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Event Plus

Introduction

Event Plus - The first and only Event
Architecture company in Romania.

- Founded in June 2007, Event Plus is the first special events architecture company in Romania and the only local company whose designers and managers are part of the **International Special Events Society**.
- The company brings on the market, for the first time in Romania, global standards services in building creative special event concepts and competencies internationally validated by combining the event architecture with the new trends in **Experience Marketing**.
- **'Event Architecture'** is the newest trend and concept into Special Events global industry which allows through project management to integrate with maximum efficiency unconventional image platforms and special events design, management, consultancy & training services for the whole range of potential clients (public, corporate, social and private areas).



- We combine experience with creativity and innovative thinking.
- Our team of true specialists with a significant experience in the field can rely on an impressive European network of resources, a continuous access to newest trends and technologies and a functional know-how in event management.
- We believe in events as functional marketing and communication tools. That's why our events always fit in your strategy and can make the difference.
- Event Plus stands for the 'never-seen-before'. Our large and super actual database as a result of our trend watching and data gathering, combined with a professional organisation and a functional project management is your guarantee for a unique and breathtaking client-experience.
- Due to the experience of our team, we know what "proof of concept" means when we design your event. Event Plus keeps your promises to your clients and business relations. We believe in honesty and transparency in order to build solid and satisfactory client and partner relationship. Excellence is our standard!
- Product launches, action marketing projects, incentives, company parties, teambuilding activities, active communication, public events... Event Plus always looks for the "added value" and makes the difference...
- Event Plus uses the new media and the latest technologies as functional tools. We don't get a kick from freaky ICT concepts or megawatts of sound and light, but we know clearly how and when to use the right tools for the right moment.
- Because events are all about "experience"! Experiential marketing is the future.

- **DESIGN** for special events and unconventional image platforms (concept, theme, decor/scenography, happenings, sensorial experiences, etc)
- **MANAGEMENT** of the events (assuming the coordination of all involved resources from the starting point to the implementation)
- **CONSULTANCY** in creating event strategies, feasibility and risk management studies, the analysis of target-groups studies, etc.
- **TRAINING** on specific themes in Event Marketing (Experience Marketing, creative and innovative techniques, Event Project Management, etc.)

Portfolio Highlights

**entire portfolio available on www.event-plus.ro*

McDonald's Romania celebrated **15 years** of presence on the Romanian market within an event held on June 17th 2010 at Europa Hotel, Eforie Nord. The Anniversary event (**Gala Opening Session & Diner**) continued with the national Convention of the store managers on June 18th 2010 and with a teambuilding program.

The Anniversary event was designed based on the concept "**Together we are the stars of McDonald's**" which could be found first in the three artistic special designed happenings for the Opening Session (a **mime and step-dance act** - a metaphor that embedded the key words of the McDonald's message, an **acrobatic duo** involving the strength and the balance the two famous acrobats and a contemporary dance at the end of which the "main actors" were a **huge Hamburger** and a **huge French fries** box. In the end each of the guests received a **McDonald's star** personalized with their names. The event host was **Gyuri Pascu**.

The Opening Session was followed by the Gala Diner, during which the over 100 guests were delighted by **Gyuri Pascu & The Blue Workers** and then by **Miki** with her dancers and "bewitched" by **Johannes** who, among others, performed an laser act in absolute premiere. The event culminated with an **anniversary cake** that visually reproduced "a tray" filled with all McDonald's specific products.



Within the **McDonald's Convention** the guests enjoyed two moments meant to energize them. The trainers' teams from **Boomwhacker** and **Drum Cafe** gave to each participant one boomwhacker, then a drum and along with the guests they animated the atmosphere during the Convention.

The series of events ended with the **teambuilding program** on the beach in Eforie Nord, with dinner at **Cherhana Popasul Pescarilor** and entertainment in **Vision Club** in Neptun - Olimp.

