

RED 2022

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Prepared by CSI DMC & Streamline Event Agency

December 6, 2021




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Thank you for allowing Streamline and CSI DMC to participate in this proposal process to bring the best of Orange County, to EEG and Chick-fil-A for the RED Conference of 2022. We are honored to put our ideas, our passion, and our creativity forth to be utilized for a one of a kind experience.

Since 2018, Streamline Event Agency and CSI DMC have been in a win-win partnership, collaborating on events and utilizing our combined strengths and relationships to produce exceptional results every time. Whether it has been high profile Presidential events to incredible virtual events in 2020, our teams share the same DNA and same company culture which benefits our clients every time.

We have formed a dedicated and experienced SoCal team that has crafted unique concepts to showcase the region in tasteful and inviting ways. With a combination of team members local to the area and a vast amount of experience producing large scale events throughout the coast, we welcome you to an oasis in the sun filled with tidal textures, stunning local entertainment and SoCal expertise in logistics, production, staffing and transportation. We are excited to create a one-of-a-kind experience that your attendees will remember for years to come. Collectively, our teams thank you for this opportunity!

JUSTIN ZEBELL

President & CEO

Streamline Event Agency



HOPE VALENTINE

CSO

CSI DMC



T Transportation

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RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

A row of black SUVs, including a Cadillac and several Chevrolets, parked in a lot. The scene is set against a dramatic sunset sky with large, golden clouds. The vehicles are parked in a line, receding into the distance.

Executive Transportation

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RED 2022 • STREAMLINE EVENT AGENCY + CSI DESTINATION MANAGEMENT

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Informed & safety-focused staff

As an extension of our dedicated Transportation Department, CSI works with a team of professional dispatchers and drivers that can ensure the top quality service and ultimate safety of your guests.

CSI requires all transportation companies to provide us with drivers who follow our dress code and have extensive knowledge about navigating our city. We ensure that drivers are aware of specific routes to venues, activities, building locations and entrances, etc., and we provide detailed instructions at least five days prior to event. We include tour copy, a timed itinerary, details of all appointments and any information regarding meals. Staff instructions also include the CSI staff in charge of the event, client name, bus line, etc. Drivers and dispatchers are given flight manifests and are expected to review them in advance of arrivals/departures. All of our drivers participate in bi-monthly safety reviews, experience background checks bi-annually, and all employees participate in a random drug screening program. Our subcontractor pool consists of a group of qualified executive transportation companies and have proper insurance requirements.

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Let us put your mind at ease

“It’s always a little unsettling planning an event in unfamiliar territory, but you made your expertise of the area known off the bat which put my mind at ease and allowed me to trust your suggestions and expertise. Plus, everyone was a delight to work with!”



We're first class



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UP TO THE MINUTE DETAILS

Transportation managers are working with and for you 24/7 during your program, reachable via email and mobile phone. You can be sure that we are prepared with solutions for changes to the program resulting from guest travel updates, VIP transfer additions, pop-up city roadway detours, and/or emergency incidents in the district and surrounding areas. Our continued interaction with the convention center and area transportation professionals allows us to proactively adjust based on up-to-the-minute changes that are prevalent in a project of any magnitude.

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EXPERT SIGNAGE

Whether they are getting ready to depart for the airport, a tour, or a dinner reservation, guests will feel comfort in knowing that CSI is always available to guide them where they need to go. Program signage, color-coded bus route information, and other stops along the bus route will be posted in both the front and side windows of every vehicle, as well as posted in the hotel lobby.

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COMMUNICATION EXPERTS

Attendee communication is paramount and CSI dispatchers use the latest in technology with an eye on customer service to ensure accountability of all timely transportation services. CSI will assign dispatchers to advance the arrival destination and communicate with the CSI staff at the hotel/venue and the primary CSI Transportation Manager with up-to-the-minute updates and alerts.



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Meet our experts in transportation

CSI is the only DMC with a dedicated Transportation Management Department that has been operating for over 30 years. The department works closely with all program managers to ensure the necessary preparations are made to deliver exceptional transportation services.

The Transportation Management & Staffing Department has close professional relationships with every necessary entity in cities throughout the nation. CSI requires all transportation companies to provide the best equipment available, as well as drivers who have extensive knowledge and experience navigating each city. Transportation often creates the first impression and leaves the last memory, and in partnering with CSI, clients can rest assured that their guests will be in the most capable hands.

W Welcome Reception

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Decor & Theme

Welcome Reception



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Tidal Textures

Welcome Reception: Theme Concept One



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

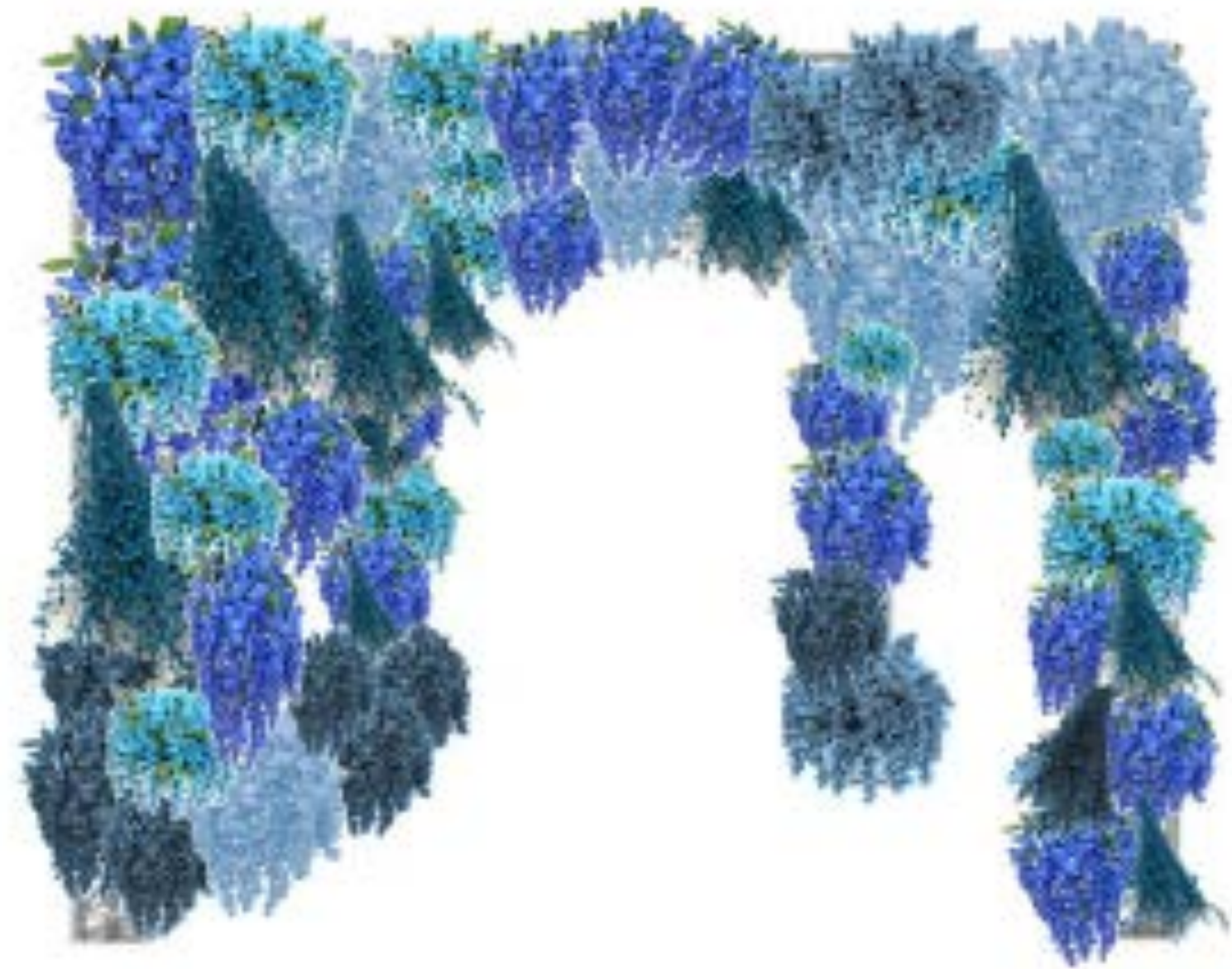
Tidal Textures

Laguna Niguel, California is a legendary location for beach lovers and surf enthusiasts alike. This “Surf City USA” location for the RED 2022 Conference was chosen with consideration of its relaxed nature that so often accompanies a coastal area. This seaside town offers fun in the sun, beautiful natural elements and an “I’m on beach time” attitude that has made it a favorite for generations of locals and tourists alike. We aim to capture these qualities into an unforgettable welcome reception for RED.

The colors of the ocean will be portrayed with table linens and colorful floral arrangements, all complemented with the textures of the sea like wood, rocks, and natural greens. Eclectic furniture lounges evoke a beach hippie attitude and function for casual conversation in a fun setting.

Because of its proximity to the beach, we suggest utilizing recycled materials into event décor in an elegant and unexpected fashion. Items rescued from the nearby beach including plastic bags, pool noodles, plastic containers and other various forgotten items will be turned into treasure for this event, providing a subtle hint that this event is sustainable and a reminder of the importance of taking care of our planet.





Arrival Experience

TIDAL TEXTURES - RIDE THE WAVE

At the entrance to the event, CSI will create a 10' x 10' canopy of dried blue florals. This will be a combination of faux, dried and real flowers. Option branding and signage can be added within the floral arrangement for double function of décor and photo backdrop!

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Reception Seating

TIDAL TEXTURES

ECLECTIC DESIGN:

Seated tables will be a mix of wooden royal tables and pattern and solid linen topped dining rounds. Gold metal chairs will complement all tables, while flowers will showcase an eclectic mix of gold and glass containers and bright tropical floral varieties and painted palms.





gather & relax



...
TIDAL TEXTURES

Lounge Seating & Accents

A unique blending of surf chic meets color splash is the motif of the furniture lounges. Keeping with the eclectic nature of the event, no two lounges are exactly alike. Colorful surfboards and beach elements will back unique groupings featuring hanging egg chairs, masculine brown leather and tufted navy blue sofas. Neon accents and repurposed plastics are reinvented into event décor and used to enhance backdrops for the furniture groupings. A life-size lifeguard stands proud between the groupings.

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TIDAL TEXTURES

Food & Beverage Displays

Varying food and beverage station designs befit this eclectic event theme. A surfboard inspired station is perfect for this event in "Surf City USA". A branded bar front sits in front of shelving that is outfitted with white surfboard accents along with greenery and fun florals. Alternatively, a wall backdrop behind the next station is comprised of citrus fruit! Lit marquee letters that spell out "RED", "EAT", or "DRINK" (the options are endless) will be placed towards the top, along with fun floral arrangements to enhance the classic white bar front. Unique food stations or buffet tables are created using repurposed plastic bags that were rescued off a beach.



RED
EXPERIENCE

... Perimeter Decor

TIDAL TEXTURES



Upcycled Materials Decor Feature

Perimeter sets and walls will feature recycled plastics and other materials and repurposed to create beautiful event décor that can be both beautiful and functional.

Custom Surfboard Decor

These modern takes on recycled surfboards can be placed behind bars to hold glassware or along with food stations to hold condiments Butcher & Bee.

Oversized Palms

Large-scale palm “trees” will be placed sporadically throughout the event space to create depth and a whimsical feel.





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Perimeter Decor

TIDAL TEXTURES

UPCYCLED & REPURPOSED MATERIALS

A tornado of rescued debris from the nearby beach can be beautifully re-crafted into the event décor as a reminder to the event guests of the importance of sustainability and our beautiful planet. Plastic bags, often harmful to wildlife, will be crafted into a wave tunnel for guests to walk through, while hanging recyclable plastic goods can create overhead lanyards that hang behind guests as the perfect photo backdrop.





SURF CITY INSPIRED, BRANDED WALL



WAVE WALL BACKDROP
Blue and white pool noodles or plastic tubes will be up-cycled to create the moment of a crashing wave on this wall.



UP-CYCLED BOTTLED GARDEN
A 10' x 10' wood canopy will feature "floating" bottles that have been filled with live greenery



TIDAL TEXTURES

Photo Opportunity

Give your guests something to post about as they walk around your welcome reception. Carrying on with our up-cycled theme, we will create jaw-dropping scenes to photograph and share all created with every day objects.

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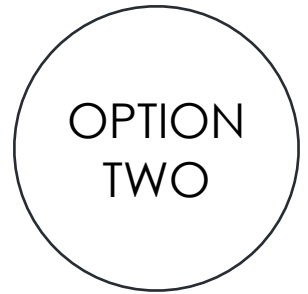


Seaside Sandcastle

Welcome Reception: Theme Concept Two

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THEME CONCEPT



Seaside Sandcastle

Whether on the beach or inside a ballroom, this design echoes the beauty of Mother Nature's most beloved locations—the coast! CSI aims to bring the beauty, grace, and power of our planet's oceans and surrounding beaches to life in this event design. Guests will feel as if they have stumbled onto their own private beach created by Mother Earth just for them, complete with impressive architectural pieces reminiscent of sandcastles carved into the sand and unique seating formations that represent the relaxed nature and community so often found during a day at the beach. The event will include warm and invited coastal colors and neutrals and accented with pops of rustic floral and subtle oceanic accents.

The colors of this event theme are meant to complement the existing colors in the event space. Upon entry, guests of RED 2022 will be greeted by a jaw dropping architectural welcome arch. Featuring jagged edges and a unique design, this totally custom wood sculpture is reminiscent of sandcastles created out of little more than sand and water. The event space will feature unique table formations of communal low tables with floor cushions (just like beach towels!), bar-height and dining height tables in a variety of shapes and sizes, and florals that appear as if they have been plucked from the beach after a storm.

Highlighted tables will feature a wooden arch overhead that hangs lanterns lights in raw wood material, which complements a nearby bar with the same hanging lanterns. Warm and natural-toned furniture lounges are eclectic in design and are placed together in formations that allow for intimate conversation. In tucked away corners and in spaces between tables, CSI will place perimeter accents that are subtly themed, like wood sculpted whale tails and fish cut out walls for backdrops.





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SEASIDE SANDCASTLE

Arrival Experience

A large-scale and jaw dropping wood structure is created using all weathered wood and driftwood sourced from a nearby beach. In front of the structure is a branded floral welcome wall in neutral tones. On the backside of the entire structure is a hat wall, offering guests a wearable gift. Surfboards in the colors of the event offer a mirror on their front for guests to check themselves out in their new hats!





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Arrival Seating

SEASIDE SANDCASTLE

WEATHERED LOOK:

Varying table styles will be showcased for this event, in varying heights, shapes and sized. Natural wood tables will be complemented with alternating colorful linen-topped round tables. Wood tables will be topped with a wooden bridge with hanging lanterns, and a florals will be scattered down the length of the table and be completed with various beach-related accents.





Reception Seating

SEASIDE SANDCASTLE

UNIQUE GATHERINGS

Just like beach goers would experience during their time laying out in the sun, RED 2022 guests are invited to seat themselves “on the sand” via custom floor tables, complete with plenty of cozy cushions in natural colors and textures. Driftwood-inspired wood log “ottomans” can also complement live edge natural wood dining tables.





SEASIDE SANDCASTLE

Lounge Seating

Beach inspired natural furniture lounges are eclectic in design but beautifully arranged for optimal conversation and are completed with a myriad of textures via pillows, cushions and rugs.

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... Perimeter Decor

SEASIDE SANDCASTLE

Perimeter elements will mimic images you see on the beach, including colorful umbrellas functioning as highboy tables, cutout walls feature swimming fish, and large scale whale tails will appear as if they are swimming underneath the ballroom floor. Buffets or furniture lounges can be house underneath a custom rope cabana for an extra special VIP feel.





SEASIDE SANDCASTLE

Live Sand Castle Sculpting

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So-Cal Sunset

Welcome Reception: Theme Concept Three

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So-Cal Sunset

A truly unique and color evening awaits the guests of this off-site event. This suggested event theme bucks the mainstream and is sure to inspire a memorable event for years to come. Taking California into consideration and the vast natural colors found in this sunny state, our team plans to add a bit of retro magic into the mix. Inspired by Palm Springs and the 1950s-1970s, this retro inspired vibrant event lends itself nicely to many event locales. Unexpected formations of table arrangements will be complemented with what seems like a myriad of colors via table linens, floral arrangements and architectural perimeter elements. Jump into this kaleidoscope of retro goodness!

A unique entrance enhancement is a must to command the theme for first impressions. A custom built archway will be painted in an ombre of colors. Once inside the event, tables will be dressed in alternating warm color linens with a subtle texture. Colors will vary between neutrals, peach orange, and sky blue. Perimeter accents like a large-scale custom stage backdrop tie in the evening's entertainment flawlessly. 3D architectural pieces are made using the shapes of natural palms, while perimeter archways are constructed to mimic the movement of the entrance archway experience. These can be placed throughout the event space in unexpected areas so that guests can feel that they are discovering a new area of the event all over again. Round and oval furniture pieces are retro-inspired and feature the colors of the event design.

Photo opportunities abound at this event, providing instant ROI to both Chick-Fil-A but also to each individual guests social media pages. This design is as unique and unexpected as eccentric California and the people that call it home.

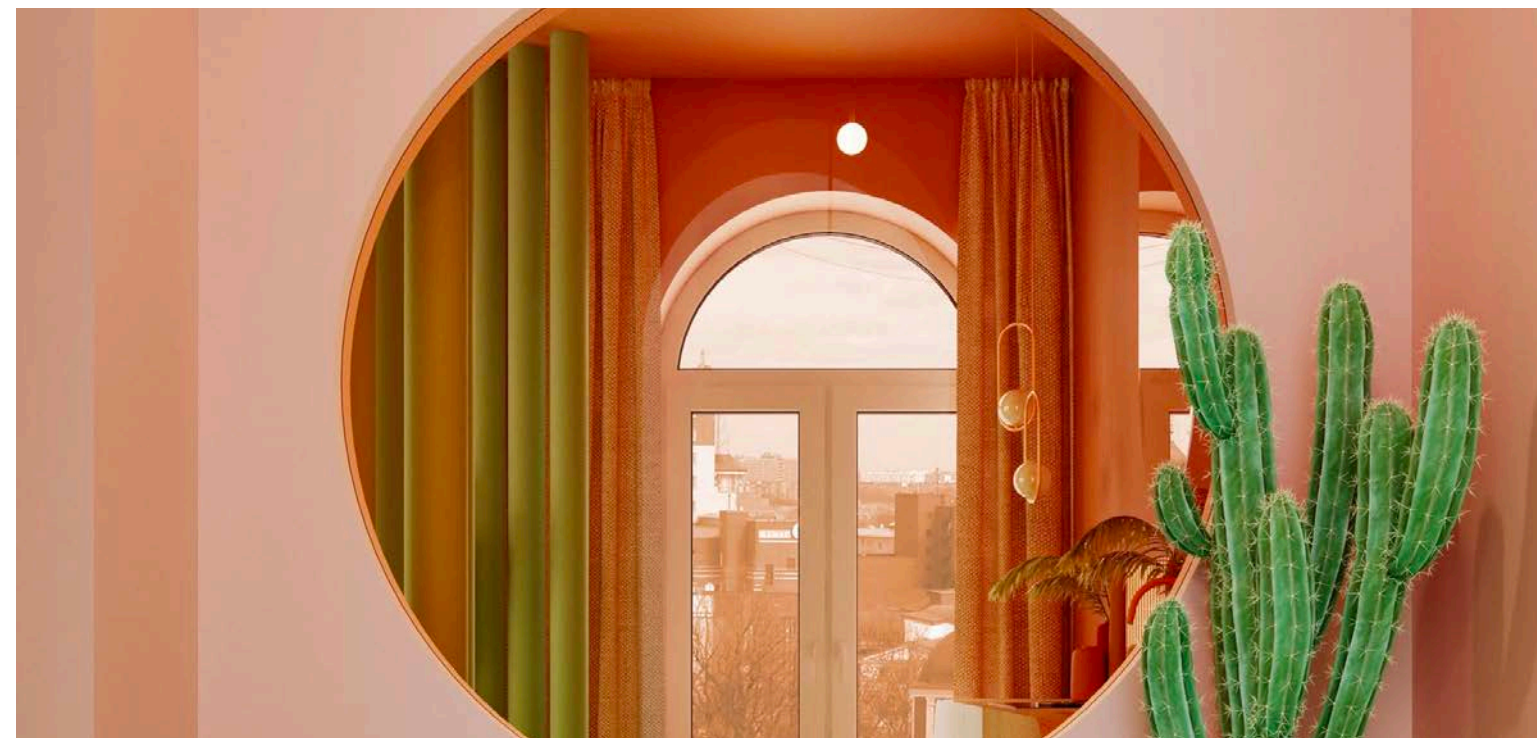


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Arrival Experience

SO-CAL SUNSET

A custom archway will be built as a statement entrance piece. A custom step and repeat wall will feature hanging die cut leaves in modern colors to match the event theme.





