



M&M

THE SPECIAL EVENTS COMPANY

expanding the possibilities...

elements
design
strategies

M&M is one of the country's largest and most comprehensive suppliers of event products and services. With over 100 event specialists on hand, we can offer any level of service from basic rental packages to full scale planning and production. We can provide the materials and expertise to match any event goal or budget. With locations in the Chicago and Dallas areas, our important client functions range from weddings and mitzvahs to sales meetings and nationwide launch events; from anniversaries and family occasions to incentive programs and team building platforms; from theme parties and picnics to trade shows and event marketing campaigns.

You want built-in value—you got it!



mmspecialevents.com



elements

why are basic elements so integral to a live event?

Because every detail is important. Consider that a simple element can not only serve a function, but help create a visually stimulating or message-driven package. Our vast inventory of event rental items includes tables, chairs, china, glassware, linens, flatware, tenting... the elements you count on to pull all of the details together.

Too much to worry about? Don't! You can also depend on us to put the pieces together and to consider your planning challenges...before you even have to face them.

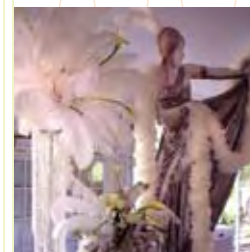


design

how can design affect my results or bottom line?

By delivering attitude, conveying identity and grabbing attention. This motivates action—action drives your event results. Whether a fun social occasion or complex corporate platform, your ideas can “come to life” in a cohesive event environment.

Our unique in-house Design Studio offers a full-service Décor and Prop Department to create virtually any brand, theme, or style direction. From ultra hip to clever kitsch, if you can imagine it, we can create it. The flair, polish and finish are provided by our award-winning Floral Experts.



strategies

what strategies are vital to the event planning process?

Without a well-constructed and integrated plan, you won't achieve the most value, deliver the most effective message, or be able to measure your efforts. Your event is a unique communications opportunity. Take advantage of it!

Our M&M producers have worked with a diverse clientele, from Fortune 500 corporations to charitable organizations. We have partnered with various other departments, agencies, and planners to provide the extra creative, technical or logistical assistance required on various types of projects. We can deliver the big industry backgrounds and experience along with the personal attention that makes you comfortable with the entire “work in progress.”





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Why is it important to find a supplier partner that goes beyond just providing quality event equipment rentals?

Commitment

We offer a commitment to helping our customers produce impactful events. Beyond planning and execution, we want to help you deliver results. The most talked about social affair—the most effective corporate event platform—the most successful fundraising campaign.

The M&M team can assist in developing the worry-free process that you are looking for. We invite you to visit our showrooms, meet with a consultant, and fine tune your planning needs.

TABLES AND CHAIRS

M&M offers a variety of banquet and conference tables, high and low cocktail tables, and serpentine tables for the ultimate in seating and presentation creativity. Our chair rentals range from economical plastic folding chairs, to garden and wood folding chairs, to fun and practical barstools, to elegant ballroom seating, with numerous style and color options.



A variety of table shapes and sizes can create any seating or presentation arrangement.



Black stack chairs (left) or a variety of other folding, outdoor or specialty options are also available. **Wood folding chairs** (above right) can be provided in white, black, natural and mahogany.

Chivari Ballroom Chairs are available in white, black, gold, silver, mahogany and natural with a variety of seat cushion and accent options. Black Chivari stools are also on hand.



Sleek settings conducive to mingling can be created with a simple chrome stool with a coordinating seat cover and tall and long cocktail tables dressed with modern linens and accents.

TABLETOP ELEMENTS

M&M can provide elegant event china, innovatively shaped ceramic event dishware, sleek flatware patterns and stunning party glasses for an unlimited array of looks for your event. Our options perfectly coordinate for a finished look.

Dishware can be provided for modern or more traditional tastes. Options include styles such as...



Tempo Siam Trifecta Fusion



White Rim Athens White with Gold Band Topaz



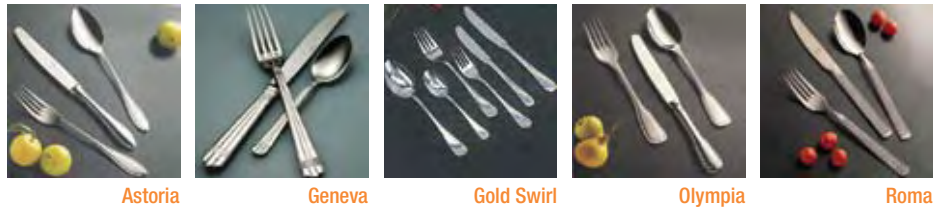
A charger set at every place creates an elegant tone. Saturn pattern comes in gold or silver.