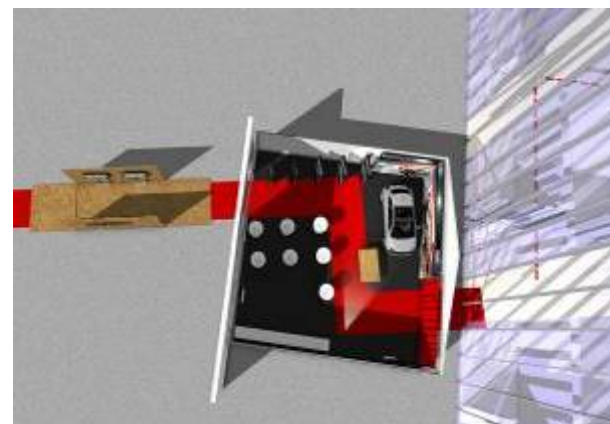
For this event, Event Plus provided integrated services of event design, event planning, production and event management.



AutoItalia Group launched **ABARTH** brand in Romania on April 20, 2010. On this occasion took place also the ABARTH showroom launch, organized by Event Plus within the City Gate Tower complex, in Piata Presei Libere.

For this event, the venue was designed as an extension of the existing showroom, the entire décor having as inspiration ABARTH and the ESSEESSE KIT characteristics. The event area hosted the press conference, the participants being invited after that to visit the showroom and to attend to an ESSEESSE demo.

For this event, Event Plus provided full event design, event management and production services.



Project: “Menfest” Festival

MenFest is the **first complete entertainment platform for men** in Romania with **multi-brand** potential. The first edition of this public event was held at Romexpo, between 4th and 6th of June 2010, the three days including various activities, competitions, contests, concerts and exhibitions, attractive for the male audience.

This event was generated by the need to have a festival dedicated to men but not dedicated exclusively to one brand or one product, so that, within MenFest guests were many mainstream brands whose main targets are men, such as Harley Davidson, Entran Forte, Savana, Pokerstars, FHM, Redis, GTT Racing, Knorr, Toyota, Shelter, Stejar, Honda and many others.



Project: “Menfest” Festival (ctd.)

The first day of MenFest started with demonstrations of **Drifting** and **Burn Out**, where Gabi Onofrei, probably the best drifter in Romania, together with his team, impressed the audience with dexterity and his skills of driving. Besides the drifting program, there were different other entertainment forms, like „**First time on a motorcycle**” programme, archery initiation, **Wii** games and **Martial Arts Marathon**.

Throughout the weekend, the Martial Arts Marathon included demonstrations performed in more than 20 hours, with more than 15 clubs and associations, each with a different fighting style. Meanwhile, in some specially designed and arranged areas, were held backgammon and skandenberg competitions. In the same day, on stage were the Miss MenFest qualifications and the evening ended with the concerts of **Trooper** and **ZOB** rock bands

The second day hosted the “**Strong Menfest**” contest, which had Paul and Mircea Pirjol as winners, and “**The Last Man Standing**”, where the world champion at skandenberg, Oncescu, was defeated by Radu Valahu at pulling different types of vehicles.

In the same day was the final of the backgammon contest, the qualifications for the Miss Menfest competition continued and the evening ended with the incendiary concert of **Anna Lesko**.



Project: “Menfest” Festival (ctd.)

The last day of **MenFest** showed the Romanian team to represent the country at **Stihl Timbersports** (the Lumberjack World Championship) and designated the winners of **PokerStars Tournament**.

George Baicea Blues Band and **Circa Sapte band** performed on stage after the finals of skandenberg competition and at the end of the evening, the winner of the Miss MenFest contest was selected and received the trophy from **Gina Pistol**, the president of the jury

In partnership with the agency **Arsenoaiei & Matasel** (event concept and communication), Event Plus provided full services of event design, production and event management.



Brand: JTI

RiOMANIA, JTI's Christmas Party was organized by Event Plus in Studio no 5 of Castel Film on **December 12th 2009**. The event had as theme the Rio Carnival, and the way to the studio for the almost 1,100 guests included a visit to the Barbarossa and Could Mountain movie sets, where they could see live animations with stuntmen, horses, jugglers which brought the set to life.

The Event, whose hosts were **Ramona Badescu and Willmark**, was specially created in order that the guests to be 100% involved. Even before the party, the guests received as homework to design their own costumes and flags for the parade of the departments. At the parade, each department, headed by their ambassadors, marched on the specially arranged Sambodrome - which was right in front of the stage, with flags and colorful costumes. At the end, the best "parade" won the **RiOMANIA Cup**.