... Reception Seating

SO-CAL SUNSET

SUNSET COLORS:

Seated tables will be a mix of our white tailored wrapped tables and rounds in varying vibrant colors. High boy tables will be a mix of bright colored linens and our tulip white linen-less tables. Cocktail will be a mix of bright colored matching linens. Ghost chairs and vastly colorful centerpieces will complete the design.





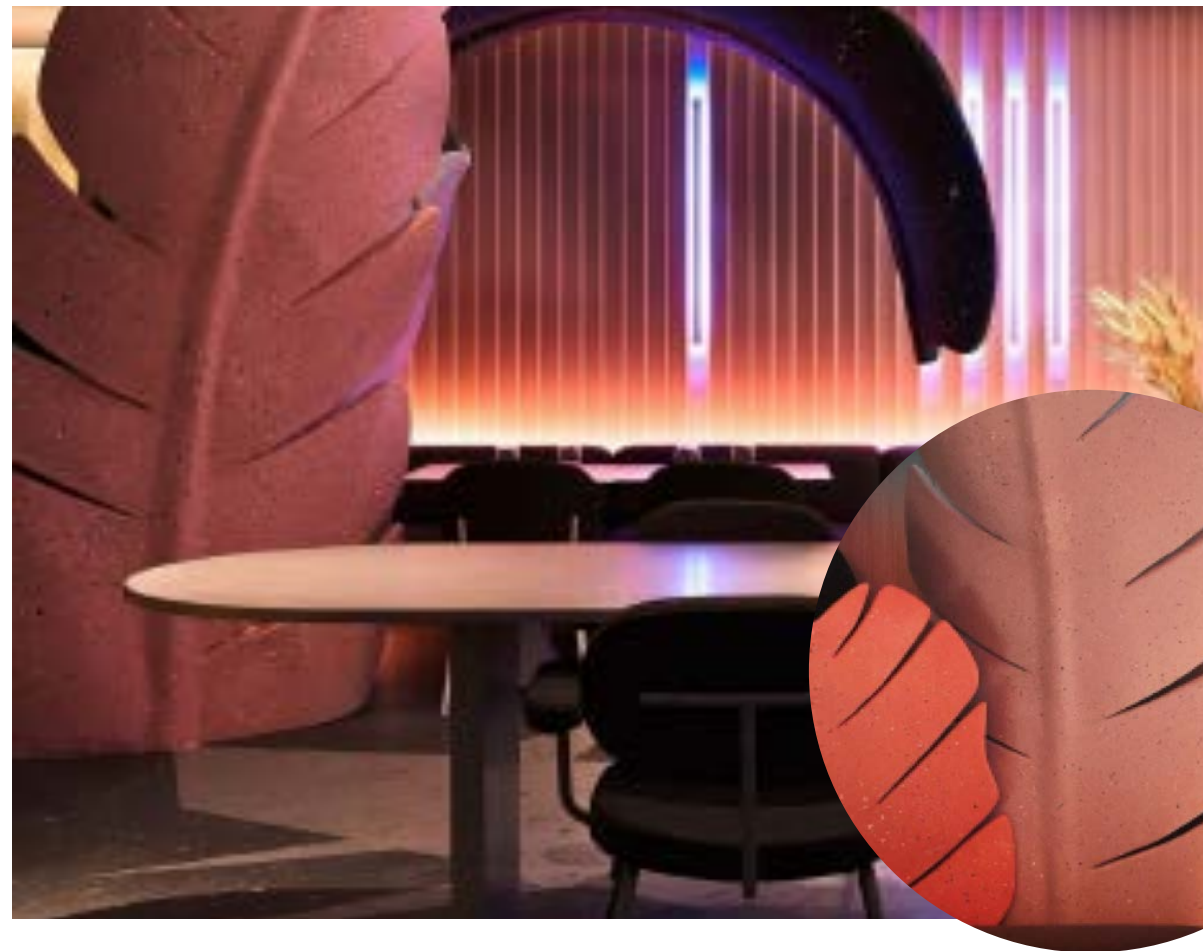
SUNSET SO-CAL

Lounge Seating

Multiple seating arrangements will be placed throughout the event space to create a unique event flow. Retro-inspired soft day beds will be completed with 3D palm front structures. Retro inspired sectionals in curved designs add area for networking and engagement among guests.

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Modern Colorful Perimeter Accents



Art-Deco Inspired Stage Concept for Entertainment



Art-Deco Inspired Backdrops

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Perimeter Decor

SO-CAL SUNSET

We are leaning into the Art-Deco era with our perimeter decor for the So-Cal Sunset theme. Think bright pops of colors in the shade of a California sunset. Clean vertical lines at a dramatic height and variation. And finally, we'll include a touch of soft feathers for that Palm Springs feel.



SO-CAL SUNSET

Perimeter Decor

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PERIMETER ENHANCEMENT

CSI will create a 8' x 8' custom spray-painted wall leaf wall. Custom branding and logos can be added to this. Flanking the backdrop will be additional painted palm plants.



F & B ENHANCEMENTS

Another option is to create a custom neon rainbow wall using wood and fun-colored paints. Floral, signage and more décor can be added to accent the area.



Food & Beverage Enhancements

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Take your food next level

Browse our options to level up your food & beverage
experience for the Welcome Reception



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Interactive Ideas



Strolling
Oyster
Shucking



Smoothie
Bike



Colorful
Pancake Art

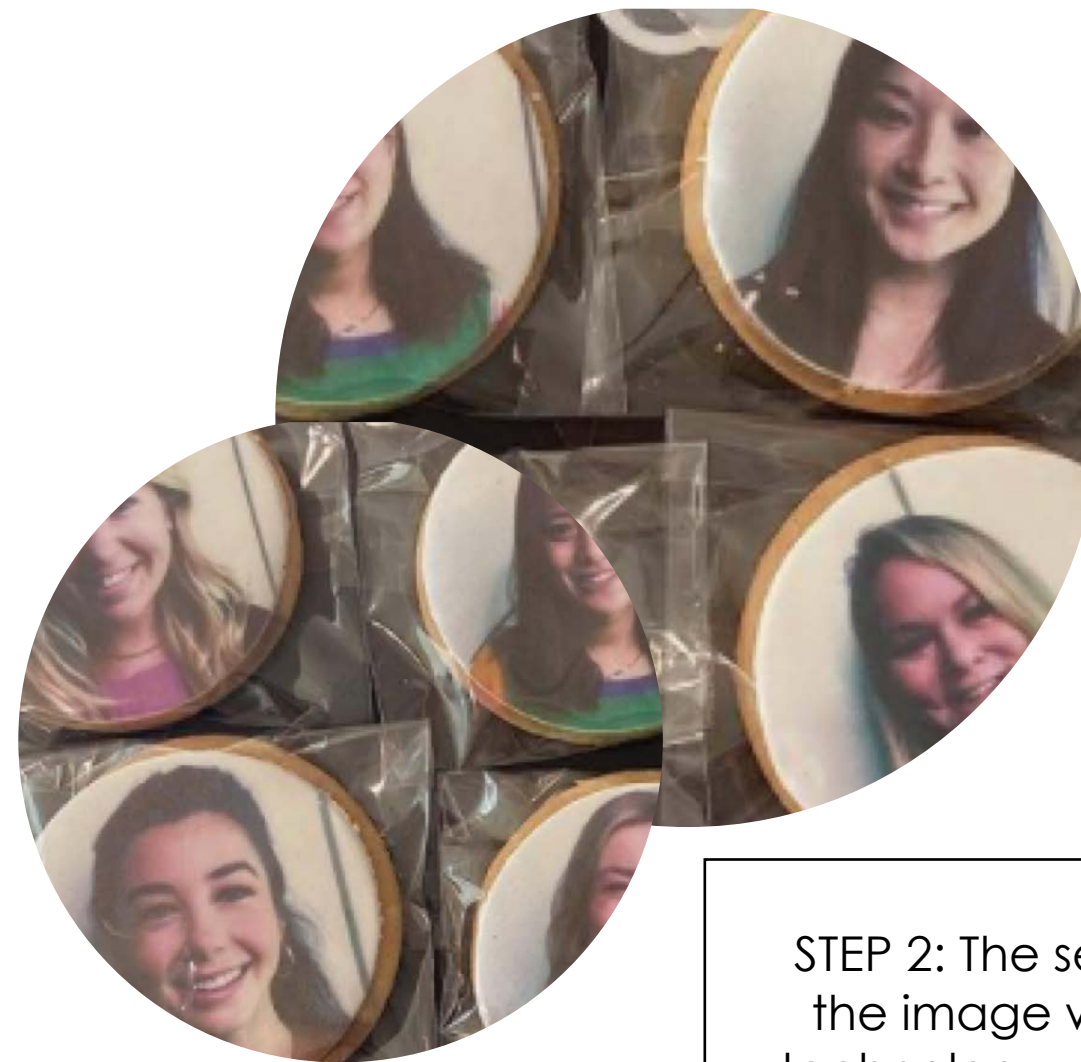


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Selfie Cookie Station



STEP 1: Selfie Station
Technician takes a
photo of the guest.

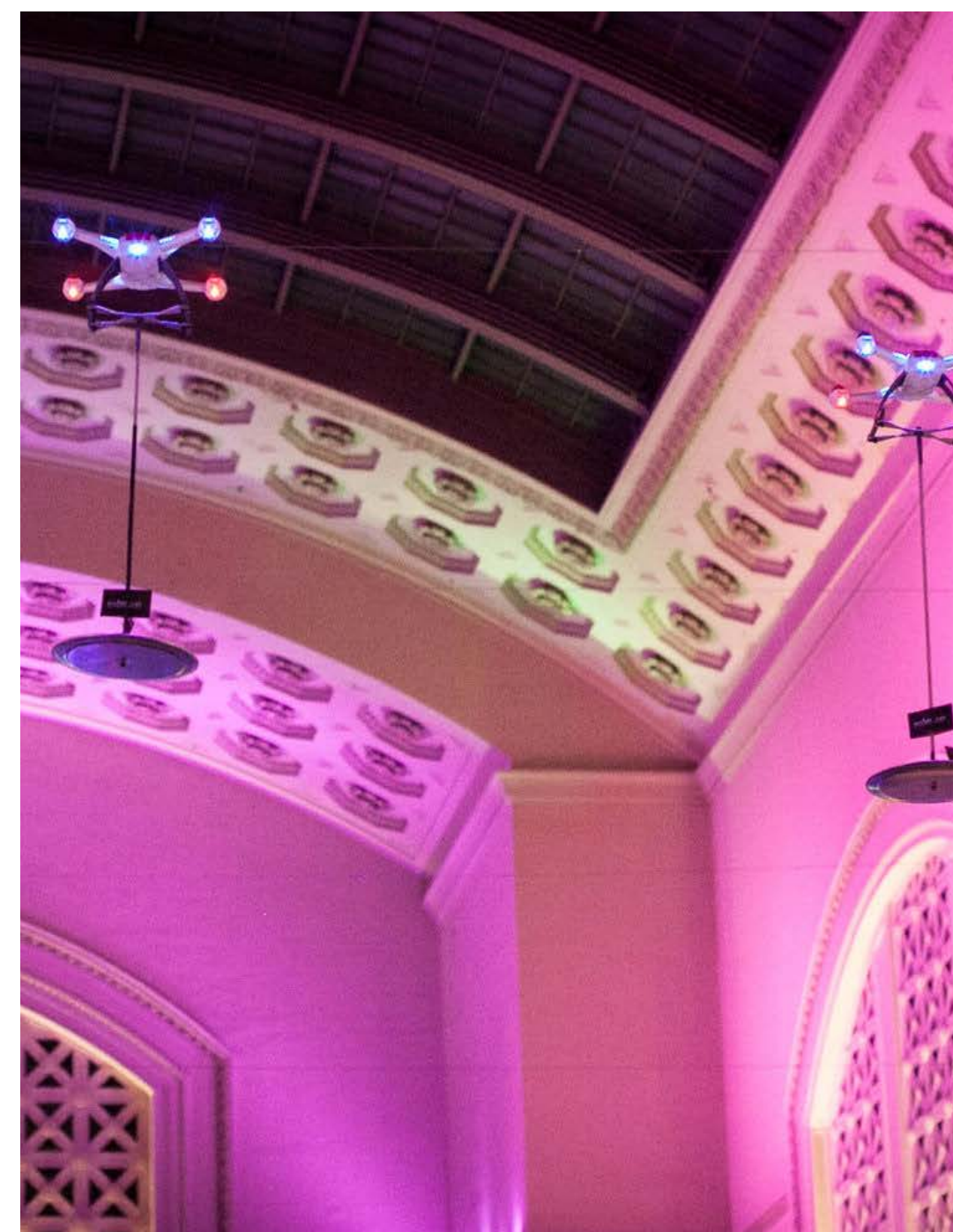


STEP 2: The selfie app prints
the image with exclusive
technology using edible ink.



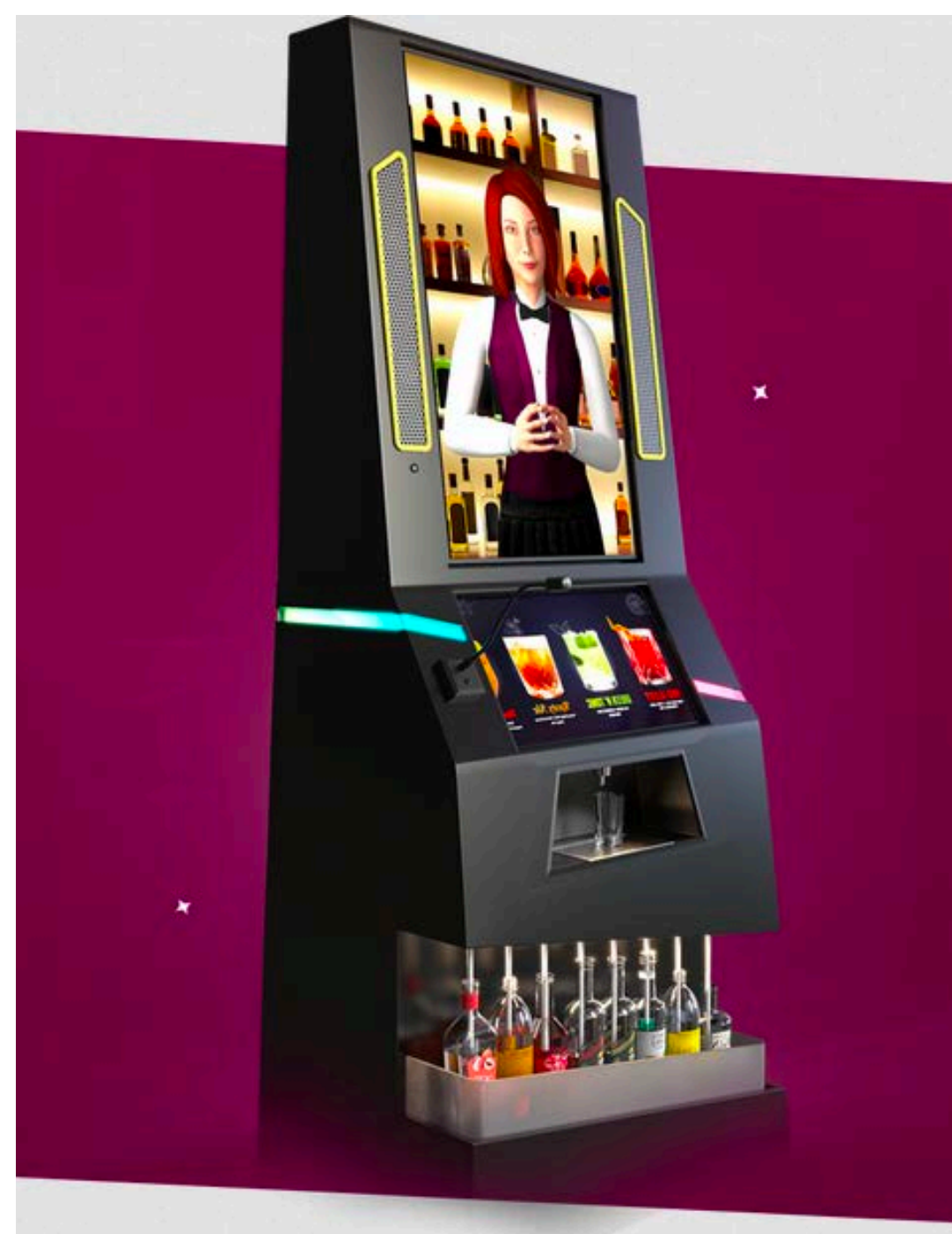
STEP 3: Guests share photos
with their custom selfie
cookie on social media!





... Drone Food Service

A cutting edge, radio controlled Quadropcopter outfitted with a 12-inch suspended silver serving tray is flown through any high-ceiling space to bring guests their appetizers or desserts. Drones to be operated by professional RC Pilots.

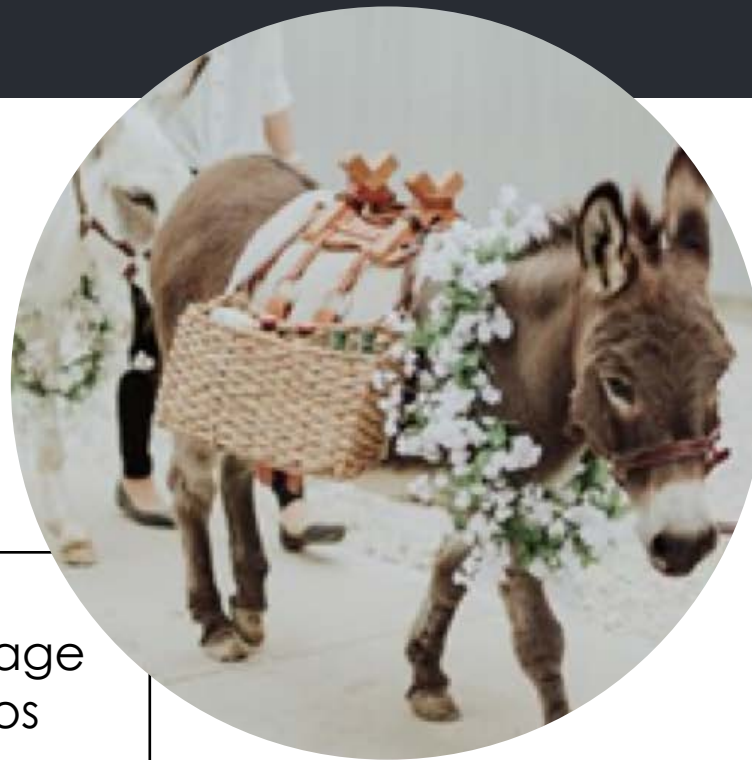


... Interactive Mixologist

Get drinks for your guests, blended with intelligence. This interactive and personal bar experience offers a wide range of mock-tails created using precisely measured ingredients and recipes that were crafted by renowned mixologists.

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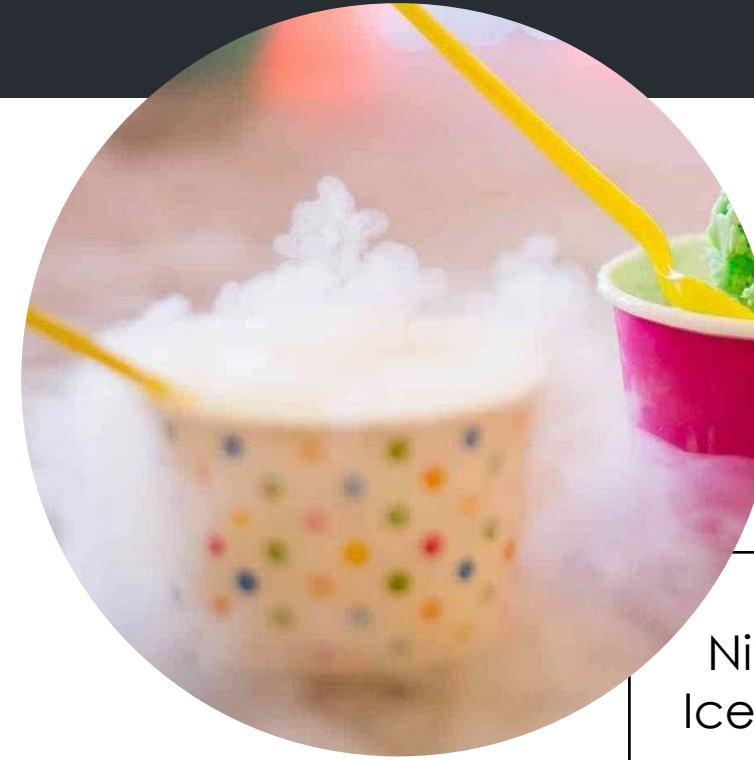
More Enhancements



Beverage
Burros



Donut
Wall



Nitrogen
Ice Cream



Selfie
Latte Art



Menu
Art



Custom
Linens



Gourmet
Bacon
Display

Entertainment

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... Entertainers



REBECCA JADE DUO

Rebecca Jade is an internationally touring vocalist with all the style and grace in the world. She has been described as having a chameleon-like quality to her voice, spanning both genres and decades of music. Clients can expect selections to sound like Ella Fitzgerald and Elvis, to Beyonce and the Rolling Stones. Rebecca has also opened for names such as Boyz II Men, Erykah Badu, and Vanilla Ice.