A perky combination of Trifecta and Fusion dishware top a White Dot linen accented with red napkins.

TABLETOP ELEMENTS

Flatware can be provided to complete any design look. Several patterns available.



Astoria

Geneva

Gold Swirl

Olympia

Roma



Accent Pieces may be provided on a rental basis or beautiful arrangements may be discussed with our design department.

This Oriental Statue presides over a setting designed with oriental specialty linen topped with a Saturn Gold charger, Siam dishware, and Black Stem glassware, with a Black Chivari chair with red cushion.

Glassware may fully complement any table setting. Various options are in inventory.



Barware

Specialty Stemware

Black Stem

Excalibur

Milan

SERVING EQUIPMENT

M&M supplies all of the finishing touches to your food presentation. Bowls, platters, utensils—all of the must-haves to serve up a great event.



From funky to sophisticated, presentation is everything!

A well planned buffet presentation can increase the perceived value of your event.



The Galactic Bar is an eye-catching addition to a reception environment.

KITCHEN & CONCESSION EQUIPMENT



M&M also prides itself in partnering with many catering and foodservice professionals to provide the various equipment needs necessary for a function. Stoves, Grills, Ovens, Heat Lamps, Pans...

Concession Stands add a fun, interactive element. Popcorn, Cotton Candy, Ice Cream, Sno-Cone, Hot Dog, Pretzels...



LINENS

M&M offers a full array of solids, elegant crinkled Bichon, silky Lamour, upscale Damask, special overlays, and hundreds of themed offerings to suit every atmosphere. Our linen specialists can give you a designer's view on color and pattern combinations, along with the latest ways to drape and tie for special effect. They can help maximize your budget with the impact that a sea of color and texture creates in your event venue!

Please visit our website for updates and a selection of sizes and colors.



This high contrast setting is created with black lamour topped with metallic copper lamour and coordinating napkins. Black Chivari chairs feature the matching black lamour chair cushion with copper and black chair ties and other metallic accents. Siam china is complemented with black stemware and Roma flatware. A tall, coordinating floral piece finishes the table design.



Our standard solids come in virtually every shade imaginable. For extra sheen, the upscale Satin Lamour is available in Aqua, Bali Port, Bali Silver, Black, Celadon, Chagall, Chocolat', Citron, Coral, Fuchsia, Gold, Ivory, Lemon, Lime, Maize, Metallic Copper, Metallic Silver, Olive, Orange, Peach, Powder Pink, Purple, Red, Riviera Sky, Royal, Rust, Sandstone, Seafoam, Silver, Terra Cotta, Turquoise, Violet, Wedgewood and White.



Pictured here, Cinnamon Crinkle Bichon is used with Iridescent Bichon napkins, Tempo dishware, Excalibur glassware, Tuscany flatware, Mahogany Chivari chairs with Chocolate Lamour chair cushions and of course, a stunning floral sculpture by our Design Studio.

For great texture and effect, the Crinkle Bichon can also be offered in Boysenberry, Burgundy, Champagne, Charcoal, Eucalyptus, Federal Blue, Gold Coast, Iridescent, Midnight Royale, Muslin, Platinum, Silver and White.



Fun themes or holiday events can be accented with the perfect cloth!

Our damask, upscale elegance and overlay options create the striking looks that guests always remember.

Thank you for making me and my entire event committee look so good!

— *International Finance Group*



CONVENTION & MEETING EQUIPMENT

M&M handles a full array of meeting equipment and supplies. Elements such as pipe and drape, podiums, staging, dance floors, stanchions and coat racks may be included to satisfy your requirements.

Pricing for complete Audio-Visual Production may also be quoted on request.



Any environment can be turned into a great meeting space!



Basic to elaborate stage treatments and branding pieces may be quoted by our Design Department.

TENTING

M&M ensures not only a beautiful, but a secure tent environment for your unforgettable outdoor experience. Our team of tent managers can build any size and type of tent. They may also provide suggestions for the extras such as: air conditioning and heating, decorative ceiling and pole treatments, flooring and floor cover design, and lighting and power requirements.



Structure Tent



Frame Tent

Structure Tents are ideal for the most sturdy construction requirements or for longer term needs. Frame Tents are perfect for presentation-oriented or space-conscious events where center poles would create a challenge.



Century Tents are versatile, dramatic and cost effective.

M&M's expanded services include not only a vast inventory of Event Rental Equipment, but an in-house Design Studio and comprehensive Production and Planning services.

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Have you ever wondered about the reasoning behind an event environment?

