



# Events

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Anyone can throw a party. We stage memorable events that exceed your goals.

It's been proven many times that special events, from simple cocktail parties to spectacular theme parties can go a long way toward capturing and retaining mindshare.

Most companies don't have a problem putting together a cocktail reception or banquet. However going for something bigger is often beyond the capabilities of the staff. That's where we can help.

When it comes to spectacular special events, there are only three things to remember!

- Think Big
- Anticipate Problems
- There's no Substitute for Experience

## How Big is Big???

We thought taking over an entire shopping center for a health fair was big. Taking over Las Vegas to introduce a new product was even bigger.

## What could possibly go wrong?

Imagine having 30 buses waiting to take 1000 guests to your event, and nearly everyone decides to drive...arriving with no place to park. Solution: Instantly renting a nearby parking facility. Not easy at 6 p.m. in Los Angeles.

Or imagine having 50,000 apples stored in a metal warehouse ready for a promotion and the temperature unseasonably jumps to over 90 degrees...creating the potential for a whole lot of applesauce. Solution: Convincing United Grocers to make room for us in their cold storage facility - on a Saturday.

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*“To have a successful event you have to anticipate and be prepared for the unexpected.”*

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Or imagine having the ladies room toilet suddenly go out of commission right before 200 people are walking through the door for your party. Solution: Ever heard of stopping a leak with clay???

Well...you get the picture. Our thorough contingency planning allowed us to successfully recover from these problems and many others. Only because we work with our clients in advance to anticipate every possible show stopper...and make plans to see that the show always goes on.

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*“...we've got the inside scoop on every possible place there is to host an event, we know what works and what doesn't..”*

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## Why is experience so important?

We've already got the contacts, we've got the inside scoop on every possible place there is to host an event, we know what works and what doesn't, and we know how to deliver an event your guests will remember...within your budget.

## We've done it all....

**Yachts and Yacht Clubs.** Imagine a party for 1,000 at the Balboa Bay Club in Newport Beach, complete with a 25' sailboat and custom made sails in the club's swimming pool introducing the company's new product. Top off the evening with cruises aboard two 95' yachts.

**Parties in Private Mansions.** How about a party for 25 selected dealers in an ante-bellum mansion in Atlanta...complete with strolling violinists and a pool filled with floating candles and water lilies.

**Ever thought about owning Las Vegas?** It's easy when you have banners at the airport, posters in all the cabs, billboards, bus cards on all the city buses, a packet in the room of every registered guest, complete control of the current issue of the Las Vegas Entertainment Guide, and custom cocktail napkins delivered with every drink in every major hotel on the strip. What a way to introduce a new product in the middle of a trade show that attracts 160,000 attendees!

**Play Ball!** Imagine introducing a new process that has given your company "major league" status.. We put the employees in baseball uniforms, lined the parking lot with bleachers for a softball game and music, and served hot dogs, popcorn and beer. The client hit a "home run" on a very small budget.

**Get healthy.** How about a health fair that takes over all of the public space on two levels of a major shopping center...promoted by delivering 50,000 fresh apples door-to-door.

**Drop a sit-down dinner party into the middle of a glass factory.** Imagine a formal dinner setting surrounded by wooden crates full of glass, and having your dinner prepared in a 150 foot long annealing oven. Highlight of the evening? An auction of incredible artworks in glass by world famous Dale Chihuly and dozens of other artists.

We've got what it takes to do what it takes.

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*“Call and talk to us about your next event. We'll put over twenty years of experience to work for you.”*

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- Facility selection, negotiations and reservations
- Transportation
- Theme/program/agenda development
- Promotional items and gifts
- Invitations
- Props/costumes/on-site event management
- Collateral materials
- Video and photography services
- Catering
- Entertainment
- VIP arrangements

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