CEDRICE DUO

TOP 17 on "The Voice", Cedrice is an exceptional talent who turns heads (and chairs) at every performance. Her voice is controlled and powerful at the same time while her song selection spans genres and tempos. From a sultry lounge feel to full dance performance, Cedrice will take you there. Her set will sound like Justin Timberlake, Jill Scott, Corinne Bailey Rae, and Sam Cooke.



DURELL ANTHONY

John Legend chose him on "The Voice". Easily one of the top Male Vocalist out of San Diego, Durell Anthony has had experience singing R&B, Pop, Soft Rock and Easy Listening. A performance with Durell can sound like Stevie Wonder, John Legend, Brian McKnight, Ed Sheeran, Leon Bridges, and too many more to list.

...

Entertainers



ED KORNHAUSER TRIO

Ed Kornhauser holds a Bachelor of Music in Jazz Studies from San Diego State University. Primarily a jazz pianist, yet he can be found backing a variety of local musicians and playing a diverse selection of music. Easily recognized as one of the top players in town, Ed is always a solid choice whether the desire is for solo background piano, or something a little more snazzy with a trio.



NOVA TRIO

"Born in Brazil, Made in LA" - Featured in Martha Stewart Weddings as a first choice for high profile events and weddings, NOVA's performance videos have reached over 4 million views. Since then, the group has been brought to world wide acclaim, being a staple of elegance and grace for the most exclusive and breathtaking public and private events and performances.



Apollo Trio

The Apollo Trio has gained a well-deserved renown for their hepped-up, honest and eccentric interpretation of the Great American Songbook. Fiery renditions of favorites that will remind guests of greats like Elvis Presley, Nat King Cole, and Billie Holiday - all presented with a timeless feel.

...

Entertainers



Pop Nouveau

From Duos to a 7-piece jazz group, from 1920's dixieland jazz, 1940's swing, The Ratpack of the 40's and 50's to today's latest songs by Katy Perry, Brittany Spears, Justin Bieber and many more; all in a sophisticated jazz style.



Doll Knight

Doll Knight is an award winning vocalist from Los Angeles, writing and performing songs for TV and Film. Dallas Kruse is an award winning producer who has worked with GRAMMY and Billboard #1 artists. Together, Dallas & Doll perform Motown, Soul, and Jazz as a Duo, Trio, Quartet, Quintet, or even 7-10 pieces with horns and strings. Their influences range from Stevie Wonder, Smokey Robinson, Aretha Franklin, and Sam Cooke, to Sinatra, Billie Holiday, Ella Fitzgerald, Chet Baker, and the Supremes.



Luke Carlsen Band

"Jazz chose me", says Luke Carlsen. With a chocolatey baritone voice with rich lows, and tender highs, he born to be a crooner. Luke grew up listening to Nat King Cole, Harry Connick Jr., and Dean Martin as a kid. You can find him singing for Disney, or on the first episode of HBO's reboot of Perry Mason as well as the soundtrack for the first season.

Diagrams

Welcome Reception Event Properties

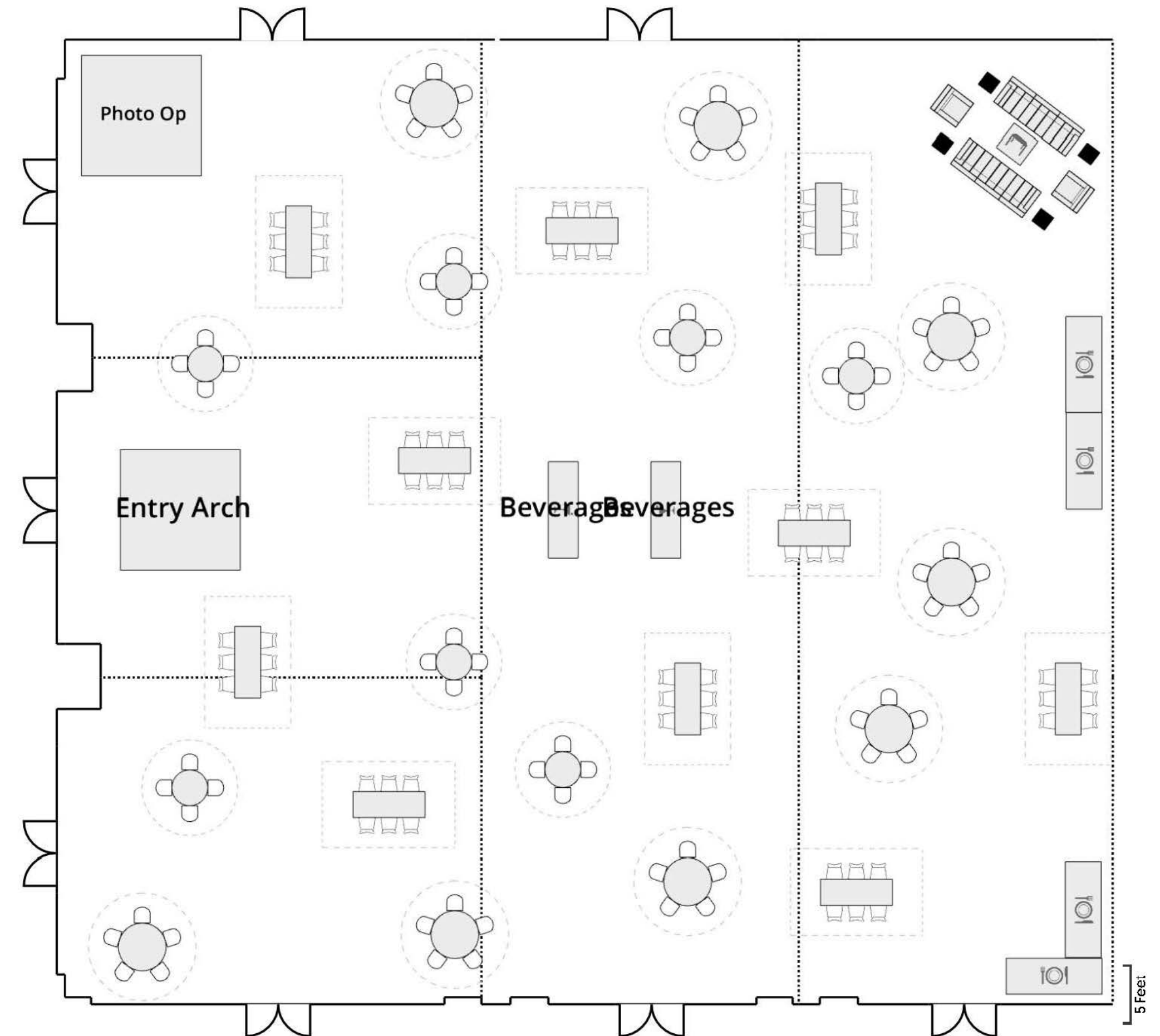


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EVENT SPACE DIAGRAM

Laguna Cliffs Marriott

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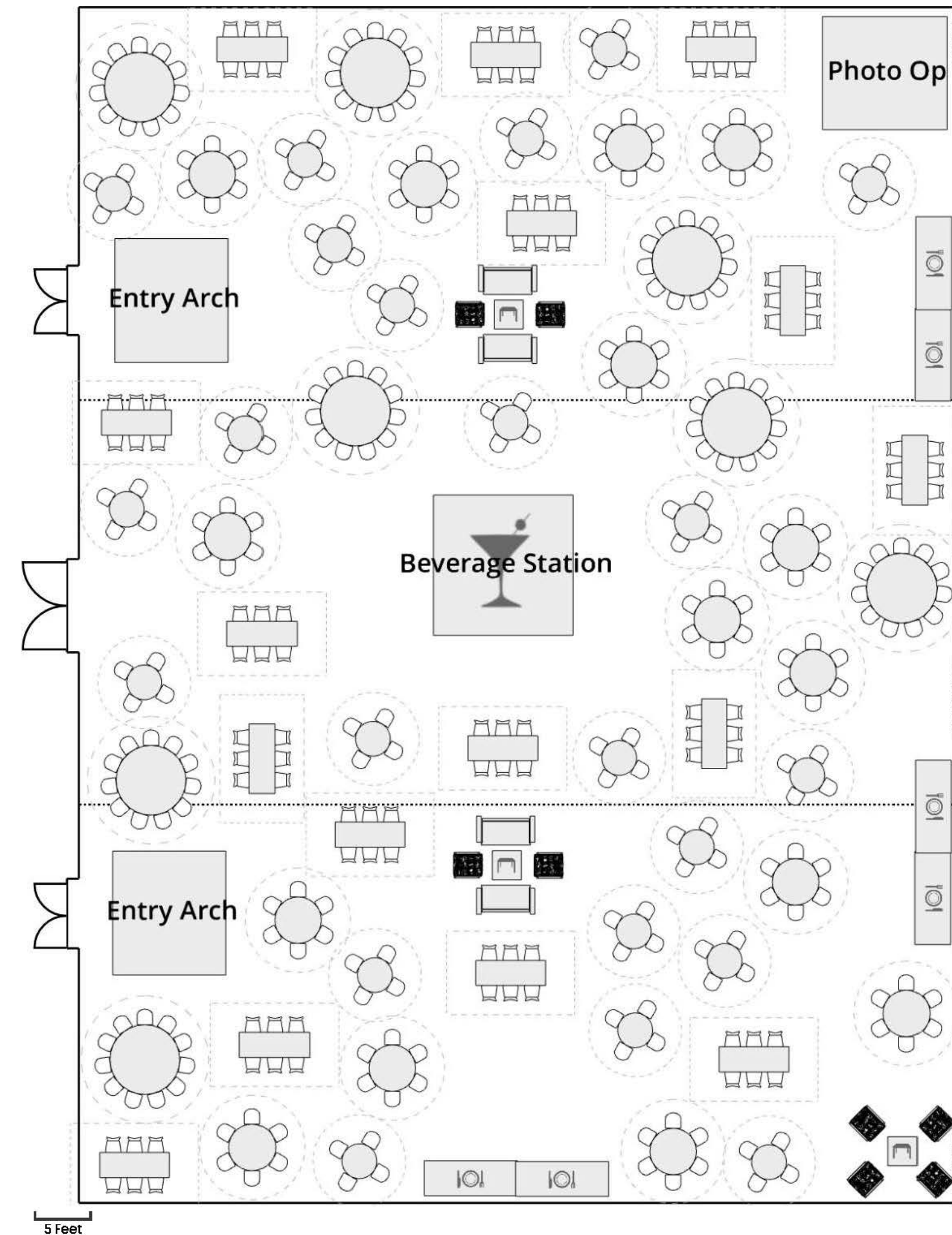


Laguna Cliffs Marriott Resort & Spa - Dana IV-VIII for Chick Fil A - RED 2022 - March 27, 2022,
12:00 AM

EVENT SPACE DIAGRAM

Montage

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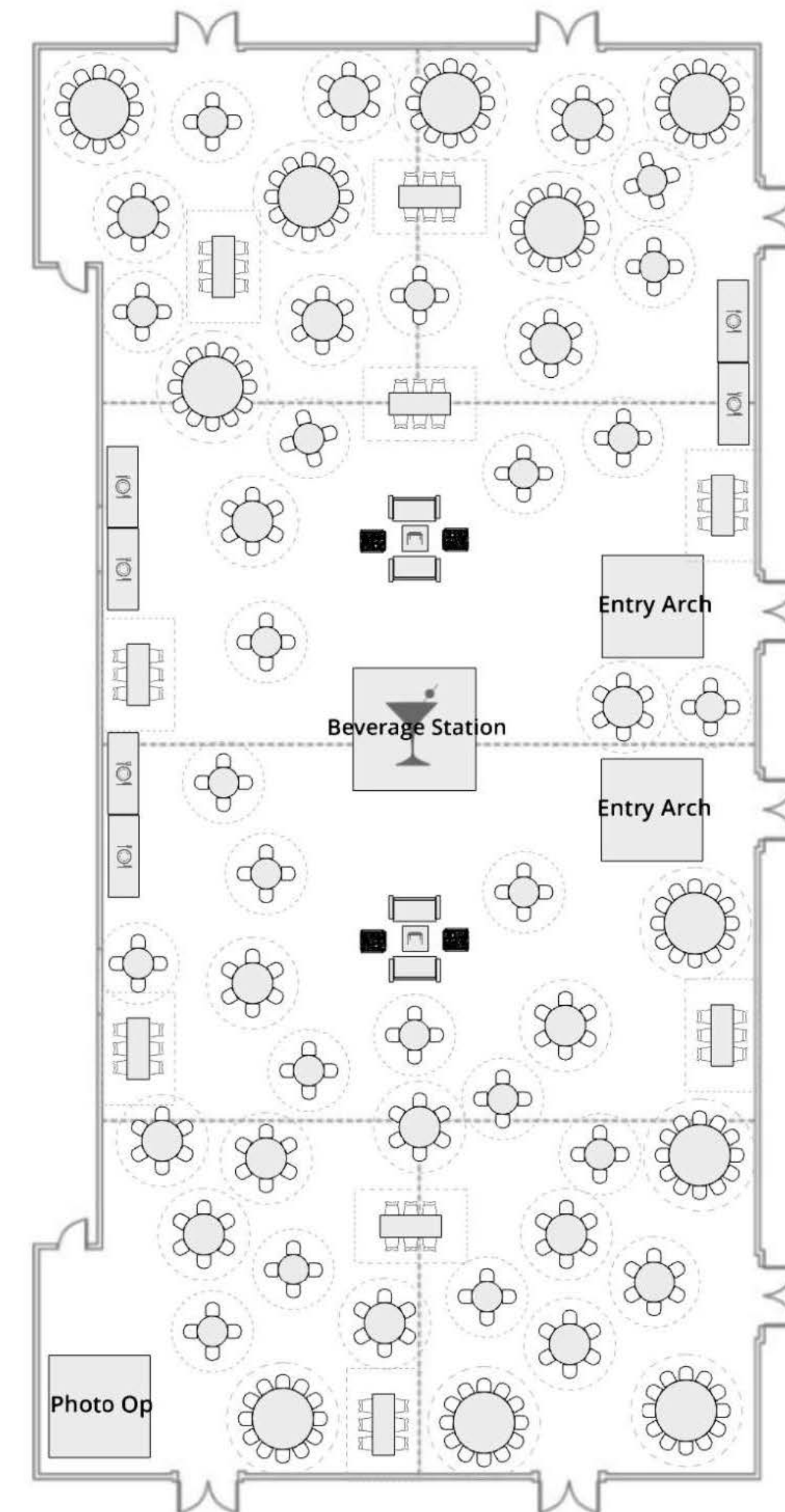
Montage Laguna Beach - Grand Ballroom for Chick Fil A - RED 2022 - March 27, 2022, 12:00 AM



EVENT SPACE DIAGRAM

Ritz Carlton

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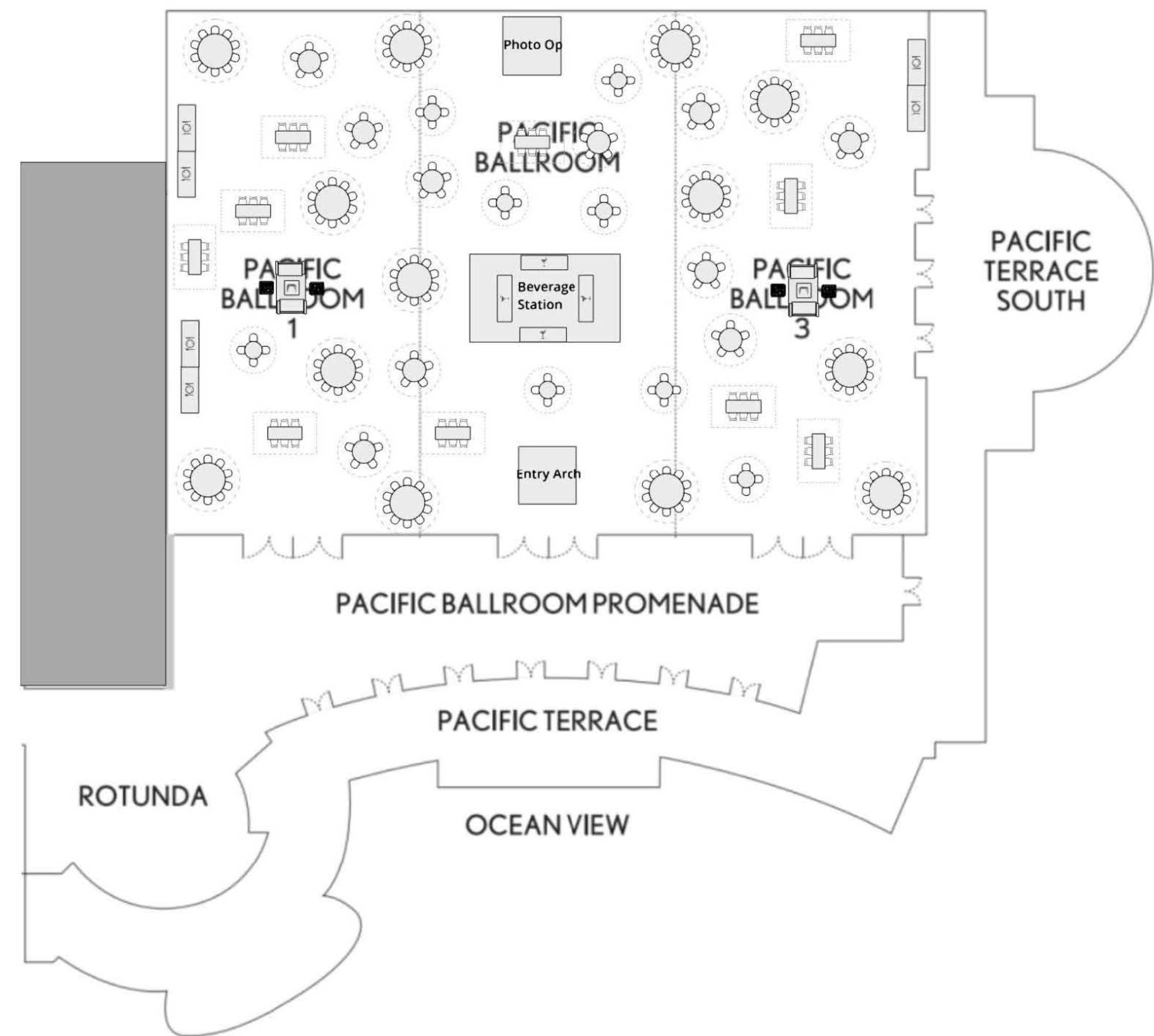


EVENT SPACE DIAGRAM

Waldorf Astoria

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ROOM & 3RD FLOOR MEETING SPACE



10 Feet



Awards Celebration



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Venue & Immersive Environment