At the entrance of the studio, each guest received a colorful scarf, forming 5 color-groups, each one leaded afterwards by a Queen. The groups attended the dance contest of the evening, under the close supervision of Willmark and guided by his **Dance School**. The winners were rewarded with lots of tequila bottles. At midnight, the guests enjoyed a Lucky Draw with lots of surprises, the big prize being a week in Ibiza.

The event was memorable both because of the impressive number of participants and also due to all the elements in the spirit of the famous carnival: dancers, costumes, laser shows, balloons and confetti canons, to which are added the spectacular performance of Mandinga, Andreea Balan, Connect-R and a surprise recital performed by Ramona Badescu.

For this event we provided event planning, design and management services.



Brand: JTI (ctd.)



Project: Children's Sports Fair

Event Plus provided event design, consultancy, planning and scenography production services within the first edition of **Tide Children Sports Fair**, Procter & Gamble (Agency: Leo Burnett & Target). Thus, the first fair of sports offers for children was held in Bucharest on October 31st 2009, at World Trade Plaza.

Over 50 sports clubs and federations were present within the fair with their sports offers for children up to 18 years. On the stage placed in the location agora were held sports demonstrations, contests with prizes and special guests representing the Romanian sports world, such as Gabi Szabo, Marius Covaliu and Sorana Cîrstea.

Children accompanied by their parents had the possibility to make an inventory of the sports offers of the clubs and federations, with options available for each of the 6 districts of Bucharest.



The **anniversary event of Sodexo Romania** was organized by Event Plus on **November 6th 2008** at the Royal Palace, the Throne Hall, marking 10 years of presence on the Romanian market. Another reason for the event was also the re-branding, Sodexho brand becoming Sodexo, the change being underlined also via the logo's re-styling.

Under the slogan "For over 10 years every day is a better day", the event whose host was Andi Moiescu, offered the proper environment for celebrating the achievements of the company in all these years. In contrast with the sobriety of the location, the route to the Throne Hall was achieved through a special tunnel where the guest could watch the dynamic of "the Chinese shadows" created by some dancers' silhouettes.

The moment with maximum intensity was the reveling of the new logo of the company, moment marked by the British contemporary dance band, who offered a show surprising through both choreography and optioscopes costumes with wings and ribbons. Mood Squad, a Belgian lounge/pop-jazz trio, ensured the "touch of class" of the event, while the special guest was Loredana, who along with his her traditional band fired the atmosphere.

For this event, Event Plus provided event design, event planning, production and event management integrated services.





Client's feedback after the event

Dear Andreea,

Thank you very much for all you have done.

Result met with team expectations and I will be more than happy to collaborate again.

Best regards,

Francois Podeur, General Manager Sodexo Romania

References:

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Event Plus promoted Romania within the **International Exhibition Expo Zaragoza 2008**.

Taking place during June 14th - September 14th, Expo Zaragoza 2008 hosts, under the theme "Water and Sustainable Development", over 100 countries, including Romania. The Romanian pavilion offers the ideal space to promote our artistic and cultural values and also those values related to the Romanian natural environment, the central element being the Danube Delta.

Within the International Exhibition **Expo Zaragoza**, between June and September, Event Plus provided services related to the cultural events operations management and multimedia shows management within the Romanian pavilion. On July 10th, Event Plus provided consulting services for the organization of several cultural events dedicated to 'The Day of Romania' at Zaragoza, and on August 21st, ensured the logistical management for the conference organized by The Ministry of Environment and Sustainable Development and The Romanian Water Association. Beside all these services, Event Plus ensures the cultural programs inside and outside the Romanian pavilion at Expo Zaragoza 2008.



The "**Experience 10**" Event was organized by Event Plus on **October 16th 2008** at the Royal Palace, the Throne Hall, marking the anniversary of the 10 years presence on the advertising production Romanian market of Impression Graphics Romania.

Starting from the "Pop Culture" symbols, in this event Event Plus successfully applied the special events architecture principles, using 10 creative original resources to create an atmosphere that generated unique impressions, and in the same time touching all senses, whether we talk about visual, tactile, auditory, olfactory and gustatory sense.

The resources put into the game of senses were represented by performers specialized in corporate events and same completely new components that redefined the ambiance. Many of these resources have been brought for the first time in Romania by Event Plus, especially for this event.

