



The Amazing Adventure Expo used most of Infinity Park Event Center's indoor and outdoor spaces, but the ballroom highlighted keynote presentations.

Infinity Park Event Center has created many destination prom nights for local high schools.

The Hoops and Hoopla event offered entertainment and showcased technology at Infinity Park Event Center.

Case Studies Show Successful Events At Infinity Park

by Kurt Woock

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Like the launch of a spaceship, a large event should look effortless. It should impress. It should transport those in attendance to a different place than when they walked inside. But, the truth is, events don't always work out like that. Behind the scenes, it's complicated. Weeks and months of preparation are needed. Dozens of people spend hundreds and thousands of hours working through details, large and small. At the time of the event itself, all the moving pieces get set in motion. The event comes alive, seemingly carried along by sheer momentum. If the event is in good hands, the result is spectacular to watch — and be part of. If not, it can feel like you're barely hanging on.

It is hardly a secret in the business world that events can be extremely effective for the bottom line. According to the *Content Marketing Institute*, events were ranked number one for the sixth year running as the most effective business-to-business marketing tactic.

Whether you're hosting a trade show, an annual meeting, or a fundraiser, there are a few strategies you can employ to set up your event for success.

First, finding ways to leverage technology is essential, but there isn't a one-size-fits-all solution. In an article about trade show trends in 2016 on *Professional Convention Management Association's* website, Elena Grant, vice president, marketing for *National Trade Productions*, said: "We need to look at the entire landscape of technology. The key is understanding what your participants need from that technology."

Events that have a clearly stated goal have a better chance of delivering a good return on investment.

Planning events can be a time consuming and sometimes daunting affair. It is essential to work with professionals along the way who make the process easier for your team. Hiring an event planner can be a beneficial act, or if you choose to handle the event internally, be sure to start with the event venue. The staff at event venues know all the who's who in the event world and can direct you to vendors who will meet all your event needs.

Infinity Park Event Center creates events that truly take off, events that transcend the ordinary. Both the staff and the facility at the Event Center deliver unique advantages to each event, helping them stand out. As the following case studies show, choosing *Infinity Park Event Center* is choosing to have a successful event.

Creating The Wow Factor

Kathie Barstnar of the *Commercial Real Estate Development Association* wanted to host a fight night event. She said the production staff at *Infinity Park* made producing such a creative event seem seamless. "Thank heavens for the staff, because there's no way I could make that happen," she said. "It was turnkey." When attendees walked into the room, Barstnar said they were "blown away by the ambiance." But perhaps the biggest sign of approval came before the event. "Our president wanted to know everything that was going on leading up the event," she said. "The one thing I didn't let him see until that night was the surround video screen. This man is never speechless ... and when he walked into the room, he was speechless."

Meeting The Needs Of Sophisticated Customers

RK Mechanical's annual all-employee meeting is their most important employee event of the year. In addition to being a fun change of pace, there's business to be done. There's a lot on the line. Accordingly, Heather Gallien, director of marketing and communications for *RK Mechanical*, said that flawless production is absolutely necessary to ensure every minute is utilized. For the second year in a row, they turned to the *Event Center* to make that happen. "We had sophisticated audio-visual needs, and *IPEC's* staff was very helpful and re-

sponsive in ensuring that our visual and audio content worked without a hitch. The venue set-up and tear-down went smoothly. The entire production was a success."

Earning The Respect Of The Pros

Chris Starkey is a partner at *AXS Group*, an event production company. Last year, he produced an event for *Comcast Spotlight*. He said *Infinity Park Event Center* was a perfect match for *Comcast Spotlight* because they're a technically savvy company. "Infinity Park has the 360 video wall, so it was a match made in heaven," he said. "The way the audience can feel that emotion, that content, and have it surround you at

all times. We wanted the audience to feel the magnitude of what the venue can bring to an event." As an event professional, thoughtful details like green room space for presenters and performers and a grand reception area that welcomes people into the building, stood out to Starkey. "All the elements worked together," he said. "It was a first-class operation for a first-class client."

Exceeding Event Goals

When Becca Mahoney and Megan Perkins co-chaired a fundraising event for *Slavens Elementary School*, they needed a venue that would not just be the site of a

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Building Events And Relationships Through Service

Anthony Lambatos is the second-generation owner of *Footers Catering*. Footers has worked with Butler Rents for two decades. Lambatos said Butler Rents and Footers partner on more than 200 events every year. On paper, the massive inventory might be the first thing that would come to mind when thinking about Butler Rents, but Lambatos doesn't think of place settings; he thinks of service. Lambatos once called Butler Rents early on a weekend morning after realizing that he didn't have enough flatware for an event he was catering. Butler Rents came through. "They make our jobs easier and make us look good," he said. "There are times when we make a mistake, and many times they are able to fix the issue, no questions asked, even if the issue wasn't their fault. Their service is fantastic and they have been valued partners to us for many years because of that. We know we can trust them and that means everything to us when working with our vendors."

Wyatt said that she and the rest of the staff at Butler Rents see caterers and other

event professionals not only as partners who share a common goal, but also as her eyes and ears in the field. Even with a warehouse full of options, Butler Rents must keep up with ever-changing trends in design. "The rental industry has changed," she said. "It used to be heavy industrial plates." Now, she looks at details, like Pantone's color of the year, and listens to caterers to make sure that the options people want are available. Lambatos said Butler Rents invested in high-end glassware when they had a client who was looking for something unique for monthly events. When Lambatos asked for linen samples to show clients, Butler Rents put together a book of color swatches that fit in the purse of the event coordinator.

After five decades in the rental industry and two generations of leadership, Butler Rents has solidified its place as a cornerstone of Denver's business community. They've fostered a culture in which they don't just work for clients, they work with them. Combined with an emphasis on staying at the cusp of event trends, Butler Rents is well positioned to continue serving Colorado for decades to come.

Events At Infinity Park

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fun event, but also one that would help them meet their fundraising goals. "The minute we walked in the door, we were just wowed. It was so easy," Perkins said. Throughout the planning process, the *Infinity Park Event Center's* staff helped make efficient use of the volunteers' time. During the event, the video screen in the ballroom was ideal for showing a parent-produced video that kicked off the night, and it also allowed the event's corporate sponsorships to receive recognition, as sponsor logos were displayed throughout the night. In the end, the event was a complete success. "In addition to having a fantastic event, we also brought in more revenue than we ever have in the past, and we give a lot of the credit to the ven-

ue," Mahoney said.

Transcending The Ordinary

The staff at *Infinity Park Event Center* ensures that each event is designed to meet the goals and dreams of each individual client. In a world where returning customers are a great indication of quality, then *Infinity Park Event Center* is delivering, as Kathie Barstnar's story shows: "When we talked to sponsors about going to a larger facility next year because the event sold out, the sponsors said, 'no, this is a great facility; charge us more if you have to.'"

When it comes to business, at the end of the day business managers and owners care about one thing — return on investment. A carefully planned and targeted event with built-in metrics to track the success of the event can deliver just that.



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