Proposed Venue

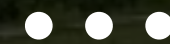


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Sea Terrace Park

Venue in Dana Point, CA | Tented Event

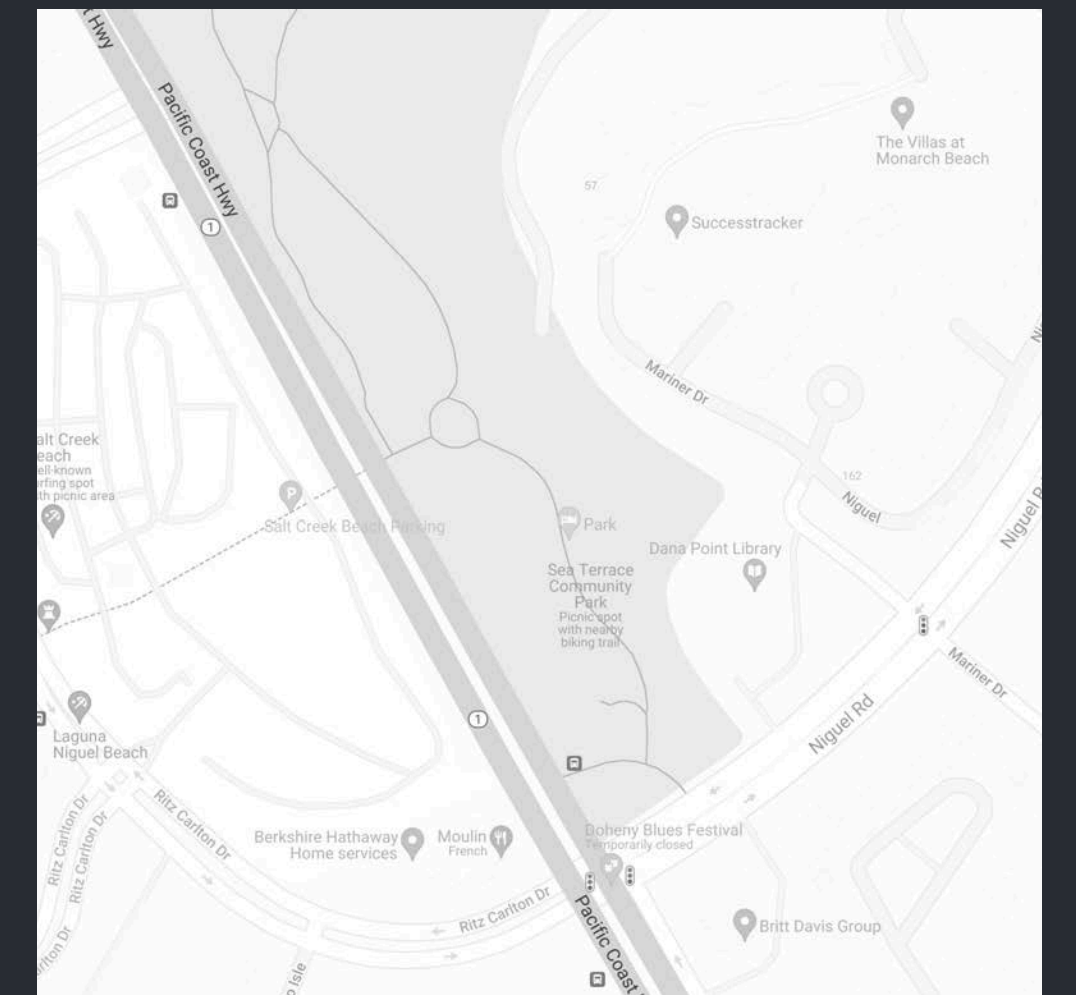
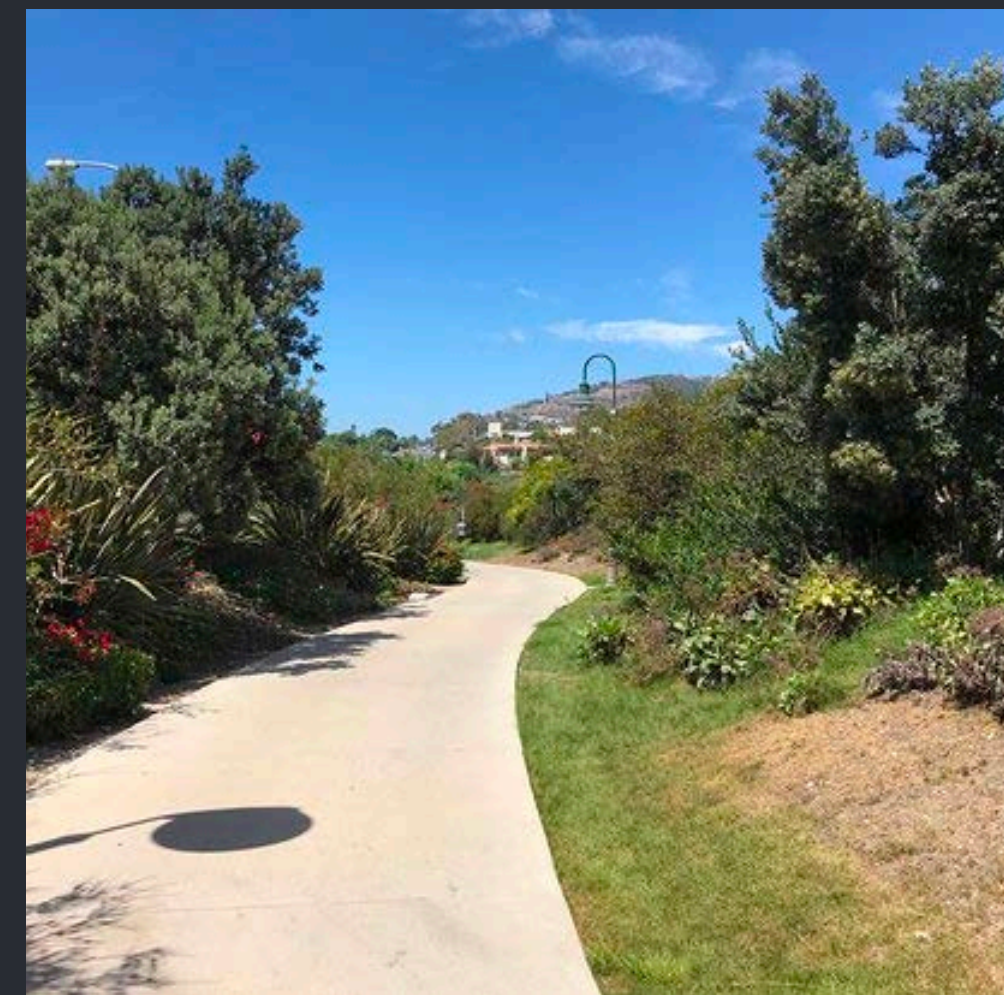
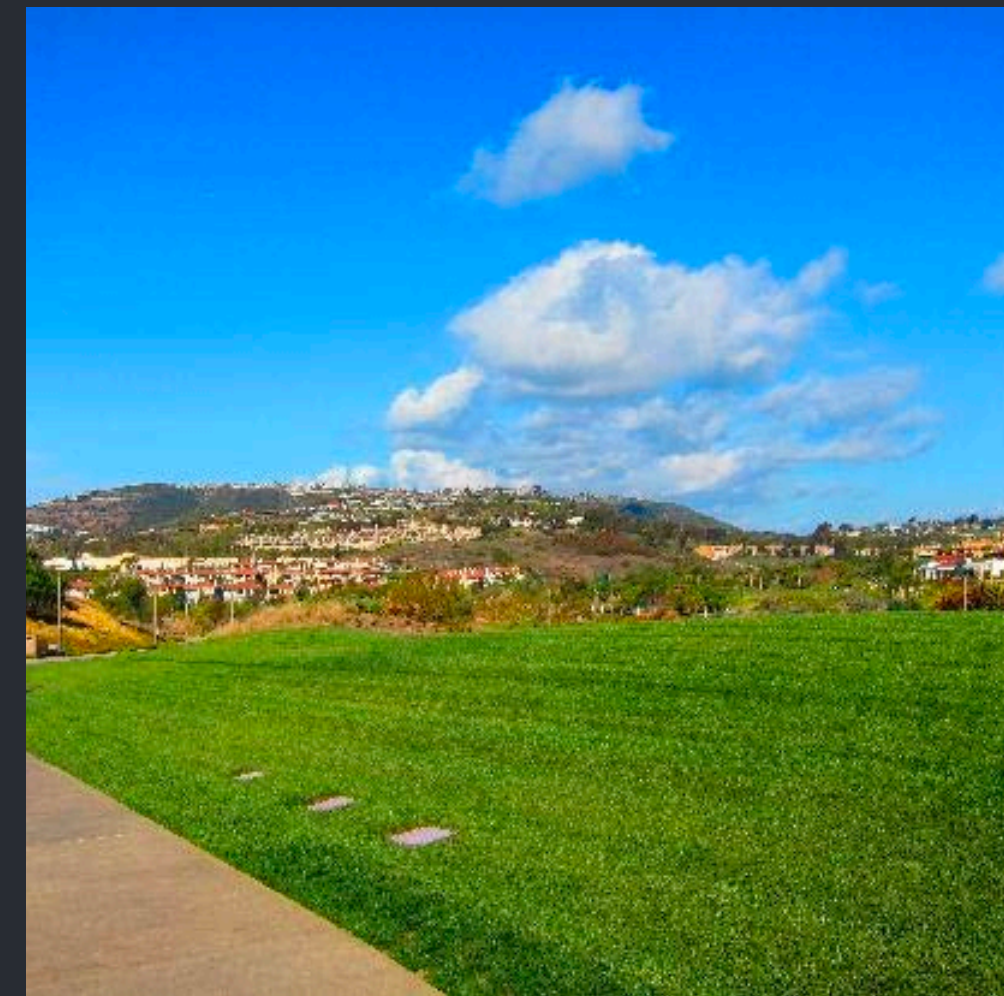


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Sea Terrace Park

Stunningly appointed and conveniently located to RED 2022 guest's hotel accommodations, the 2.1 Acre Sea Terrace Park offers a beautiful stroll behind the Dana Point Library and along the Monarch Beach Golf Course. The park links up with the Salt Creek Bike Trail and Salt Creek Beach Park through a tunnel under Pacific Coast Highway, easy walkable access from the Ritz Carlton and Waldorf Astoria hotels. Our creative planning team will transform this blank canvas space to craft a tented, private, upscale Awards Celebration that guests will remember for a lifetime, with sprawling seating arrangements, and limitless opportunities for “wow” stage sets for the evening's incredible entertainment.



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Specs & Details

SEA TERRACE PARK

- Distance from Pelican Hill - Approx. 25 Minute Drive (11.8 Miles)
- Distance from Montage Laguna Beach - Approx. 8 Minute Drive (3.8 Miles)
- Distance from Ritz Carlton Laguna Niguel - Approx. 3 -5 Minute Walk to main park entrance (0.2 Miles)
- Distance from Waldorf Astoria Monarch Beach - Approx. 5 -10 Minute Walk to main park entrance (0.25 - 0.5 Miles)
- Distance from Laguna Cliffs Marriott Resort & Spa - Approx. 8 Minute Drive (2.5 Miles)
- Event Site – 2.1 acres of open land (See following slides for details on proposed tenting capabilities)
- Permit Status and Confirmation - **Pending**





Menu Selection

Awards Celebration | RED 2022

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RECEPTION

Tray-Passed Hors D'oeuvres

SAVORY THREE CHEESE BREAD PUDDING - Roasted Mushrooms, Crème Fraiche, Micro Arugula, Olive Oil

CHICKEN CROQUETTE - Smoked Paprika Aioli, Micro Parsley

STEAK HOUSE - Dry Rubbed Prime Beef, Mineshaft Blue Cheese Aioli, Umami Steak Sauce, Green Onions

BRUSCHETTA - Tomato, Caper, Basil, Garlic, Olive Oil, Parmesan





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DINNER

Plated Dinner Menu

BABY FIELD GREENS SALAD - Poached Pear, Honey Roasted Pecans, Roquefort Cheese, Sherry Vinaigrette with Rustic Rolls and Whipped Butter Ramekins

DUET ENTRÉE | ATLANTIC SALMON & CHICKEN BREAST - Romesco Sauce, Roasted Cauliflower, White Rose Potato, Parsley Almond Gremolata

VEGETARIAN/VEGAN ENTRÉE | GRILLED BUTTERNUT SQUASH STEAK - With Roasted Poblano and Corn Relish, Cilantro Pesto & Fresh Coriander

DESSERT | BUTTER TART - Buttery, Caramel "Custard" Baked in a Crushed Oat Cookie, Chocolate Sauce, Vanilla Ice Cream





... More Options

A variety of deliciously crafted menu selections are available. CSI can work with you to custom curate a menu based on your needs.





STRAWBERRY
MINT



GREEN TEA
AND SAGE
SOUR



FRESH
GRAPEFRUIT

...

AWARD CELEBRATION

Mocktail Enhancements

CSI can work with you to develop refreshing and themed mocktails for guests to enjoy all night long. As an additional enhancement, consider custom beverage stirrers with seaside images, such as a sand dollars or seashell.

Dome & Tents



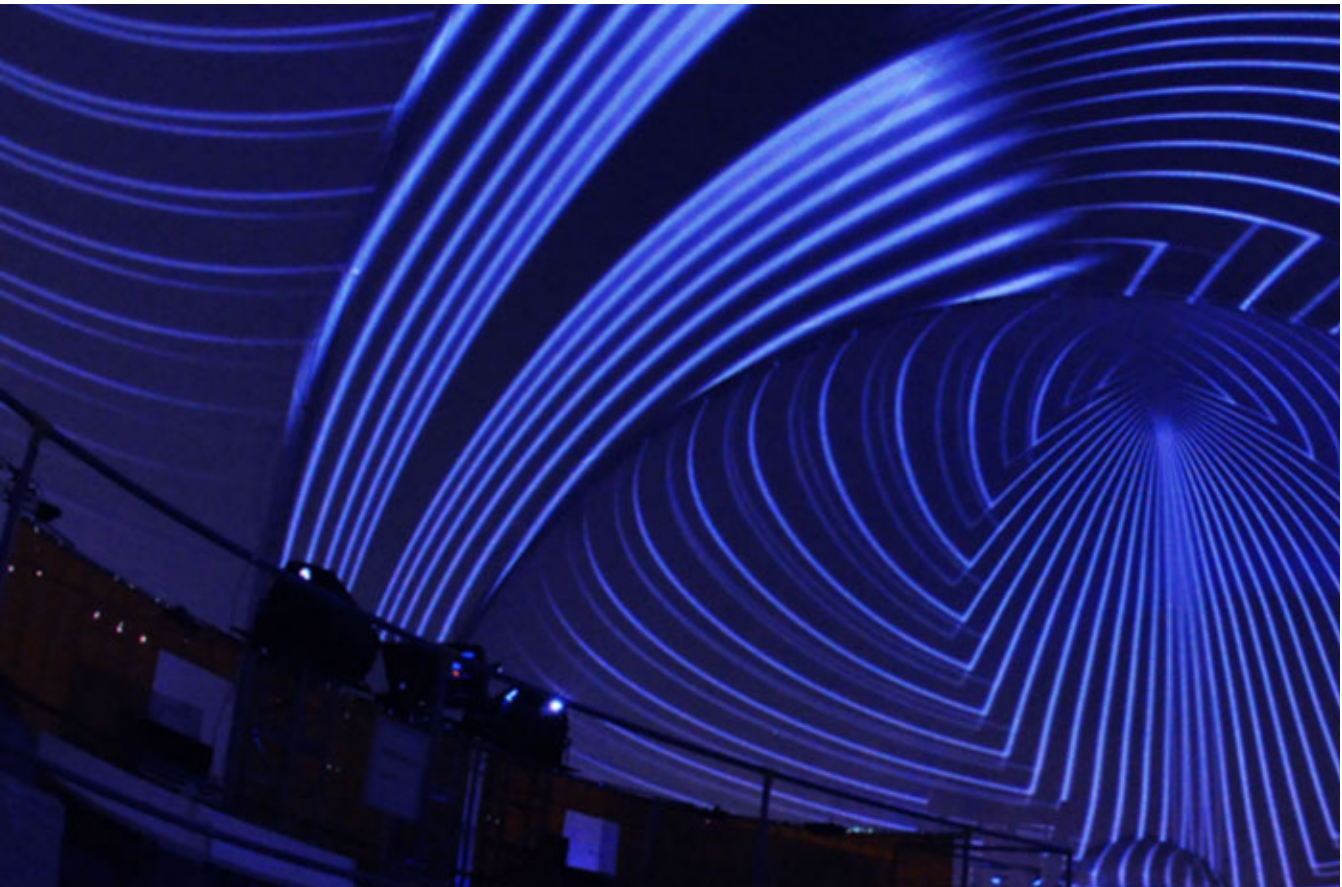
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Projection Dome with 360 Degrees Content



Social Content Integration



Interactive Atmospheric Experience

360° Experience

PRIMARY ENVIRONMENT OPTION

A one-of-a-kind experience that will get your guests buzzing with excitement, they will marvel at their surroundings as they celebrate under a 200' diameter projection dome with immersive custom content to enhance their experience. Utilizing cutting-edge technology and digital material created specifically for this event, we take your attendees on a journey through this unique and memorable awards celebration as dinner and entertainment unfold in a world where the sky is literally the limit for the Chick-fil-A brand to create an unforgettable moment for their operators.



Clearspan Tent with Open Gable



Curved Top Tensile Structure



Structural Tent with Peak Tents

Elite Tent Structures

SECONDARY ENVIRONMENT OPTION

These large format tent structures offer a variety of options to accommodate guests and enhance the evening's festivities. Clearspan tents allow for taking in the night sky, while large structural tents create more space to boost ambience with projection and lighting. These uniquely shaped tensile tents give the feel of more permanent architecture, creating an attractive backdrop for such a special celebration. All structures will be climate controlled, providing comfort regardless of the outdoor elements, ensuring excellence in guest experience.



Venues Considered

Not Proposed



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

... Rancho Mission Viejo Riding Park

TENTED



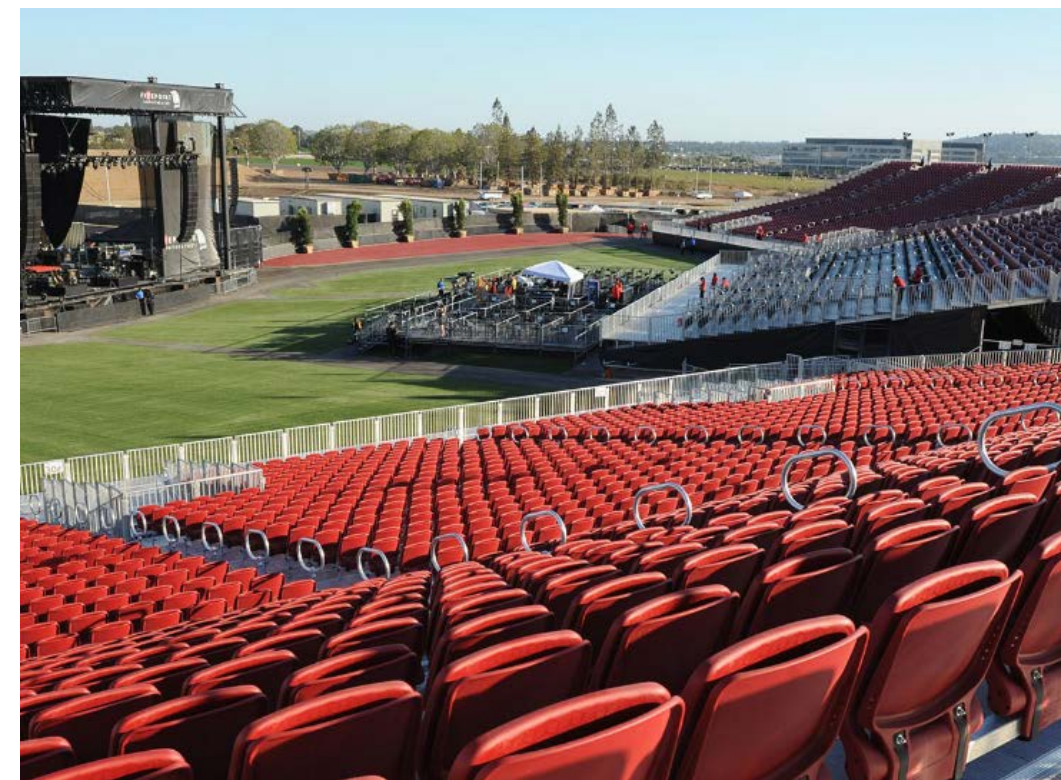
A hub of equestrian and other competitive sports throughout Orange County and the newest addition to the City of San Juan Capistrano is the “Rancho Mission Viejo Riding Park at San Juan Capistrano,” a popular blank-canvas venue for not only year-round equestrian competitions, but also large scale special events! Formerly part of the Rancho Mission Viejo landholdings, this 40-acre Riding Park offers a recreational and agricultural area and the preservation of vast open space and creek habitat. This 2010 land purchase now establishes a new eastern gateway into the City, supports its commitment to the equestrian community, widely expands its open space portfolio, and forever connects the residents and visitors of San Juan Capistrano with the Rancho Mission Viejo family. This ample, flat site provides endless opportunities for thoughtful theming and custom build-outs for the RED 2022 Experience!

REASON NOT PROPOSED

Venue not available.

... Fivepoint Amphitheater

TENTED



Featuring outdoor setting and soaring views, FivePoint Amphitheater is the perfect location for the RED 2022 Awards Celebration. With access to the world's greatest musical entertainment, state-of-the-art lighting and sound, on-site restroom facilities, and custom menus and mixology, the space offers a turn-key experience while also providing a story and ample opportunities for theming. Our team would build custom tenting on the lawn below the iconic built-in stage, making an unforgettable venue, totally customized for RED attendees. Centrally located between RED guests' hotel accommodations, less than 30 minutes out, FivePoint Amphitheater checks every box and would be the perfect location to build out an iconic Awards Dinner this coming March!

REASON NOT PROPOSED

Unable to obtain IUP (Interim Use Permit) for the space through the city since it's out of season and outside the usage terms in contract with the city and FivePoint. We will continue to work with the city to see if we can get this pushed through.

... Doheny State Beach

TENTED



Doheny State Beach is located in the city of Dana Point, California and is one of California's most popular state beaches, attracting nearly one million visitors per year. During the day, visitors enjoy its' use as a surfing beach at its northern end and a five-acre lawn with picnic facilities and volleyball courts. The southern end of the state beach has campgrounds, with some of the campsites only steps away from the beach. It doesn't stop there; the state beach has tide pools and a visitor center with several aquariums as well! The beach property was donated by oil tycoon Edward L. Doheny for public use in 1931 and was California's first state beach. It was official named Doheny State Beach in 1963.

