



**DMCNETWORK**  
AFFILIATE

THE DETAILS



**END USER**  
RENO TAHOE USA

**PROGRAM**  
IT'S TIME FOR RENO TAHOE

**LOCATION**  
RENO, NV

**DATE**  
MARCH 6, 2012

**ATTENDEES**  
280

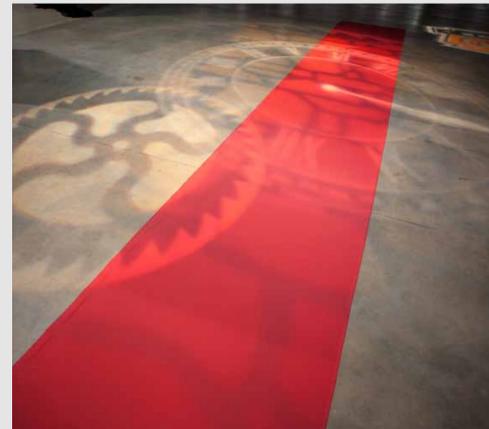
OUR PLAN

We transformed the client's theme of "It's Our Time" into three distinct spaces: Summer Time, Winter Time and Our Past Time. Together, the three spaces showcased the region as a whole. Guests mingled in each area and networked with local professionals to learn what the region could offer them specifically. Unique food stations located throughout the venue allowed guests to grab a little something to eat while they took in their surroundings and interacted with the event's participatory activities including: lounges, bands, living statues, a living red carpet, strolling tables, a golf simulator, and two ski machines.



THE CHALLENGE

Reno Tahoe USA, the local CVA, approached us to partner with them to create an interactive event intended to showcase the Reno-Tahoe region as a year round destination for conventions and meetings. A last-minute 50% budget cut made us rethink of how we would deliver a spectacular event. The key to designing this event on a limited budget was to take advantage of bold décor that would compliment the soaring ceiling of the venue.



OUR SOLUTION



The Summer Time space included rustic, repurposed wood farm tables adorned with vibrant wildflower centerpieces. Adirondack chairs encircled faux campfires, which were surrounded by projected tree silhouettes to create the shadowy atmosphere of the forest. The Winter Time space was forged with theatrical lighting to create the illusion crushed ice on the floor. A raised winter lounge included white couches, a snowflake rug and sheer fabric walls descending from the ceiling. In Our Past Time, floor to ceiling images of bygone Nevada mining cities shone across the walls. Living copper statues brought the past to life. Lounges of brown suede couches and rustic low pine tables allowed guests to comfortably enjoy the western band.

2013 ADME  
ACHIEVEMENT  
AWARDS

BEST DESTINATION MARKETING