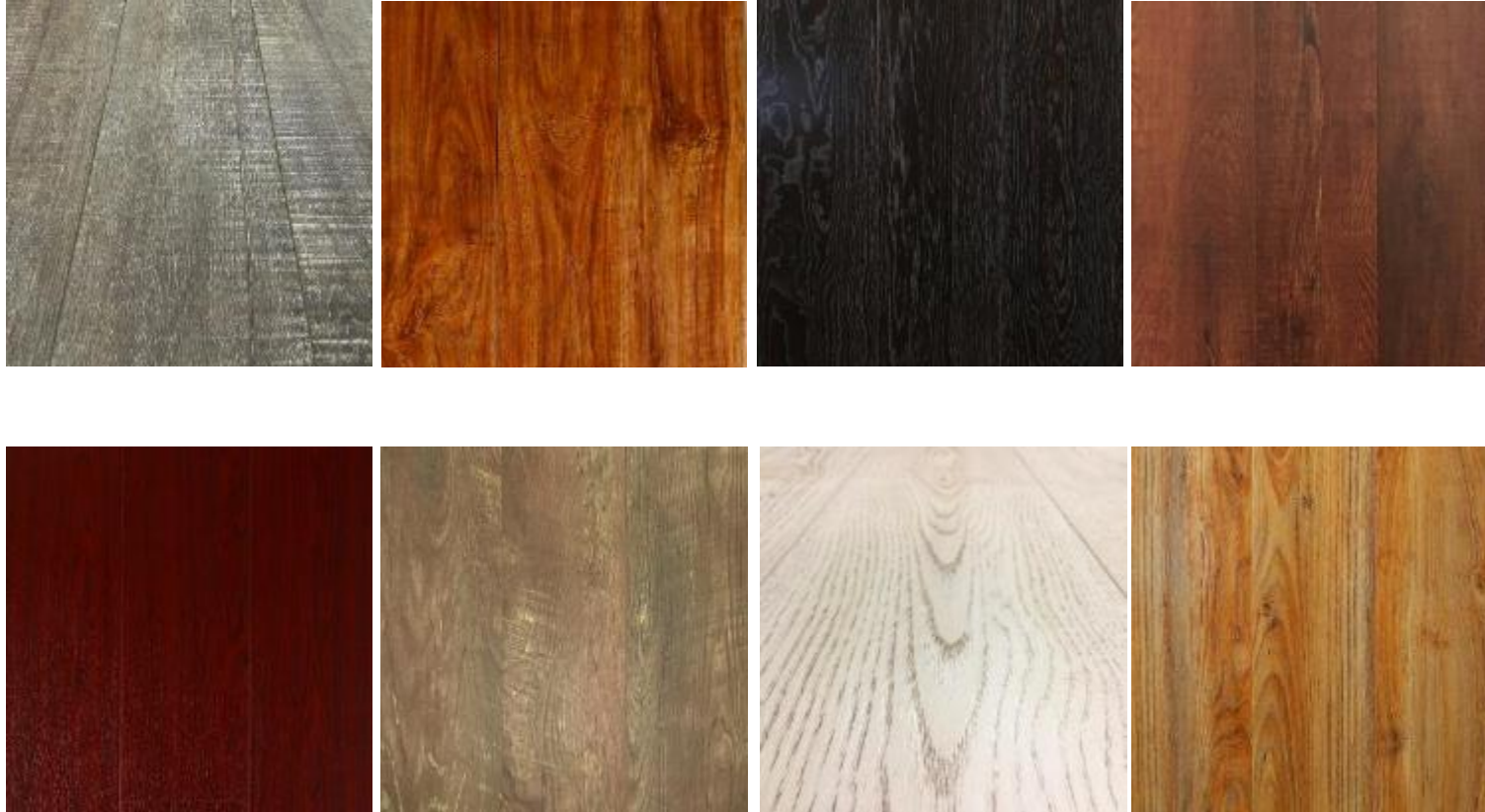
Stretched Fabric Wall & Ceiling Liners can come in a variety of colors that can change the look and feel of your space

MOLDING



Upgrading the color of your molding is a great way to bring in brand colors

FLOORING EXAMPLES



Vinyl Flooring Color Change or Engineered Hardwood Flooring available as an upgrade

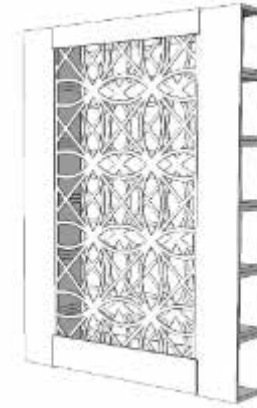
LIGHTING EXAMPLES



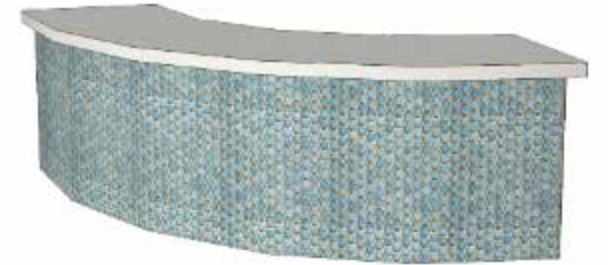
CUSTOM SCENIC WALL EXAMPLES



CUSTOM DIVIDER WALL EXAMPLES



CUSTOM COUNTER EXAMPLES



FURNITURE EXAMPLES



We will work together to customize your furniture options based on your desired look and feel.

GRAPHICS EXAMPLES



Graphics are available in a variety of substrates and are a great way to customize your space.

FLORAL UPGRADE EXAMPLES



ACCESSORY EXAMPLES



Storage



Charging Stations



Accents



Floor Plants

NEXT STEPS



GENERAL INFORMATION

PROCESS

A representative from Production Elements (PEI) will be contacting you to set up an initial call to discuss the décor in your space. Upon receiving your design direction, PEI will create a design deck, floor plan and budget based on your requirements. These materials can then serve as a starting point to further develop additional ideas/concepts you would like PEI to execute on your behalf.

MILESTONE DATES

MONDAY, OCTOBER 4, 2021

Update Session - Questionnaire due to PEI

TUESDAY, OCTOBER 5, 2021 – FRIDAY, OCTOBER 22, 2021

One-on-one client calls to kick-off décor discussions.

BY FRIDAY, OCTOBER 22, 2021

PEI to receive Vendor Payment setup requirements (if any) to ensure all Accounts Payable requirements are met.

THURSDAY, DECEMBER 23, 2021

Target Date for clients to receive design deck, floor plan, budget, and service agreement from PEI.

BY FRIDAY, FEBRUARY 18, 2022

50% Deposit Due

Deadline for final approval of décor and signed budget/service agreement

**Decisions/changes made after February 18th are subject to a 20% rush fee*

BY FRIDAY, MARCH 18, 2022

Graphic Files due to PEI

**Graphics Files received after March 18th are subject to a 20% rush fee*

BY FRIDAY APRIL 1, 2022

Final décor payment due to PEI

CONTACT INFORMATION

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