REASON NOT PROPOSED

City does not permit tents or structures to be built on beach; no weather back up plan.

... [AV] Venue Irvine



Offering 25,000 square feet of custom-designed space, [AV] was built to host unforgettable events of all types. Tucked in the heart of Orange County, [AV] provides both a unique event destination for corporate events as well as a memorable experience. Boasting advanced built-in technology to make it easier than ever to plan a large-scale event with all the bells and whistles, this space offers a turn-key option for an upscale Awards Celebration. Make the most of its concert-quality sound system, cutting-edge intelligent lighting, and 30-foot LED video wall to leave your guests speechless as they enjoy the sights and sounds of tonight's programming!

REASON NOT PROPOSED

Too small, can only accommodate up to 600 guests seated.

...

Newport Beach Country Club



Hidden away in the gorgeous small town of Newport Beach just moments away from Huntington Beach, the Newport Beach Country Club boasts one of the most stunning, serene atmospheres to host the RED 2022 Awards Celebration. Guests will arrive by shuttle and be escorted to the Oasis Lawn. The Lawn features sweeping outdoor event space surrounded by lush greenery and florals. Our team would design an elegant event scape with accents like market lighting strung overhead, vibrant and varied table designs, and a high-end stage set up for the evenings programming and entertainment.

REASON NOT PROPOSED

Too small. Also the venue is a private club and hosts member- only events.

... City National Grove of Anaheim

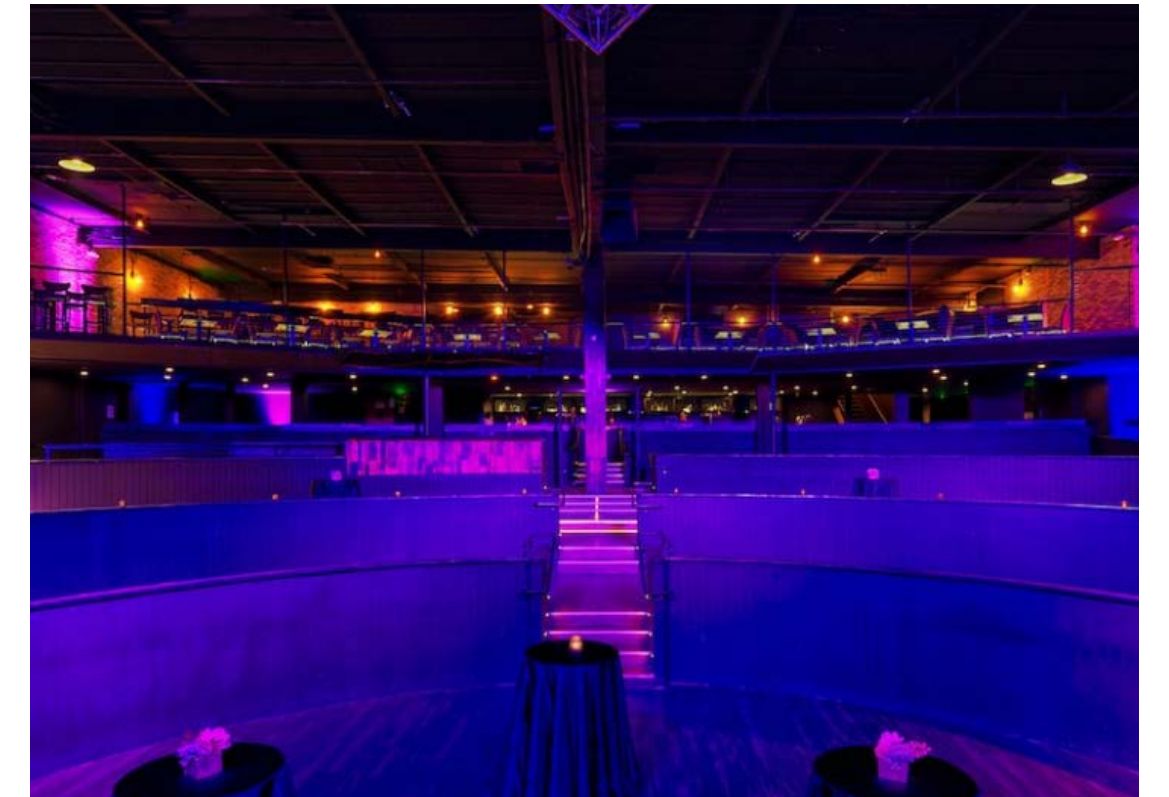
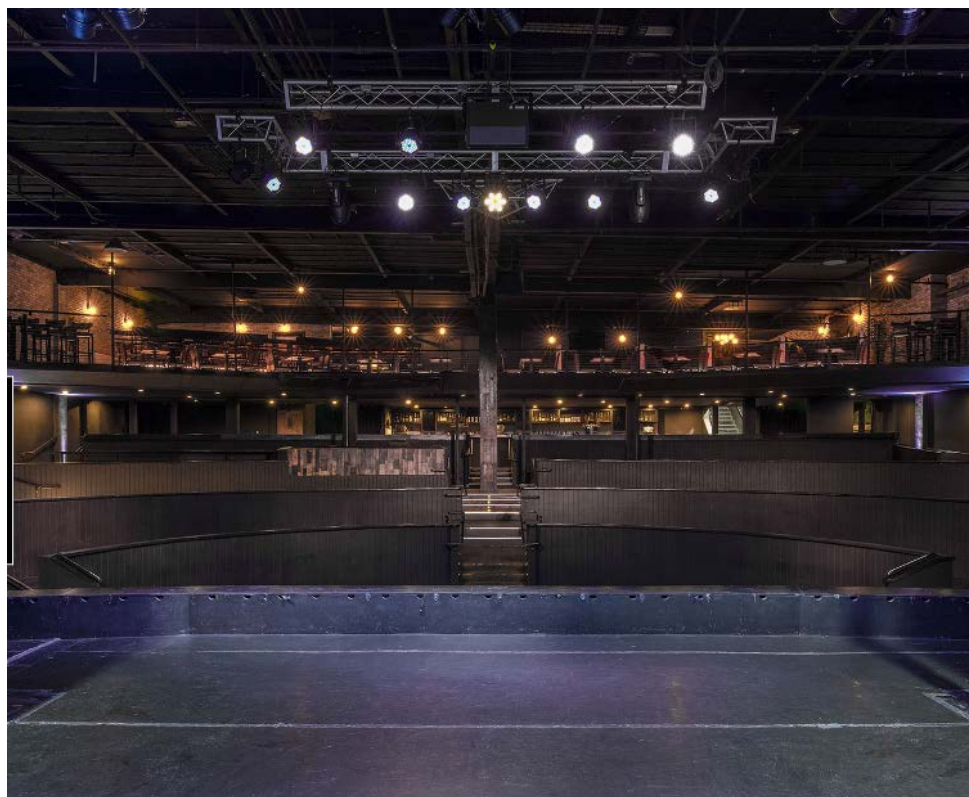


City National Grove of Anaheim is an indoor music venue that neighbors the historic Angel Stadium – an added perk for the sports buffs! Originally an awards themed restaurant called “Tinseltown”, which opened in November of 1998, the venue closed less than a year later and reopened as a concert venue named The Sun Theatre. In 2011 the venue was renamed The City National Grove of Anaheim. The Grove seats 1,700 and is operated by Neiderlander Concerts of Los Angeles. Perfect for RED 2022, this venue offers a perfect mix of music, history, charm, and energy for the evening’s Award Celebration.

REASON NOT PROPOSED

No response from venue.

... Observatory Orange County



Observatory Orange County is the ideal blend of rock meets elegance for RED 2022's Awards Celebration. Located in the heart of Santa Ana, this spacious venue offers state-of-the-art lighting and sound, a massive stage, auditorium seating and a plush VIP lounge with an elite bar. With access to the world's greatest musical entertainment, full-service event production, custom menus and mixology, Observatory Orange County will exceed expectations of even the most discerning guest.

REASON NOT PROPOSED

Too small, broken up, and does not provide adequate sight lines for Awards Dinner.

... Catalina Island Descanso

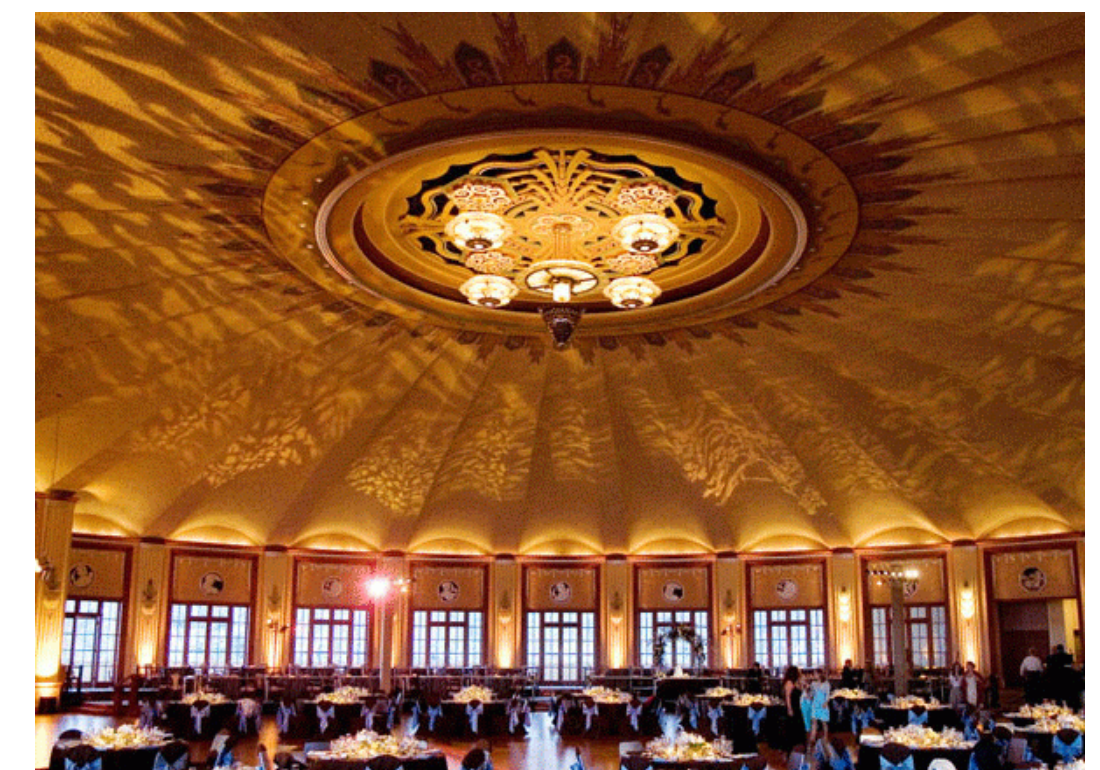
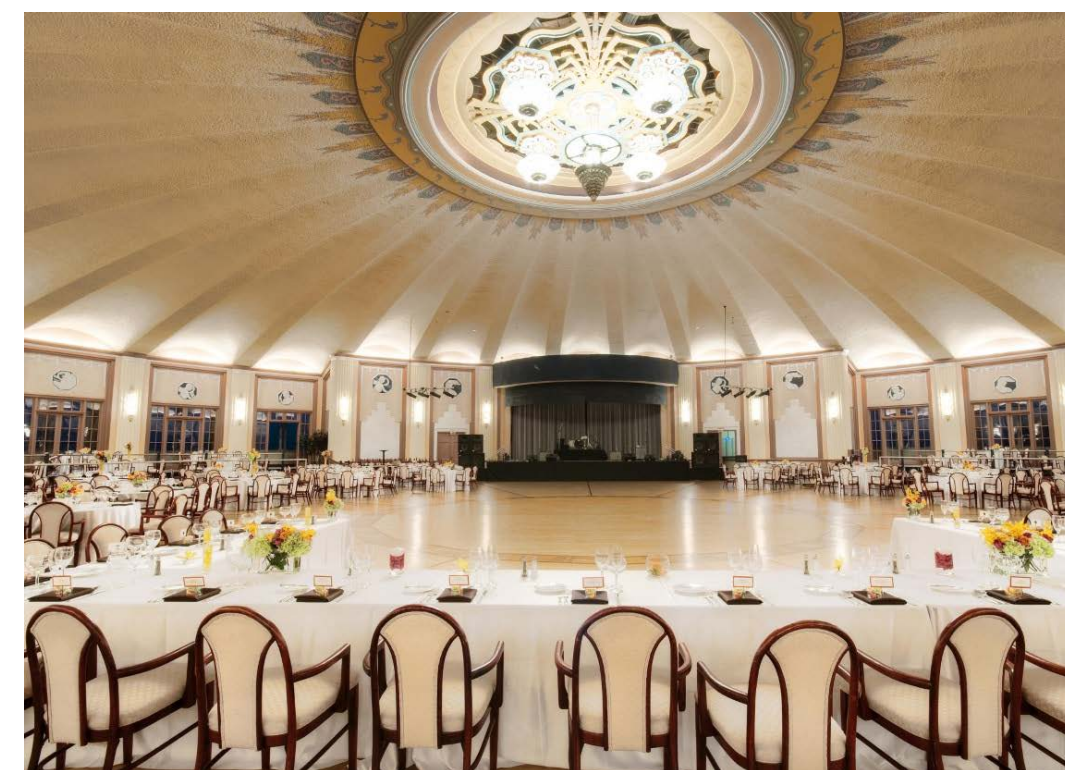


Tonight, RED 2022 guests will on an international-feeling voyage without actually leaving the country! Guests will be transported to a port in Long Beach where they will enjoy a leisurely 90-minute private ferry ride to Catalina Island. Staffing will await guests to walk them to Descanso Beach Club where they will have exclusive access to gorgeous white sand beaches for a night on the island. Descanso Beach Club is one of the last private beaches in California open to the public, making it even more desirable for a private event. Attendees can enjoy local fare on the beach while enjoying cabana-style seating, warmly-lit nighttime lighting and a private concert next to the water. Hear the waves crashing and truly escape from the world around you at this one-of-a-kind destination!

REASON NOT PROPOSED

Transfer too long and cumbersome. Multiple ferries needed.

... Catalina Island Casino Venue



The non-casino of your corporate event planning dreams! Opened in 1929, this historic crown jewel of a venue was created as home to movie, dinner and dancing parties. Guests used to embark on the 26-mile voyage across sea simply to attend a party or invite-only event at this iconic property. Tonight, we rekindle those same qualities and transform this Italian-looking canvas into a custom event for RED 2022. The venue was fully restored and features architectural design and harbor views that look they came out of a book or travel catalog. Our team will create a lively and awe-inspiring event within the venue that guests have truly never experienced before.

REASON NOT PROPOSED

Transfer too long and cumbersome.

Decor & Theme

Awards Celebration



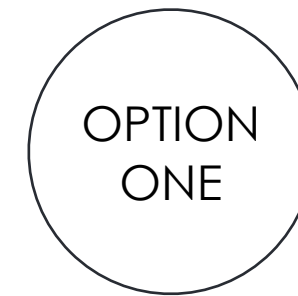
RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

Sage & Sand Dollars

Design Concept One



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY



DESIGN CONCEPT



Sage & Sand Dollars

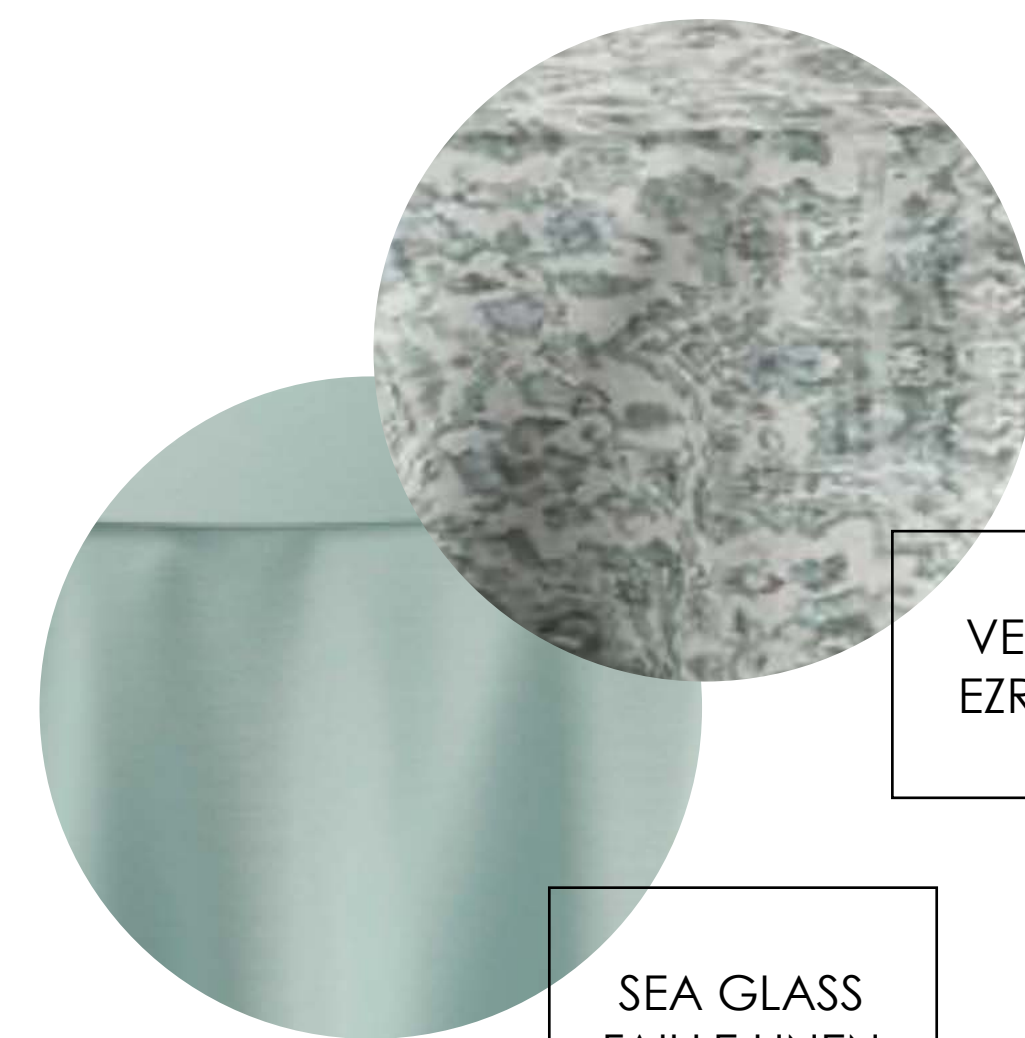
Celebrating the natural textures so often found on the beach and surrounding tropical vistas, this event theme will blend in seamlessly with the surf-side destination of Laguna Niguel. This event will feature the colors of the ocean mixed in with calming tones of seaside sage and earthy natural tones and that symbolize the dried palms, rattan, wicker and wood so often found in seaside areas. Unique centerpiece will be mixed with dried florals, succulents, sand dollars, and driftwood accents, bringing the sunny surf to tonight's timeless tabletops. Mixed seating arrangements, from dining rounds topped with airy linens in varying colors and textures, to linen-less wooden kings tables dress the space, creating dimension, interest, and elegance for this evening's Awards Celebration.





COCKTAIL CENTERPIECE

Small Driftwood Centerpieces accented with sea grasses and succulents and small white lanterns with LED flame candle



VERDIGRIS
EZRA LINEN

SEA GLASS
FAILLE LINEN

...

Reception

SAGE & SAND DOLLARS

Pending final venue selection, consider setting up a dedicated pre-reception area, featuring ample cocktail tables, both linen and linen-less, with accents of seaside table décor from dried starfish, sand dollars, and elegant mixed metal lanterns and votives aglow.





VERDIGRIS EZRA LINEN & EGRET SONOMA LINEN



PUB TABLE & DINING ROUND CENTERPIECE
Long driftwood Centerpieces accented with sea grasses and succulents paired with a duo of medium and small white lanterns with LED flame candles



NATURAL
COMMUNAL
PUB TABLE
WITH REGAN
BARSTOOL

...

SAGE & SAND DOLLARS

Reception Decor

Pending final venue selection, consider setting up a dedicated pre-reception area. Consider these additional table linens for high and low cocktail tables, as well as our linen-less wooden communal highboys with hairpin legs, paired with our white and wooden Regan Barstools.

LOOK
ONE



LOOK
TWO



DINING ROUND CENTERPIECE

Long driftwood Centerpieces accented with sea grasses and succulents paired with a duo of medium and small white lanterns with LED flame candles



...

SAGE & SAND DOLLARS

Dining Rounds

Classic 72" Dining Rounds will feature lush linens of varying table designs. Patterned linens in an airy sage motif will be paired with distressed white chairs and tables will be topped with warm brown wicker chargers and velvet sage linens. Solid Sage linens will be paired with warm brown wooden chairs and tables will be topped with white beaded placemats and haze printed napkins in a corresponding colors-cape.





