

BIO Convention 2006

The 14th Annual International Convention of the Biotechnology Industry Organization (BIO) welcomed a record 19,479 attendees from 62 countries for the 2006 convention in Chicago. Event Architects was selected to produce a series of social events for 3,700 convention guests. For biotechnology professionals, this annual gathering is the industry's preeminent networking forum.

Event Architects partnered with BIO staff to create four effective, ambitious and exciting receptions. BIO had 21 sponsors, each playing a role in the unique marketing opportunities Event Architects developed for each event.

WELCOME RECEPTION

The Welcome Reception invited 3,000 attendees to the Grand Ballroom and the Lakeview Terrace at Navy Pier. Navy Pier is a one-of-kind event space located on Lake Michigan, just east of Chicago's downtown. Navy Pier has been a Chicago landmark since it first opened in 1916. Originally designed as both a shipping and recreational facility, the pier also served as a military training site during the two World Wars and as a venue for concerts and exhibitions.

Entrance

Four costumed characters in haute bodysuits and headpieces - ranging in style from Studio 54 to Carnivale in Rio de Janeiro - greeted guests as they arrived at Navy Pier. Large hats and platform boots set the hosts apart from the crowd, making them readily visible while comfortably directing the large amount of guests in a manner. The hosts' costume elements, such as mirrored balls, feathers and glitter, reflected the event's colorful and eccentric atmosphere and set the tone for the night.

Grand Ballroom

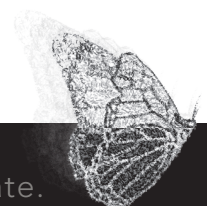
The Welcome Reception continued in the Grand Ballroom, where a Fantasia-inspired original production (including orchestral music and professional dancers) occurred on six custom stages which radiated east from an existing stage. In the middle of the center platform, a white tuxedo clad conductor with a mirrored top hat stood atop a small platform lit by rotating lights towering twenty feet above the crowd. Three multi-level performance stages surrounded the main stage.

The band played from a classical repertoire that transitioned into techno twisted selections. The Fantasia-inspired conductor directed the band and orchestrated the lighting. Dancers in themed costumes performed choreographed routines on the three multi-level stages. And as the evening drew to a close, the conductor interlaced the music, lights, and choreography into a grand finale crescendo.

Lakeview Terrace

The focal point of the Lakeview Lounge was a stage featuring a pair of baby grand pianos. Piano players embodied the excitement of a night at a Chicago-style blues club. Musicians were selected from Chicago's deep reserve of local jazz talent and prepared for the performance months in advance while rehearsing a routine designed to continuously thrill the audience. The concert was quintessentially American and invited guest participation and sing along opportunities.

Long walnut tables topped with a jazz-themed table runner composed of a black and white photo collage, brushed silver candle lamps and frosted glass vases holding plum colored tulips were surrounded by fruitwood Versailles bar stools. Guests mingled among the elegant and contemporary décor in the Lakeview Terrace Lounge.



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(continued)

GALA RECEPTION

The Field Museum is Chicago's most exciting and impressive venue. Stanley Field Hall, adorned by gleaming white marble interiors, vaulted ceilings, stately columns and a magnificent grand staircase, is the home to "Sue," the largest and most complete Tyrannosaurus rex fossil yet discovered.

The Gala Reception transformed the Field Museum into an African oasis for 3,700 attendees through a synthesis of outré decor and non-stop entertainment. Guests were greeted by two African drummers playing on pedestals. BIO banners listing event sponsors hung as a backdrop behind the musicians and proved to be a successful attention-grabbing sponsorship opportunity.

A large stage in the center of Stanley Field Hall was adorned with lush sub-Saharan plants and floor cushions covered by bright Tribal fabrics. Belly dancers, a traditional Botswanan dance troop, drummers and a world music band took the stage in rotation. All performers were dressed in authentic South African dress.

The Hall was partitioned into four separately themed areas. The Egyptian Pavilion was inspired by the colors of the Nile and included: a replica of the Sphinx, a living Cleopatra "statue," ambient musicians, and furniture engraved with intricate hieroglyphics. The Moroccan Region consisted of massive adobe doorways which acted as a backdrop to ornate seating arrangements of fabric-covered daybeds and muslin tents. The Jungle was filled with zebra prints and lush greenery. And traditional masks lined the buffet and an African doll maker taught guests the traditional craft in the Tribal area.

CEO RECEPTION

A smaller CEO Reception for 700 guests at the Civic Opera House occurred simultaneously with the Gala Reception at the Field Museum. Guests entered the lavish Grand Foyer as light harp music played. The Grand Foyer, accented with ornate floral arrangements and richly colored linens, hosted an impressive raw bar set on crystal clear blocks of ice. The highlight of the evening was short opera vignettes performed by talented young singers from the Lyric Opera Center for American Artists.

CLOSING RECEPTION

The Chicago Theatre's elegant lobby, majestic staircase and beautiful auditorium are components of an amazing structure that was called "the Wonder Theatre of the World" when it opened on October 26, 1921.

Two-thousand guests arrived under the glittering Chicago Theatre marquee and were greeted by the grandeur of a five-story lobby modeled after the Royal Chapel at Versailles. Proceeding into the breathtaking auditorium, they dined, danced and mingled on the same stage which has hosted entertainment acts such as Frank Sinatra, Judy Garland and Aretha Franklin. A custom-built stage extension covered the auditorium seating from front to back, creating a versatile dance space for the DJs and live bands.

Karaoke, casino games, fortune tellers and magicians entertained guests throughout the three floors of red-carpeted lobbies. Flappers danced with guests while two costumed cigarette girls passed out boxes of candy cigarettes. Guests played roulette, craps, poker and black jack into the night.