Why is it the way it is? The colors...the theme...the layout. It's not guesswork — or it shouldn't be.

An event should be designed to reflect your brand or personality. It conveys a message...it inspires and motivates. At M&M, every client's design needs are addressed individually — something to fit every sensibility and checkbook.

Every design decision is based on the best formula to overcome challenges, meet goals and achieve budget expectations.

From Weddings, Mitzvahs, and other social occasions to comprehensive Corporate Event Platforms, our in-house Design Team can help maximize your time and efforts.

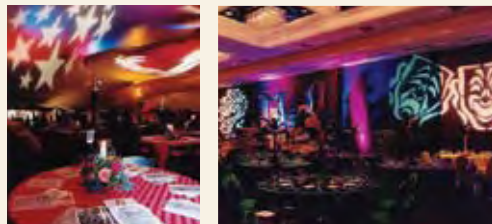
DÉCOR

M&M produces hundreds of custom-created décor packages every year. From the super-hip lounge to the kitschy theme — from the interactive mixer to the highly branded meeting, we can assist in taking your environment... and your return on the event investment...to the next level.

Environment Style can certainly be an important message to deliver. By adding unique design pieces with creative and interactive dining and seating solutions, a simple space can be transformed into a sleek and memorable setting.



Branding Customized elements can help integrate messaging.



Lighting Design There is no better way to get “bang for your buck” than with simple color washes and pattern projections.

Theme A theme design can come to life in different ways for different clients. Whether cute or sophisticated, the event setting is critical to achieving your goals.



Designed especially for event environments, our in-house custom graphics are really unparalleled. Images can be incorporated in stage sets, perimeter pieces, buffet focals, centerpieces, and so on.



Dimensional Sets Large dimensional pieces can add a true-to-life quality to an event setting.

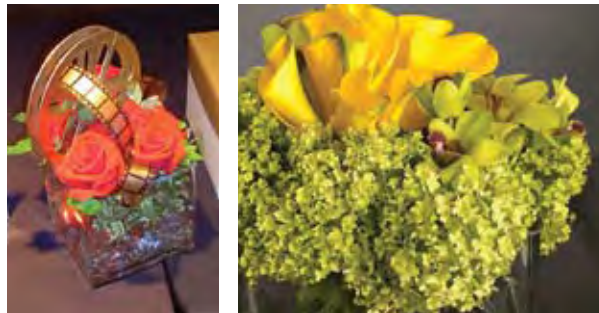


FLORAL DESIGN

M&M's in-house floral experts can provide the color and texture that takes your event from ordinary to extraordinary. With something for every size, palette and style, our designers can deliver the "wow" factor.

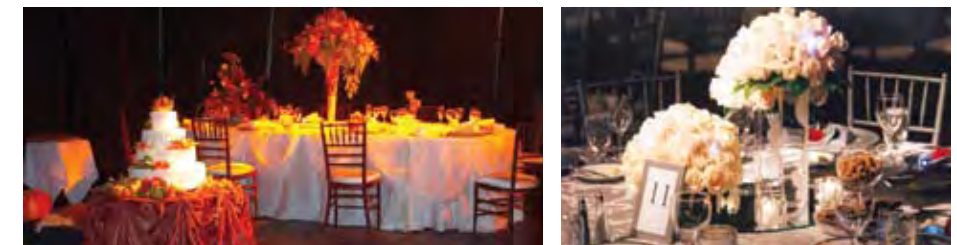


Themes, concepts and directions can be created for any type of event.



Virtually any wedding design can be offered to enhance any environment or style.

Weddings M&M has been assisting couples and their families with planning and producing weddings for over 25 years. Our expertise ranges from small gatherings to elaborate receptions, and everything in between. Our comprehensive event rental selection is complemented with our design service. Our exquisite ceremony and reception florals will complete your beautiful look.



Wedding Personals can be created to complement any palette or personality.



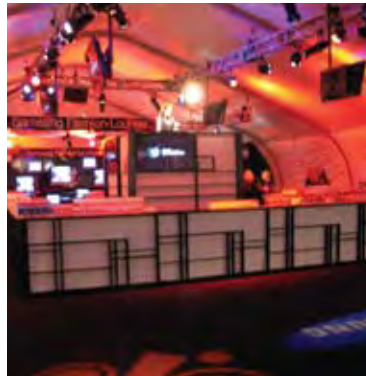
M&M's expanded services include not only the in-house Design Studio, but an extensive array of Event Rental Equipment and comprehensive Production and Planning Services.

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strategies





How do I make my event “strategic?”