LOOK ONE



LASER ETCHED MENU CARDS



LOOK TWO

Long driftwood Centerpieces accented with sea grasses and succulents paired with a duo of medium and small white lanterns with LED flame candles

... Dining Tables

SAGE & SAND DOLLARS - TABLE LOOK 1 & 2

Linen-less wooden dining tables in both rectangular and round shapes will create added interest in the event space, breaking up the room and providing a welcoming ambiance. 60" Round Trestle tables will be topped with subtly printed sage napkins and coastal fringe charger plates. Riviera Dining Tables, seating up to 12 guests at each, will boast an elegant sage runner, matching solid sea faille napkins, and whitewash wicker placemats. Both tables will be paired with elegant white infinity chairs, keeping the overall feeling light, airy, and beachy-keen.



LOOK
THREE

8-10 SEAT WOODEN BINGHAM DINING TABLE 94"L x 39"D x 30"H

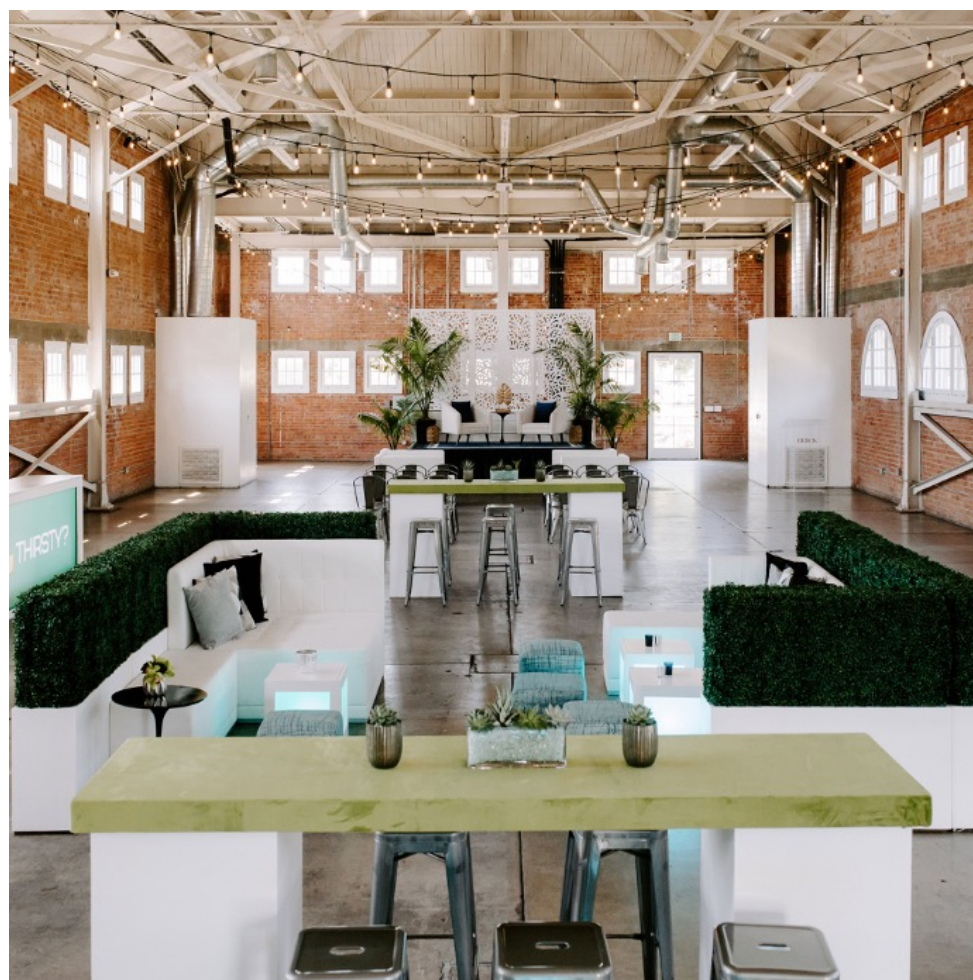


...

Dining Tables

SAGE & SAND DOLLARS - TABLE LOOK 3

The third wooden table look features our 8-10 seat Bingham Dining Table, which will be paired with simple white Clara chairs and capped with the sophisticated brown Wesley chairs. Dressing the tabletops are our sea faille solid runners, matching haze printed napkins and every other table will feature either our whitewash wicker placemat or white rattan charger. Centerpieces will feature a corresponding design, and be arranged in a long, low setting to fit with the shape of the table and provide ample vantage points off the stage for awards. Consider upgrading menu cards to a laser etched design – totally customized for the RED Experience!



...

SAGE & SAND DOLLARS - TABLE LOOK 4

Dining Tables

The final table look is a show stopper and a totally custom design. Our 8-seater communal tables will feature fabric wrapped table tops in a “Sage and Sand dollars” inspired motif. These bar height tables will be paired with Clara Barstools and topped with Verdigris Ezra printed napkins, which tie in with the other table looks while providing enough variation to create tons of dimension in the vast space, and a “wow” overall room design!



CUSTOM FABRIC TAILORED COMMUNAL TABLES PAIRED WITH COLIN BARSTOOLS



3-4 SEAT OXFORD
PEDESTAL TABLE
43.25"Dia. X 29.25"H

8-10 SEAT
NATURAL WOOD
TABLE WITH WHITE
HAIRPIN LEGS
97"L x 38.5"W x
30"H



...

SAGE & SAND DOLLARS

Even More Table Options

Consider even more table looks, from small 3-4 seat pedestal tables to larger natural wood tables with white hairpin legs! These rustic tables are perfectly accented with runners, fresh floral centerpieces, and a chair that complements the simple elegance of tonight's design.



...

SAGE & SAND DOLLARS

Coastal Lighting

Consider coastal inspired lighting enhancements, from warm bistro lights strung from overhead pergolas in an effortless design. Alternatively, consider eclectic rattan pendant lights, perfect to be rigged in a tent structure. Can't decide? Try a combination of string lights and pendant lights to create visual interest and sprawling illumination from corner to corner.

The background of the slide features a blurred photograph of a beach scene. On the left, there is a large, intricate piece of coral in shades of brown and orange. The ocean extends to the horizon under a blue sky with soft, white clouds. A semi-circular graphic element, composed of two concentric arcs in a light teal color, is positioned behind the main title.

Coastal Clean

Design Concept Two

• • •

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OPTION
TWO

DESIGN CONCEPT



Coastal Clean

This alternative dinner look is that of a nautical-inspired elegant soiree will serve as the perfect complement to the nearby ocean. A mix of tables, from glass and mirror-topped to linens of varying patterns and fabrics, will be paired with neutral, elegant dining chairs in varying designs. All tables will be enhanced with vibrant shades of ocean blues via striped linen runners, floral varieties and furniture accents. Lighting accents will feature a variety of shapes, sizes and textures and optional breezy cabanas are available for add-on, creating unique seating vignettes for intimate or large conversations. This coastal clean motif boasts a “preppy” seaside attitude so often found in nautical areas like Laguna Niguel.



Dining Pieces - Mirror Top Rectangle Dining Tables, White Leatherette Chairs, and enhancement of plush Royal Blue Chairs.



Silver Hammered Charger and Menu Card with Eucalyptus Back



White & Blue Flower and Eucalyptus Runner Centerpieces

COASTAL CLEAN

Dinner Seating

...





COASTAL CLEAN

Dinner Seating

...



Fresh Floral
Centerpiece
Inspiration

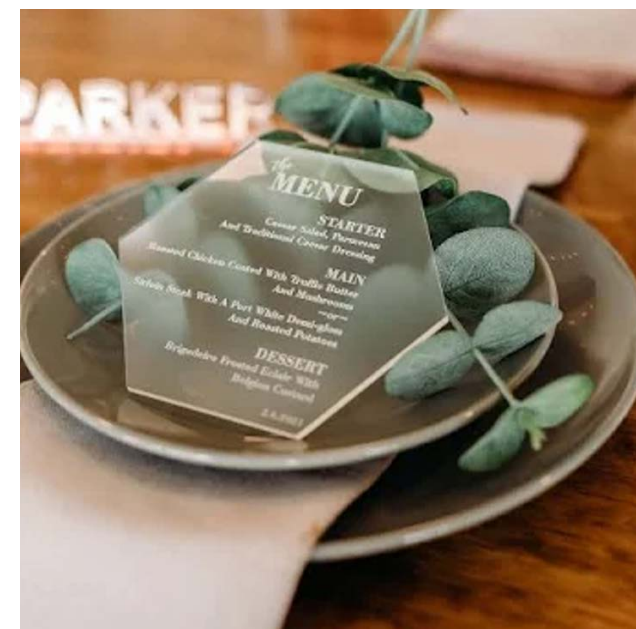




White & Blue Floral and Eucalyptus Centerpieces



Silver Hammered Charger and menu card with Eucalyptus back



Mirror top round dining tables white leatherette and enhancement plush royal blue chairs

COASTAL CLEAN

Dinner Seating

...



Navy Stripe Linen for Dining Rounds



Clear Acrylic Menu Cards



Globed White Floral and Eucalyptus Centerpieces

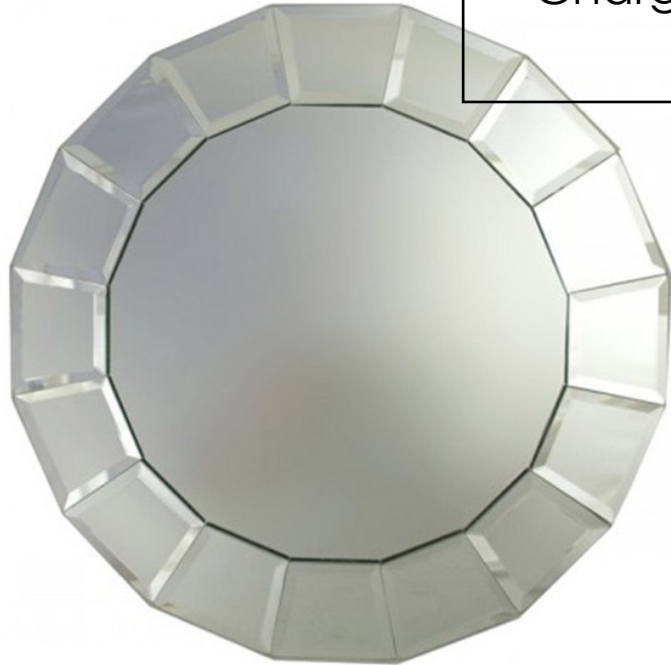
COASTAL CLEAN

Dinner Seating

...

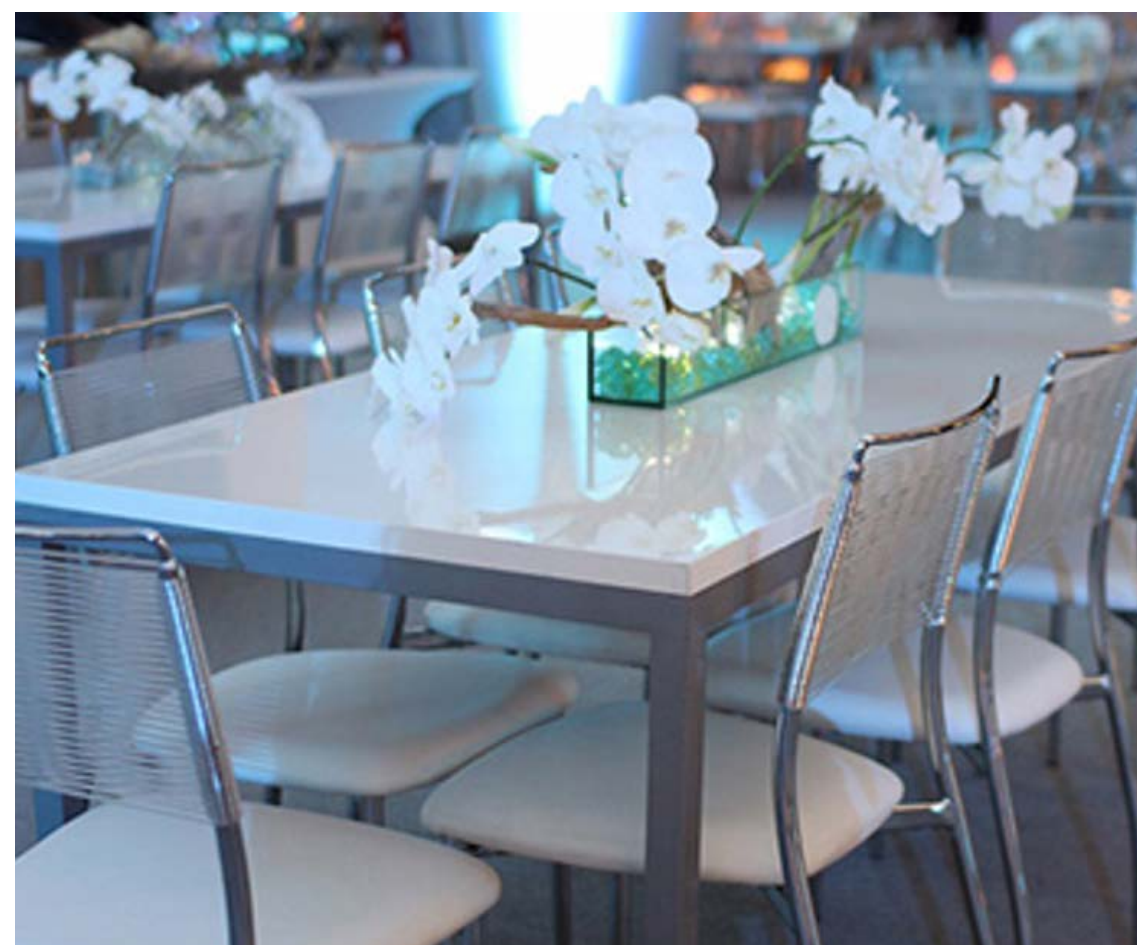
White
Leatherette
Chairs

Beveled
Mirror
Charger





4-6 SEAT
WHITE
DINING TABLE



MIRROR TABLES MAY NOT BE AVAILABLE DUE
TO STAFFING SHORTAGE



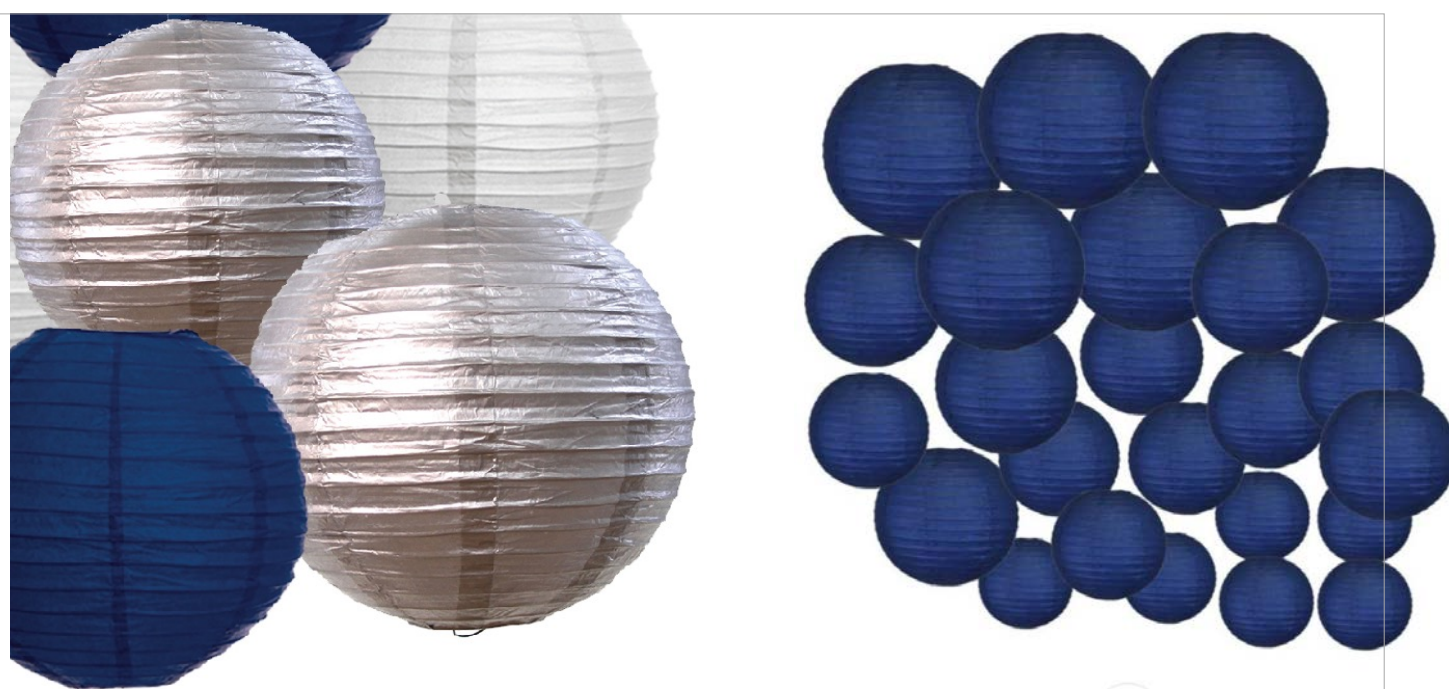
SEAT GLASS
DINING TABLE

COASTAL CLEAN

Additional Table Options

...





...

COASTAL CLEAN

Lighting Suggestions

Consider enhancing the ceilings of the tent or venue with paper lanterns in varying sizes and designs. This light and airy accent will provides a coastal environment with a warm ambiance.

350 LANTERNS SPREAD EVENLY ON LINES. BLUE AND WHITE AND PATTERN PAPER MACHE LANTERNS ZIG ZAG OR SPOKE STRING LIGHT CEILING.

Signage

Graphics & Printing

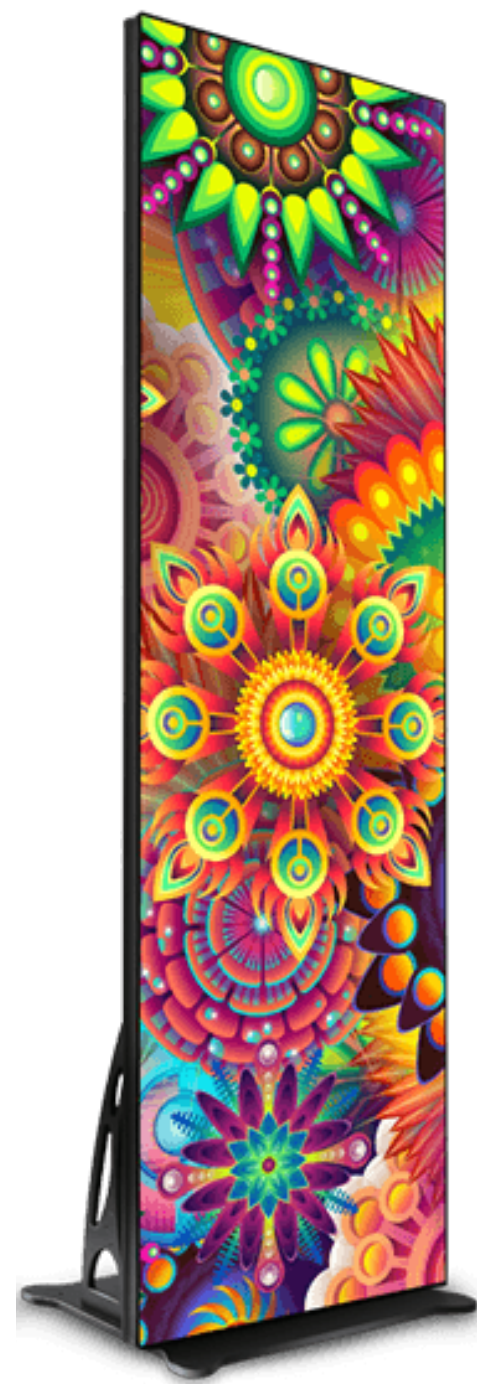


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...

Stand-Alone Signage

Replace traditional printed signage with brilliant, dynamic displays.



...

Multi-Screen Cascade

Providing a Magnificent Visual Experience. 160° viewing angle maintains realistic color reproduction even when looking from the sides.

Digital Signage

...

Navigating large properties can be a challenge. While printed signs on easels are an option, we have been deploying digital signage that is dynamic and adjusts as the event evolves. For an on-demand audience we provide a solution that isn't out of date once it arrives on site.