The 10 "impressions" were represented by: special guest - Jean Francois, "Extreme art painter", more precisely the trendsetter who introduced the 'live' art in corporate events making large paintings within minutes, Fairy Light - a Loie Fuller school dance happening, which used lighting effects, choreography and costumes to reveal to the contemporary audience the most beautiful and rare butterflies, Liquid Light Show - a special program created by Raymond Haeck together with his VJ team who customized the location, building a new image, in contrasting with the classical architectural elements of the location, Mood Squad - lounge / pop-jazz Belgian band that provided the musical background, 'Cigar Roller' who created cigars for guests, on the spot, in a Cuban "mini workshop" atmosphere, Scent Machines, changing significantly the atmosphere during the event from a olfactory point of view, Optimusic Interactive bar where the guests could order cocktails (10 cocktails created / customized specifically for this event) by directing a laser to their favorite cocktail, spandex columns which decorated the event area, Colors A/V - an innovative project which created a whole new universe of sound and images and a bartenders show & LED bars.

For this event, Event Plus provided event design, event planning, production and event management integrated services





Client's feedback after the event

Dear Andreea, Dear Ioan,

Thank you very much for a real special event. I was impressed of what you did here and so were my guests. Your professionalism was proven once again.

The acts that you put in place made a real show, unique and unforgettable.

Kind Regards,

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Brand: Intesa Sanpaolo Bank

The first National Conference of Intesa Sanpaolo Bank was organized by Event Plus on September 13th 2008.

The conference was dedicated to the over 600 employees of the bank. During the conference, whose moderator was Radu Moraru, speeches were held by representatives of the Intesa Sanpaolo Bank, as well as by representatives of the Intesa Sanpaolo Group from Italy. The speeches were preceded by a series of corporate videos, meant to illustrate the messages of Intesa Sanpaolo Bank for its employees. One of the most emotional moments of the conference was the motivational speech held by **Mr. Octavian Bellu**. Named by Guinness Book "The most successful coach in the world", Mr. Octavian Bellu spoke about the values of the bank, emphasizing the importance of the team in achieving the objectives, of the effort made by each of the team members to achieve success. **Ramona Badescu** was included among the special guests, representing the link between Romania and Italy, bringing color to the conference.



The second important moment of the event was the party, within which Șerban Huidu, Mihai Găinușă, Dezbrăcatu', Bebelușele and Jukebox made a special edition of "**Cronica Carcotașilor**" fully dedicated to the members of the Intesa Sanpaolo Bank organization. And in order for the party to be complete, the guests enjoyed also the performance of **Diracția 5** band. **DANCE HEADS™**, the program provided by Event Plus exclusively for the Romanian market, successfully entertained the guests.

For this event, Event Plus provided event design, event planning, production and event management integrated services.

Brand: Intesa Sanpaolo Bank (ctd.)



Client's feedback after the event

Dear all,

Thank you all and each of you for successfully realizing the first Convention of our bank. Really think it was clear for us all that everything was perfect. The effect on our colleagues was at its best and the feedback was more than positive.

We really appreciate the efforts you put behind, we've learned a lot from you and really hope we will have the chance to work together again.

Best Regards,

Alexandra Vulpe

Specialist Comunicare Interna / Internal Communication Officer

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Project: “City Park” Mall Launch

On May 31st 2008, Plus Event organized the series of events (indoor and outdoor), which marked **the launch of City Park Mall of Constanta.**

The ribbon cutting was preceded by an extraordinary Holograf concert outside City Park Mall. The gates of the new mall was officially opened at 15.00, when 5000 Holograf CDs (limited edition) specially produced for the opening of the commercial centre, were handed to the first visitors. For this occasion also an autograph session took place held by the Holograf members.

In parallel, inside mall a series of events took place: Anda Adam, Anna Lesko, Bordo and Andreea Balan concerts, kids animation area, stilts theatre, fashion shows organized in collaboration with Alin Gălăţescu (within which were presented collections of famous brands, present in the mall), demo make-up sessions, lucky draw with prizes and a special entertainment brought for the first time in Constanta by Event Plus, DANCE HEADS, which excited the first visitors of the City Park Mall of Constanta.

