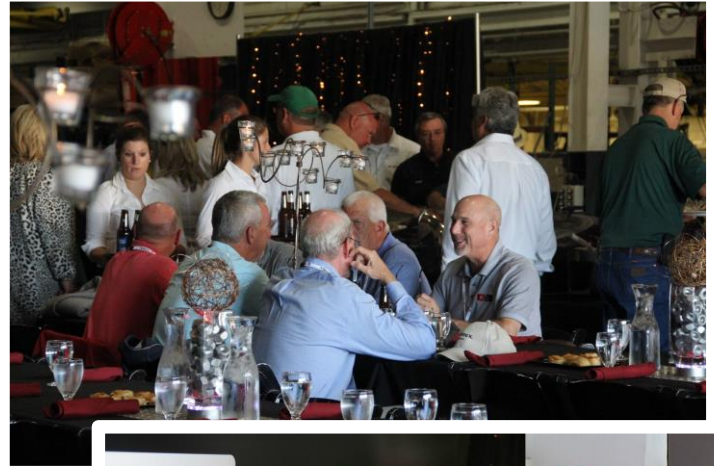


### OVERVIEW

Over four days, our client Terex Cranes hosted 300+ guests at the Waverly, IA facility. Attendees included Executives from key accounts and prospective clients.

Daytime activities included tours, educational sessions and product demonstrations. In the evenings, guests enjoyed dinner on the shop floor, followed by desserts, drinks and entertainment on the grounds.



### EVENT HIGHLIGHTS

- Outdoor furniture rental from CORT Events
- Indoor and outdoor bars, featuring a selection of craft Iowa beers
- Branding elements throughout, including custom logo cupcakes
- Authentic six-course hog roast
- Centerpieces incorporating industrial elements from facility



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### RENTAL/LOGISTICS NEEDS INCLUDED

- >50 vendor & staff contacts
- High end portable restrooms
- Air conditioned tent & generator
- Refrigeration truck
- Bleachers
- Multiple outdoor beverage stations

### LOGISTICS CHALLENGES

The team executed an intense timeline to avoid shutting down production. In 2.5 hours, the shop floor was transformed for dinner and the outdoor afterparty was setup. Setup included two fully stocked bars, extensive drapery, lighting and other design elements.