EVENT NAME
**GENERAL
SESSION**



ROOM 000
0:00AM - 0:00AM

EVENT NAME
**BREAKOUT
SESSION**

Digital Tools:
Solutions for
Connecting

SPEAKER:
Factory Staff

ROOM 000
0:00AM - 0:00AM

GENERAL SESSION
MAIN ROOM
Level One • 10:00AM

BREAKOUT SESSION
ROOM XX
Level Two • 11:00AM

BREAKOUT SESSION
ROOM XX
Level Two • 11:30AM

LUNCH RECESS
12:00PM - 1:00PM

BREAKOUT SESSION
ROOM XX
Level Two • 11:30AM

EVENT NAME
**GENERAL
SESSION**

**ATTENDEE
LUNCH**

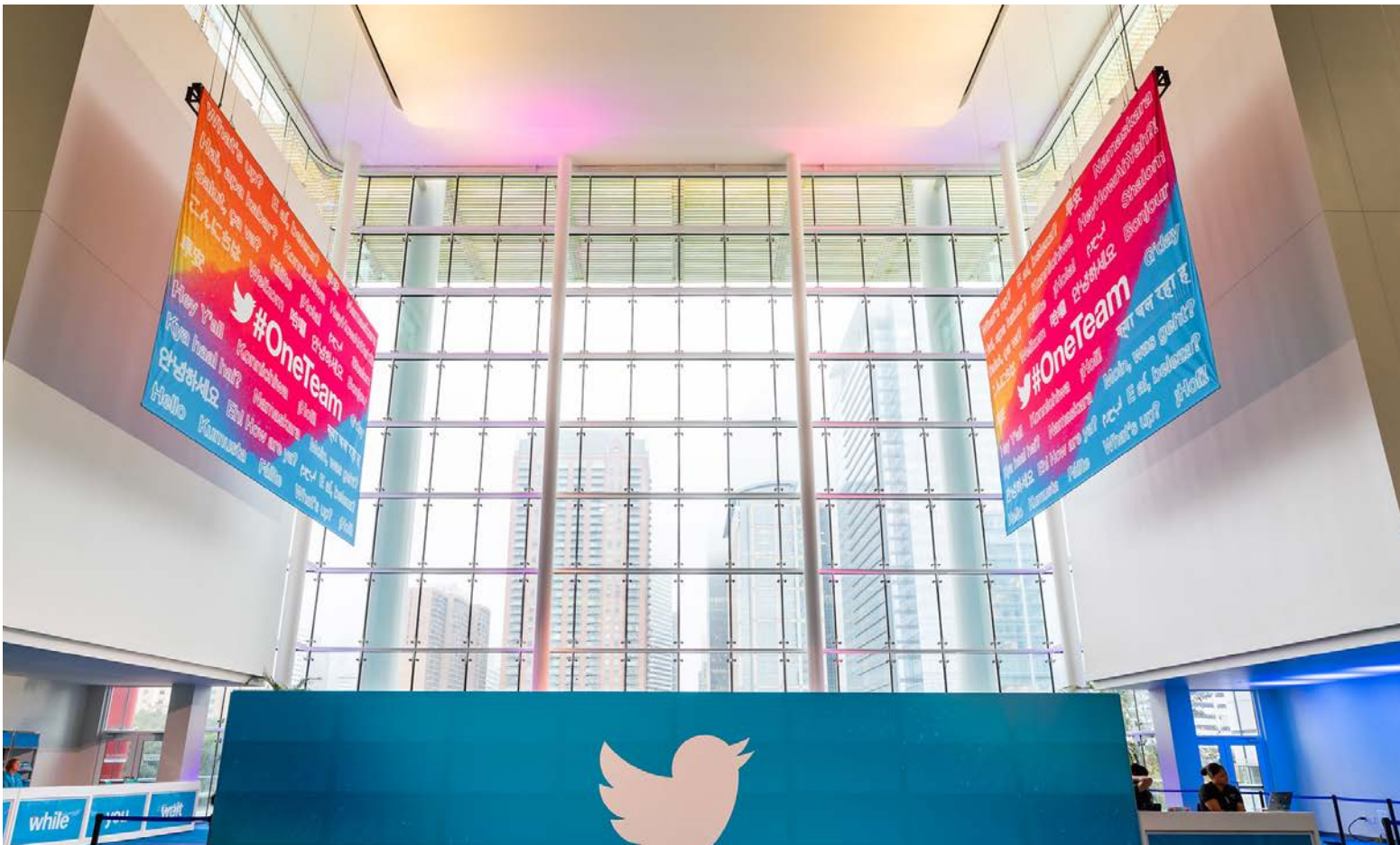
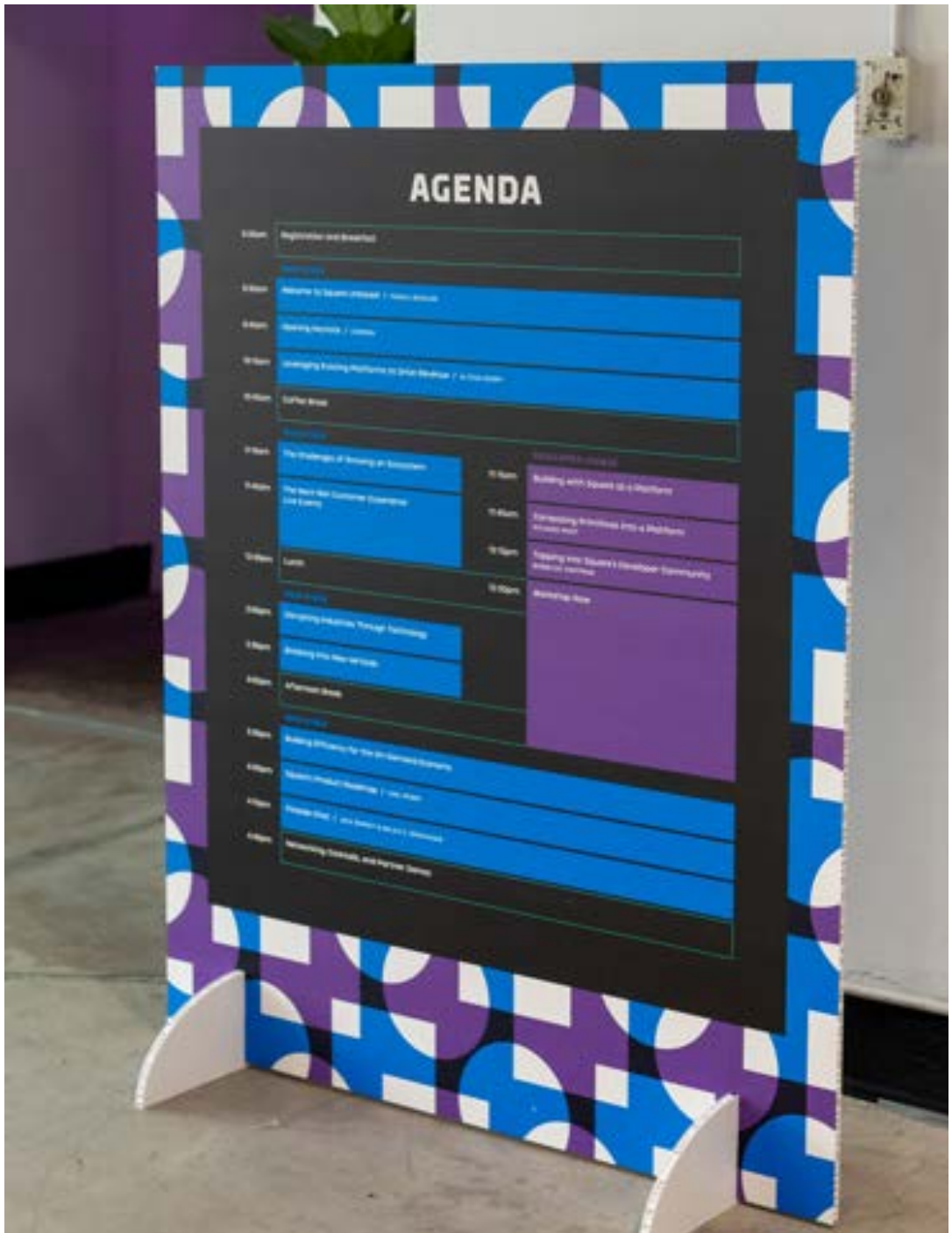
ROOM 000
0:00AM - 0:00AM

WAY FINDING, BRANDING & INFORMATIONAL

Digital Signage

...





...

Branded Signage

Strategically positioned in your hotel and event spaces, the branded signage for your event will help guide your guests, communicate information, and show off your brand in the most visually stimulating ways.

...

Experiential Signage

Meet the most interactive and engaging signs for the Red 2022 event. We have several experiential signage ideas from a giant coloring book to a selfie photo mosaic. Your event attendees will love the chance to engage with your branding and each other as they come to and from your events.



...

GIANT COLORING BOOK

Bring out the fat markers and get ready to participate in the newest stress-release therapy, "Giant Coloring Book". Color within the lines – unique pop art, childhood favorites, and various funky styles. Includes fat tip markers, assistant, client logo integration, and 8ft tall x 10ft wide coloring canvas.

...

BRANDED POSTCARD STATION

With the ability to send genuine snail-mail greetings across the country, this nostalgic graphic pop-up is 100% customizable, with retro postcard artwork, plus brand-able backdrop and floor visuals. Featuring real USPS stamps and faux mailbox, guests choose their colorful postcard, pen a greeting, and add a mailing address for delivery.

...

Experiential Signage



...

CUSTOM CROSSWORD PUZZLE

With designer graphics and tailored clues & answers, the “Custom Crossword Puzzle” allows you to bolster select words, company mottos and key company concepts.

...

GIANT WORD SEARCH

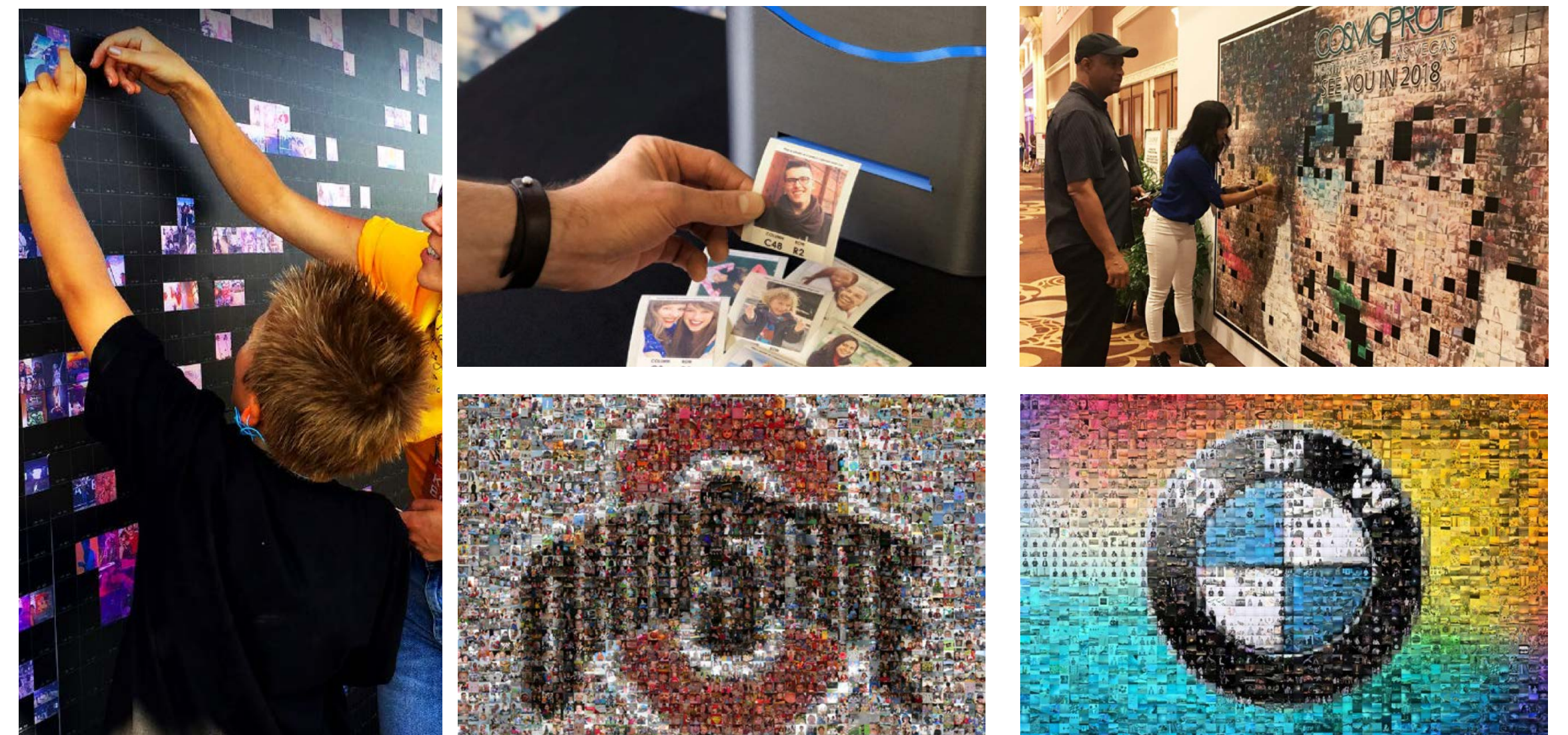
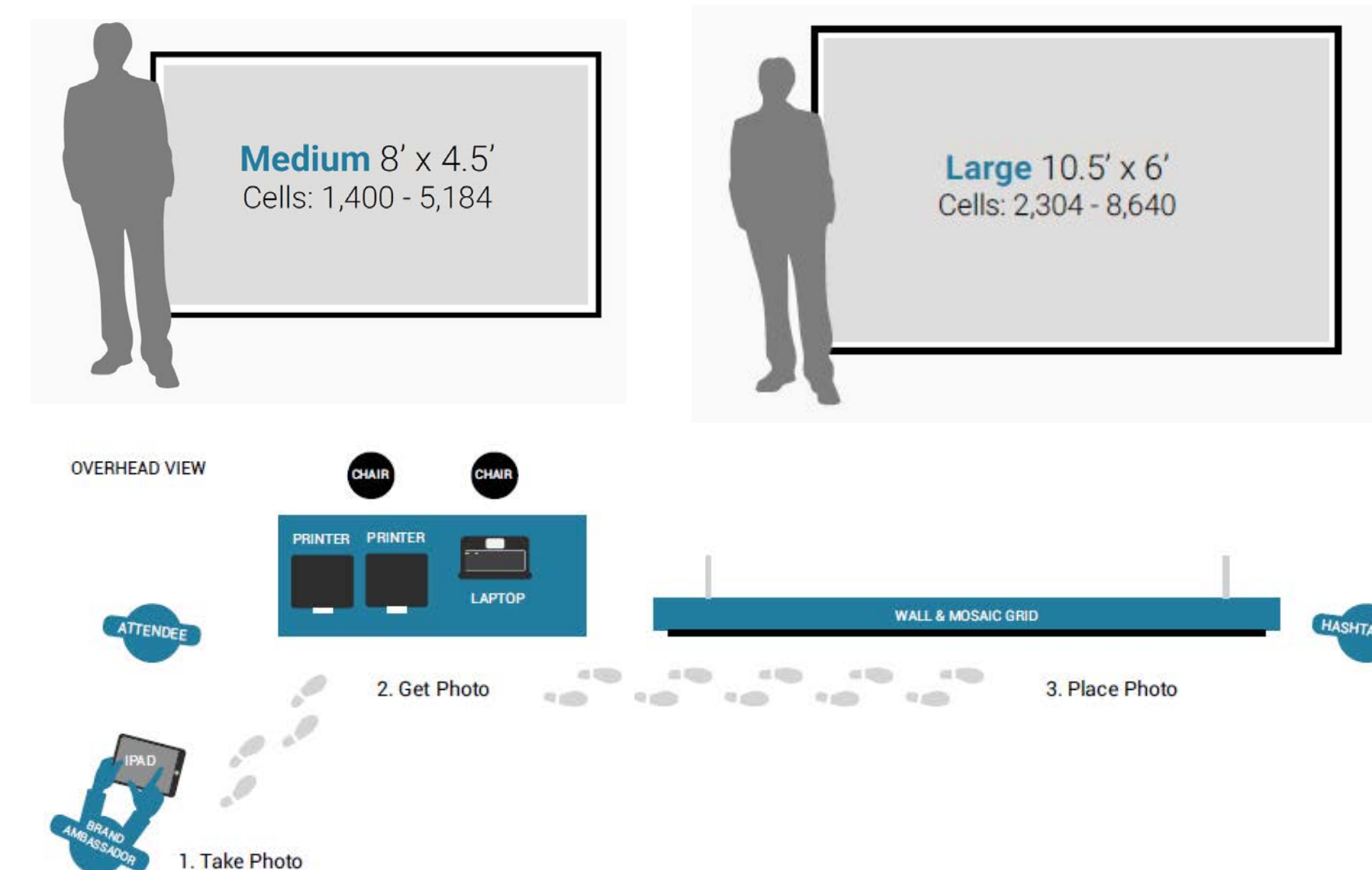
Challenge your brain with “Giant Word Search Puzzle” – featuring a massive custom print game wall. Each featured word customized exclusively for you and can include company slogans, mottos, names and/or core values; all hidden in plain sight.



Experiential Signage

PHOTO MOSAIC WALL

Using thousands of squares with attendee photos to create your conference logo is interactive and functional! Give your guests a hands-on experience they won't soon forget. Hashtag and onsite photos are printed in seconds for guests or brand ambassadors to place on the photo mosaic wall.



Staffing

Support all around



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

Exceptional Hospitality Staff

STREAMLINED. ORGANIZED. STRESS-FREE.

Our partnership allows your focus to remain on your organization's strategic goals while our staff is focused on the execution of the program and ensures the programmatic elements remain on track. We have a proven record of success by standardizing the operation of each program. Our professional, uniformed CSI Staff members are knowledgeable in Southern Orange County and ready to assist Chick-fil-A attendees as necessary.

REGISTRATION, GREETERS & DIRECTIONAL STAFF

CSI's professional staff will check attendees in for the RED 2022 program. Attendees will be greeted, welcomed and accurately registered as part of the convention. The CSI Event Management team will have produced a schedule of service resume that the registration team and any designated greeters and directional staff have in advance of the convention as a point of reference for all questions attendees may have at check-in and throughout the program.

BAG STUFFING

CSI Staff will handle placement of all materials needed as instructed in a timely and professional manner. Note: Bilingual event coordinators are available, and pricing can be quoted upon request.

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Activities

Rewarding excursions for the group



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Paddleboarding

RED 2022



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DETAILS

Laguna Beach

The journey begins with a safe launch off Laguna's calmest, most wave-protected cove. Then explore the North Laguna coastline, with hidden coves and beaches, and a very special visit to Seal Rock, a sea lion sanctuary.

Dana Point

Guests will begin the tour as the protected harbor opens to the Pacific, where they will paddle the southern coast of Laguna Beach. Along the way, guests will see sea lions resting on buoys, along with surfers at world class Doheny Beach.

Newport Back Bay

Launch from luxurious Newport Back Bay and paddle the natural estuary on to Newport Harbor, where guests will see some of the World's most exclusive real estate and mega yachts. Guests will paddle the famous man-made islands, through channels and inlets, see the world-famous Fun Zone and the world's shortest car ferry.

Inclusions

- Exclusive Paddleboarding Experience with Guide at one of the locations
- 1.5 – 2 Hour Experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- Laguna Beach – 11/16
- Dana Point Harbor – 11/20
- Newport Back Bay -11/20





Kayaking

RED 2022

• • •

RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Laguna Beach

Guests will glide along one of the most dramatic coastlines in the world, filled with hidden beaches, contoured cliffs, crystal clear ocean, cliffside mansions, and abundant sea life (home to sea lions, dolphins and whales). Guides will share their knowledge of the coastline along the way.

Dana Point

Guests will begin the tour in the harbor and paddle out to the Pacific Ocean. The guide will lead guests along the southern coast of Laguna Beach, where they will spot sea lions resting on buoys, along with surfers at world class Doheny Beach.

Newport Back Bay

The launch point is in the flat and natural estuary of Newport Back Bay, the largest of the few remaining estuaries in Southern California. The Newport Back Bay is an important rest stop and winter home for birds migrating from Canada and Alaska, and up to 30,000 birds can be spotted on any one day during the winter months. The guides will lead guests through mudflats and marshlands to experience this rich ecosystem firsthand.

Inclusions

- Exclusive Kayaking Experience with Guide at one of the locations
- 1.5-2 Hour Experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- Laguna Beach – 11/24
- Dana Point Harbor – 11/35
- Newport Back Bay -11/36





Surfing

RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Laguna Beach

Hang ten! Ride the waves of the Pacific Ocean along the legendary southern California coast.

Guests will experience an exclusive surf lesson at Thalia Beach, Laguna's most gentle and easy surf break. Each guest will be fitted with wetsuits and soft foam boards. Guests will learn etiquette, paddling, posture and pop-up techniques on the sand before heading into the Pacific with the instructor. They'll assist guests with positioning and provide guidance into the waves. From there, guests will experience the exhilaration of riding a wave!