Apart from the events which took place inside the mall, a private party was organized, dedicated to the business partners and press representatives.

For this event, Event Plus provided integrated services consisting in event planning, event design and management, the central concept being independently declined on different target audiences.



Project: "City Park" Mall Launch (ctd.)



A mega-party: Playboy 100 Party – signed by Event Plus

On February 27th 2008, Event Plus organized for Attica Media the Playboy 100 Party event, celebrating 100 numbers and 100 pictorials of the magazine on the Romanian market. The anniversary party took place at Bragadiru Palace, together with the Playboy's stars and over 1.000 guests.

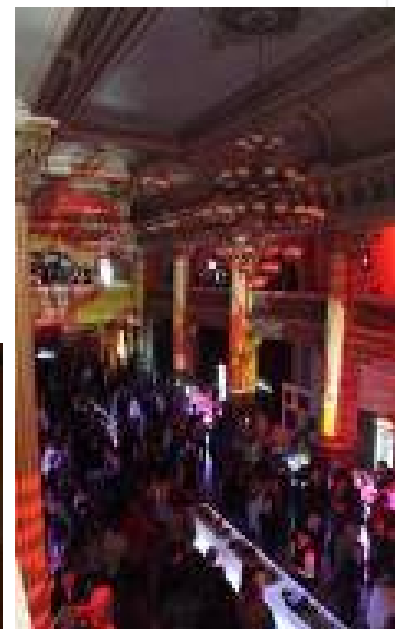
For one night, the location was intended to be transformed into a space that could say something about the party and its pretext. For the rearrangement of the party hall and the preparation of the event, Event Plus brought in premiere a surprising combination of decorative elements: Led bars, Ice-cube bars, Liquid Light Show. By creating islands using ultra-modern design furniture, the balconies of the hall were transformed into a lounge area.



The whole ambient concept was based on contrast. Right from the first steps into the location, the guests were able to see the surprising transformation in style. Being a classical and traditional location, it allowed us to add some premium and unique design elements in order to transform “the traditional approach” into a “hyper-modern, unexpected” one, creating a modern atmosphere, meant to surprize the audience coming with different expectations also due to the conservatory architecture of the location.

The Belgian band “La Gazz” set the party on fire through a live special performance (DJ, vocal, sax, percussion). The entrance into the location was made through a special tunnel where the guest could watch the dynamic of “the Chinese shadows” created by some dancers’ silhouettes.

Event Plus offered creative, design and event management services. The design of the event was signed by Ioan Big (he also signed the previous annual Playboy VIP events) together with Leon Ramaekers and Raymond Haeck.



Client's feedback after the event

Dear Ioan,

Thank you for a great event and for setting even higher quality standards for our VIP events.

Regards,

Razvan Rosu

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BLUE MOODS

Blue Moods “Seasons of Blues” Concert series - was initiated by Event Plus in the autumn of 2007, together with the **Sugar Blue** concert.

Blue Moods has the purpose to bring big names, legends of Blues to the Romanian public's attention.

- **Rick Estrin and The Nightcats**
With over nine albums, harmonica master/ vocalist and songwriter, Rick Estrin was designated as entertainer of the year 2010
- **Snowy White**
One of the best Electric Blues guitarist in the British zone
- **Coco Montoya**
With a career of over 30 years, he has dozens of concerts all over the world.
- **Charlie Musselwhite**
One of the most important harmonica players and winner of many W C Handy and Grammy awards
- **Eric Sardinas**
One of the most popular musicians which ever performed in Romania
- **John Hammond**
Grammy awarded artist with over 40 successful albums
- **Papa George**
Bluesman, guitarist, vocalist and first class composer, he has several songs used on the soundtrack of famous movies.
- **Angela Brown**
A real international blues diva, she received the title of "The best blues artist" in Great Britain in 2000
- **Louisiana Red and Nightlosers**
Acoustic Artist of the year 2010 at Blues Awards
- **Bob Brozman**
Voted as the "Best World Guitarist" in Guitar Player Magazine's 2010 Readers' Choice Awards
- **Sugar Blue**
Grammy Award-winning harmonica, virtuoso Sugar Blue has played and recorded with musicians ranging from Willie Dixon to Stan Getz to Frank Zappa to Johnny Shines or to Bob Dylan .



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