Now more than ever, the skills of the meeting and event planner affect an organization’s bottom line. We all need to communicate initiatives, brand products and ideas, motivate sales, improve employee retention. We recommend initiatives and inclusions to department heads or clients and have to show HOW our efforts work and WHY.

Why? A successful live event can transform the ideas and actions of your audience. So...a well orchestrated event with measurable objectives can provide maximum results.

Our M&M producers provide clients with the tools necessary to attract, engage, entertain, educate and measure the target audience. We create VALUE by not only offering superior expertise and resources but by offering a vast inventory of event rentals as well as in-house décor and floral experts.

We have the experience and resources to design and manage virtually any type of live event — wherever business takes you.

- Meetings, Conferences, Conventions, Business Theater
- Theme Parties, Celebrations, Networking Events
- Product and Brand Launches, Road Tours
- Concerts, Novelty Entertainment, Speakers
- Incentive Programs, Appreciation and Award Events
- Team-Building Activities, Workshops, Tours

Large or small, we leverage your overall budget to deliver the creative concepts and strategic solutions that provide the best return on your investment.

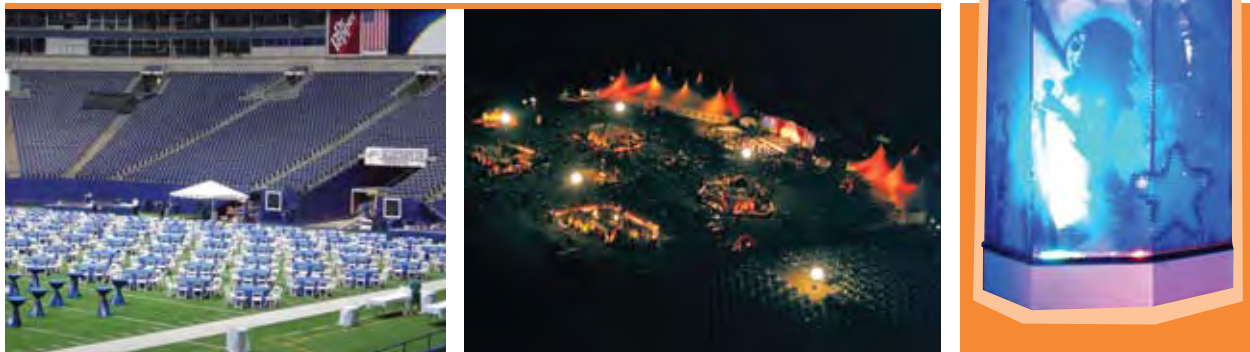
INTERNAL PROGRAMS

From the bottom to the top of an organization, each and every employee should feel a sense of ownership. It is important that “buy in” for any initiative is created on all levels. M&M produces programs that **foster camaraderie, appreciation and employee retention.**



CREATIVE TEAM EVENTS

Custom team events can be designed to educate, motivate and build relationships. Working with goals in mind, M&M can help a group learn key organization information, cross train departments, motivate sales or just have fun. Whether an **amazing race**, a **corporate challenge** or a tv-style **star power** event—there is something for every group.



LAUNCHES & OPENINGS

To create buzz and awareness, there is no better vehicle than a live event. M&M produces spectacles that highlight the scope of any project.



B to B MARKETING

No matter the reach of the project, a live event is a marketing tool around which an entire communications campaign can be built. M&M can build campaigns for any budget, integrating key messages consistently throughout an event process. Unique venues and concepts can be used to result in **energized, well-motivated and educated attendees.**



Your understanding of our overall goals made our event process so much easier and more effective.

— Carolina Chemistries

PLATFORM & ENTERTAINMENT INTEGRATION

When corporate clients need a “hook,” theme and talent can be integrated to provide the solution. M&M helped a client “Think Big” in a retro-style club atmosphere with a name modern band. This platform was then effectively utilized throughout the entire course of their meeting.



M&M's expanded services include not only a comprehensive Production and Planning services, but a vast inventory of Event Rental Equipment, and an in-house Design Studio.

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We have had the opportunity to create experiences for many organizations including...

Abbott Laboratories

Advocate Health Care

Alexian Brothers
Health System

Alfa Wassermann

Allstate Insurance

Aramark

Armani

Boeing

BP

Brunswick

CBS

EDS

Elkay Manufacturing

Four Seasons Resorts

GM

JCPenney

LaSalle Bank

Major League Soccer

McDonalds

Neiman Marcus

Novartis

PGA

Pepsi

Provena Health

Quaker Oats

Sara Lee

Sodexo

Starwood Hotels

State Farm Insurance

Toshiba

Verisign

U.S. Cellular



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