Inclusions

- Exclusive Surf Lessons with Instructor
- 1.5-2 hour Experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- Laguna Beach – 11/25



A woman with long dark hair is sitting on a wooden bench, looking out over a body of water. An electric bike is parked next to her. The scene is dimly lit, suggesting dusk or dawn. The background shows a calm body of water and a distant shoreline.

Electric Bike Tour

RED 2022



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DETAILS

Laguna Beach Back Roads

Experience the sublime beauty of Laguna Beach on this safe and historic loop that bypasses Pacific Coast Highway. Pedal the quaint Craftsman neighborhoods and gardens, access amazing view corridors, stop at Heisler Park to see the magnificent public art, experience the charming downtown commercial district, and many artists' residences.

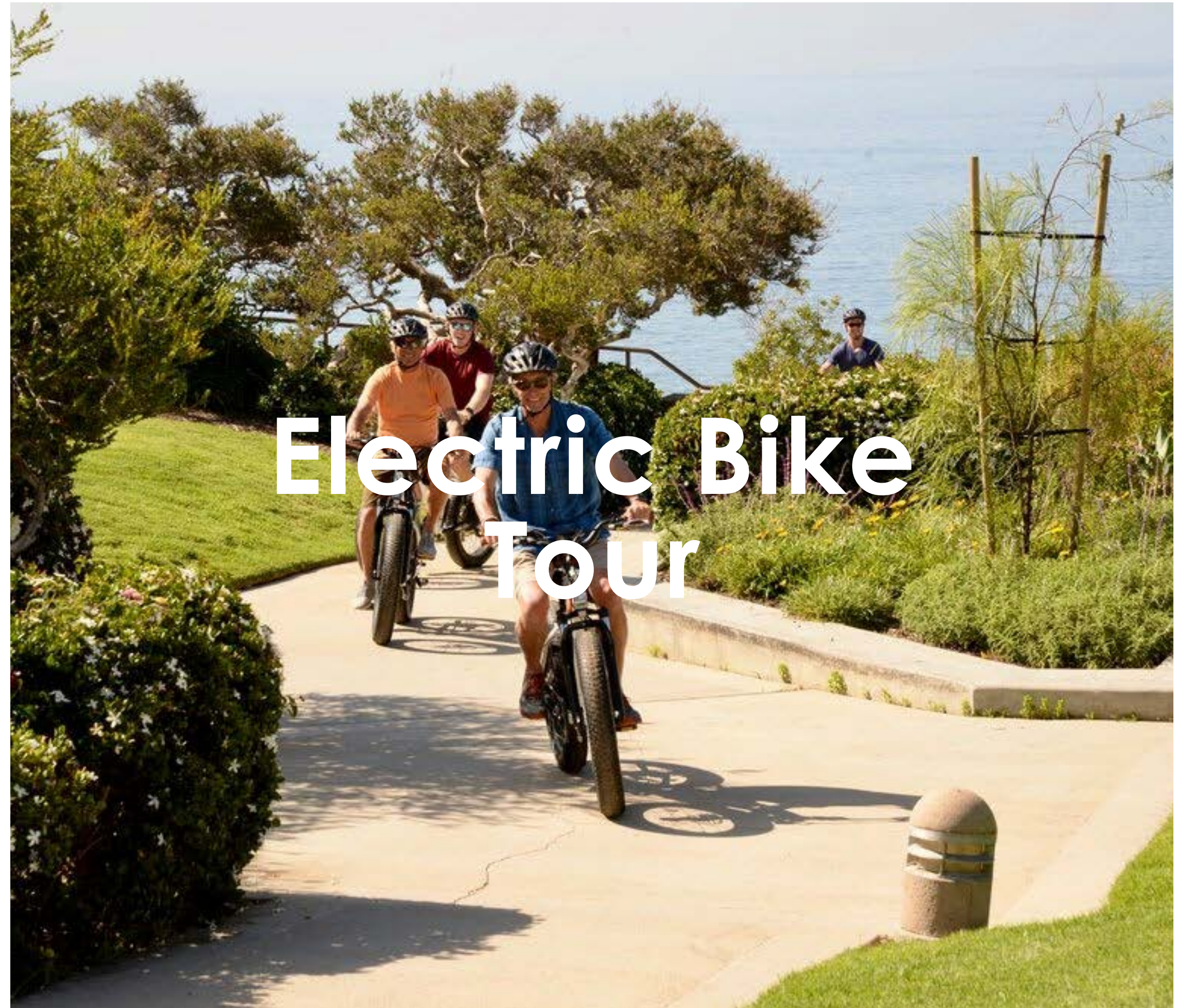
The ride begins in North Laguna and guests will head north past historic Pyne Castle, with elevated ocean views in the bucolic neighborhood. Then, the guide leads guests down to beautiful Crescent Bay beach park, with the best panoramic view of the Laguna coastline down to Dana Point. From there, it's south through Heisler Park to view some of Laguna's amazing public art. Guests will cycle through the downtown village and on to the Oak St neighborhood, home to early California Craftsman bungalows. They will pass through the Bluebird Canyon to experience the deep hills buffeting Laguna and then head through more quaint neighborhoods, before returning to our starting point. The ride is approximately 7.5 miles, parts of which are hilly.

Inclusions

- Exclusive Electric Bike Tour of Laguna Beach Back Roads with a Guide
- 1.5-2 hour Experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- Laguna Beach – 11/20



Hiking

RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Guests can spend the day enjoying the irresistible southern California weather with a guided hike! A variety of hiking locations are available out of Laguna, as well as directly from the Dana Point hotels down to the beach, around the buffs, and back to the resorts. Examples of hikes are listed below; additional options are also available.

Laguna Summit Wilderness Hike

Begin at the Festival of the Arts, ascend through the native coastal sage scrub habitat of the Laguna Coast Wilderness Park, witness breathtaking Pacific Ocean views and the Cleveland National Forest mountain views, and descend the Laguna Bowl Trail.

Aliso Saddle Hike

This hike is designed specifically for guests of the Montage. Easy to access from the resorts, they begin on the beach and then rise through a south Laguna neighborhood and into the Laguna Coast wilderness. After a relatively steep climb, hikers will be afforded a dramatic view of the ocean, from Dana Point to Palos Verdes. Then they will continue climbing until they reach the top of Laguna Niguel, with a view into the Aliso and Wood Canyons Park wilderness.

Dana Strands Beach to Dana Point Headlands

This can begin from the Ritz Carlton or Laguna Cliffs Marriott Resort. If guests are lucky, they will see Grey Whales as they migrate near shore between Mexico and Russia. Guests will enjoy a massive view of the Dana Point Harbor, which was built in the 1960's and is now home to a 1825's replica of Richard Henry Dana's sailboat Pilgrim and 1770 replica of a privateer schooner used during the American Revolution. On a clear day we'll also see the entire coastline south to San Diego.

Inclusions

- Exclusive Hike with Guide
- 1.5 – 2 hour experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- All Hikes – 11/25





Food & Culture Tours

RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Guests can expect delicious cuisine and historical landmarks, presented by local guides knowledgeable in each destination's most prized hidden gems.

Best Bites of Laguna

While enjoying stops at various dining locations, guests will take in the rich history and art that Laguna Beach has to offer. Laguna Beach's history dates to the 1800's and is a world-class art destination praised for its award-winning artists, art festivals, galleries and museums. Guests will explore the charming and historic downtown village with its lovely art, tasty cafes, and fine boutiques, all while enjoying generous portions that amount to a satisfying meal throughout the duration of the tour!

Best Bites of Balboa Island

Balboa Island is a unique, man-made island who's history dates to the 1870's. The harbor-side will be a scenic backdrop with its coastal shops and stunning waterfront homes, as guests embark on their curated food journey. Guests can expect to indulge in delicious cuisine, as well as the island's rich history with a short sail on the Balboa Island Ferry, that has operated since 1919.

Inclusions

- Exclusive Food Tour with Guide
- 6 delicious food stops, and bottled water offered at the start of the tour
- 3-3.5 hour experience
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- Laguna – 20/30
- Balboa Island – 20/30



Food and Culture Tours



Whale Watching

RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Dana Point is renowned as the Whale Watching Capital of the World and it's your guest's chance to set sail on the wide-open Pacific Ocean! Guests can take to the seas in a variety of vessels where they will glide amongst the deep blue waters and witness marine life in their natural habitat, from whales, dolphins, and sea lions, to sharks and birds. There is an experience for everyone depending on the voyage your guests are looking for. Various vessels offer up and close encounters, while an alternative option has a bottomless deck to view dolphins and whales as they swim below the surface. For a more opulent experience, luxury catamarans and yachts are available for a mid-day sail.

Inclusions

- Exclusive Whale Watching Charter Experience with licensed Captain and Professional Crew
- 2 – 2.5 hour sail
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees

Minimum/Maximum

- All charters are private, and vessels range from 6 passenger, to 20 passenger, to 49 passenger



Local Shopping

RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

DETAILS

Enjoy Southern California shopping that provides all guests from bargain hunters to the fashion conscious, the name brands that they love! Guests will enjoy a day of shopping at one of these fabulous locations:

Fashion Island

This world-class retail experience showcases Newport Beach style, with a curated set of ultra-premium designer boutiques and purveyors of luxury goods.

San Clemente Outlets

Enjoy big brands at deep discounts in a stunning, Spanish-style village overlooking the Pacific Ocean in Southern California. The San Clemente Outlets are Orange County's first and only coastal outlet shopping experience.

Inclusions

- Shopping Experience at Guest's Leisure
- Transportation and CSI Staff
- All Taxes, Service Charges and Management Fees



Key Contacts

Your dedicated partners for RED 2022



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

Executive Team

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CSI DMC

DESTINATION & EVENT MANAGEMENT

HOPE VALENTINE, CSO

"I wake up every morning and am thankful to do a job I love," says Hope Valentine, a native to Florida, and a graduate from the University of Central Florida. With over twenty two years of experience in Destination & Event Management, Hope has a knack for coordinating extraordinary programs utilizing only the most reliable vendors and venues. Her strong creative abilities paired with a background in Operations and Logistics makes for flawless events and happy clients, time and time again. She has developed and managed large, complex programs for FORTUNE 500 Companies such as Ford, AT&T, CVS, Honda and Wells Fargo. Hope is well known within her field as a force to be reckoned with and has the references to back it up!



JUSTIN ZEBELL, PRESIDENT + CEO

Justin serves as the President and CEO for Streamline Event Agency. Twenty three years of experience have carried him from an entry level artist booking agent to the Kennedy Center, Barbara Bush's 90th Birthday Celebration, numerous live television broadcasts, high profile corporate events and an annual residency at the Ryman Auditorium with long time clients Amy Grant and Vince Gill. Through his career he has worked as an agent, audio engineer, tour and production manager, creative director, and more. Ultimately, his passion is building a strong culture for both Streamline and our clients, finding new opportunities and offerings, and leading an amazing team in serving our clients at the highest level.





CSI DMC
DESTINATION & EVENT MANAGEMENT

LYNDA BAUM, VP OF NATIONAL ACCOUNTS

Lynda Baum has crafted a notable career in the hospitality and performance improvement industries. As the Founder of Exclusive Destinations, recently rebranded CSI International, Lynda offers the personalized attention necessary to meet the demands of the high touch global events industry.

Lynda is a highly collaborative leader professed at building and maintaining internal and external relationships while advancing stakeholder initiatives. She drives both marketing and sales for an extensive portfolio of global destination partners and engages tourism organizations to enhance their brand and position in North America.

The creative force behind several signature events including The Executive Retreat, Lynda brings industry executives together for a collaborative experience focusing on corporate social responsibility.



streamline
EVENT AGENCY

BROOKS PARKER, SALES MANAGER

As a lifelong performer, Brooks Parker has spent decades exploring the many facets of the entertainment and event industry. During his time at JKC Artist Group, Parker was instrumental in the career management of multi-platinum GRAMMY award winning recording artist Amy Grant.

Trading on his extensive experience and network of contacts in the entertainment and event space, Parker transitioned into the role of sales manager with Streamline Event Agency in January 2018, focusing primarily on corporate and association event sales. With the many hats he wears, Brooks thoroughly enjoys people and thrives on building relationships with potential and current clients, and infusing creativity into everything he does.

Parker's most treasured roles are those of being husband to Chelsea, and dad to Harlow, Benning, and two identical twin girls expected summer of 2020.



CSI DMC
DESTINATION & EVENT MANAGEMENT

LESLIE GILFILLAN, SENIOR ACCOUNT EXECUTIVE, SALES LEAD

Based in Orange County, Southern California, Leslie Gilfillan is a CSI DMC Senior Account Executive with over 25 years of event and destination management experience. Her experience spans internationally, having served markets such as Australia, Asia, Europe, Middle East (Dubai/Maldives), New Zealand, South Africa the Caribbean, and domestically all over the United States.

Leslie began her career in the corporate event's industry, as an in-house event planner for a large corporate real estate company. Leslie and her team(s) were responsible for creating and operating various types of events from National Broker's Congresses of 13,000 people to high-end international incentive trips of 50 people. Leslie has had many roles in the event industry throughout her career. Leslie chose not to leave Southern California when the real estate company she was working with moved to the East Coast. Her next adventure found her on the third-party travel management segment of corporate events, where she excelled in execution of high-profile marketing events of various industries and corporations. She has joined CSI-DMC as our Senior Account Executive servicing our West Coast events.



CSI DMC
DESTINATION & EVENT MANAGEMENT

ROB LUTZ, SENIOR ACCOUNT EXECUTIVE - LEAD

Robert Lutz has been a part of CSI DMC for over 6 years with a multitude of roles in both sales and creative services. He began his career in the events industry with a focus on experiential marketing, evolving his skillset overtime with a focus on corporate events. Currently aligned with executing events primarily in the Southwest region, Robert has designed and produced programs nationwide for large conferences and national accounts in a variety of industries like financial services, legal, medical, retail companies, sports teams and more.

He is an active member in Professional Convention Management Association and was awarded their "20 in Their Twenties" recognition in the Class of 2020. As a Senior Account Executive with CSI DMC, Robert continues to support in the production of unique and groundbreaking events for clientele worldwide with a focus on creative development and logistics.

STREAMLINE + CSI

Operations & Logistics

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CHAD LAMBERT
Director of Operations



DUSTIN O'NEILL
Production Manager



ANNE MARIE DETHERAGE
Project Manager +
Associate Producer



LELAND HERZOG
Creative Director



STREAMLINE + CSI

Operations & Logistics

...



KATIE NORD
Senior Event Manager

CSI DMC
DESTINATION & EVENT MANAGEMENT



THAYER PHILLIPS
Director of Transportation

CSI DMC
DESTINATION & EVENT MANAGEMENT



LINDSAY WELCH
Creative Services

CSI DMC
DESTINATION & EVENT MANAGEMENT



JULIANNA SCERBO
Creative Services

CSI DMC
DESTINATION & EVENT MANAGEMENT



Appendix

Answers to your questions



RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY

Q1

Provide 2 references of clients who have worked with your company in the past 3 years in similar size and scope of work to RED 2022. Include: Name, Company, Email Address, and examples of work provided.



A1

STREAMLINE EVENT AGENCY RESPONSE:

Reference 1:
Kris Nielsen
Carrier
Ph: 317.556.7863
email: kristoffer.nielsen@carrier.com

Programs:
In Person: Carrier has been a ten year client for us in which we have produced both creatively and production events for the past ten years. In 2020 just prior to COVID we produced their annual Factory Authorized Dealer meeting with over 1000 attendees with very high level production and creative design and partnered with CSI for registration and décor. We average about six events a year for Carrier across multiple brands and are currently working on a 2022 event for the fall that will be 6,000 dealers in Las Vegas, providing full production and producing support as well as all entertainment and keynote talent buys.

Virtual: Streamline produced the 2021 Virtual CFAD event this year including a live virtual audience and a full two hour live broadcast event on a national level.

Reference 2:
Keith Getty
Getty Music, LLC
Ph: 574.527.2479
eMail: Keith@gettymusic.com

Programs:
In Person: 2019 in person conference with 11,000 attendees with multiple venues of Gaylord Opryland, Bridgestone Arena, and Grand Ole Opry. Included television broadcast capture as well as over fifty breakouts throughout the event.

Virtual: 2020 we produced a global conference for 12,000 attendees with over five hours of live nightly broadcasts for four days. We produced over 60 virtual breakouts and on demand libraries as well.

A1

CSI DMC RESPONSE:

Reference 1:
Susan Wylie
MassMutual Financial Group
Event and Conference Manager
10 Avery Road, Bloomfield CT 06002
413.744.2518
swylie@massmutual.com

MassMutual 2022 Leaders Conference
4,000 Attendees
Event Management to include: Registration Staff, Source and manage Officer/Chair Dinner combined with GAX Officer/Chair Dinner, Manage Arrival & Departure Airport Transportation, Source and manage Off-Property Opening Reception, Source and manage Leadership Appreciation Event, Source and manage General Agents Association and Advisors Association, Source and manage Officer and Chair Appreciation Event, Source and manage Past, Presidents Dinner, Source and manage Off-Property Closing Reception

Reference 2:
JULIA KILBURG, CMP
Sales and Marketing Support Specialist
USI Insurance Services
7600C N. Capital of Texas Highway, Suite 200
Austin, TX 78731
512.651.4141 | c:773.936.3851
Julia.Kilburg@usi.com | www.usi.com

Programs:
In-Person: Incentive Program for 400 winners and guests – Boston 2019 – hotel sourcing, arrivals via water taxi, welcome reception clambake on a private island in the harbor, 600 person rowing of the Charles competition, gala at the hotel, dine arounds by region, transportation, and staff.

Virtual: Keith Urban Concert – 8000 attendees (in partnership with streamline), and the recent Virtual Hawaii event with custom boxes and full 360 Hawaiian beach experience using Matterport technology and special chat.

Q2

Provide a company overview including years in business, number of employees, office locations, and biographies of the proposed key contacts.

A2

STREAMLINE EVENT AGENCY RESPONSE:

Company Overview: Founded in 2011, Streamline Event Agency is based in Franklin, TN with additional business development and operations offices in Washington DC, Las Vegas, Texas, and Florida. We employ 21 high level professionals in their craft from production and design to broadcast and creative. We have produced or co-produced events ranging from Barbara Bush's 90th Birthday party to large scale arena size conferences and events and everything in between. From television broadcasts for artists such as Michael W. Smith, to Amy and Vince live from the Ryman each year, and The Lebron James Foundation and more, we offer complete event design, production services, creative content and storytelling strategies for our clients.

CSI DMC RESPONSE:

Company Overview: Award-winning CSI DMC began in 1987 as Capitol Services Inc. (CSI) in Washington, DC. During its 34 years of producing destination and event management experiences, CSI DMC has expanded its reach across the United States, and internationally. CSI DMC employs 78 event professionals in Washington, DC, Baltimore, Orlando, South Florida, Texas, Chicago, Las Vegas, Boston, Nashville, Tennessee, Connecticut, Colorado, and California. Throughout its evolution, CSI DMC has become the leading, privately held destination management company, with 650-1300 programs crafted annually and has produced meetings and events in 69 destinations throughout the world.

See team member biographies in the Key Contacts section of this deck.



Q3

Is your company affiliated or do you have partnerships with any other companies? If yes, what vetting is completed prior to contracting other vendors? If subcontracting is proposed, give the subcontractors details and how long the relationship has been in place.

A3

STREAMLINE EVENT AGENCY RESPONSE:

We contract some of our event and production staff and we back fill the physical labor positions with local Stagehand labor in an effort to control cost. Our contracted staff are handpicked and must qualify as not only experts in their field, but they must have proven their professionalism and demeanor on previous shows of similar scale. Most of our partners have been working on events with us for five years or more. We do not 'dry-hire' local production leads for any of the major roles of our shows in order to uphold a Streamline standard that we have put in place.

CSI DMC RESPONSE:

We don't have former partnership or affiliates and we always procure the vendors that will be the qualified and the most cost-effective vendors for each program. Also, we vet the vendors with the criteria such as established experiences in the industry, stability, insurance requirements, confidentiality agreement, service level, etc.



Q4

If your response is accepted, what percentage of your business would RED 2022 constitute in Laguna, CA for the pre-planning and program dates?



A4

STREAMLINE EVENT AGENCY RESPONSE

Depending on scope, The RED 2022 program could constitute up to approximately 7% of our annual business in 2022. We will commit a dedicated team to the pre-planning and execution of the event.

CSI DMC RESPONSE

The RED 2022 program would constitute 20% of our annual business in California. CSI would commit to a full team that would be dedicated to the pre planning and execution of the program. CSI would also commit to no other programs or events during the RED 2022 dates and 10 days prior to the start date. CSI would be a fully committed partner and make RED 2022 exclusive.



Q5

How would you describe your area of expertise or what sets your company apart from other companies?



A5

STREAMLINE EVENT AGENCY RESPONSE:

Our name precedes us, and sets the expectations we pride ourselves on meeting for each and every one of our clients. We streamline the event process from start to finish, offering design and production, creative content, and storytelling strategies for corporate clients around the globe. A partnership with Streamline Event Agency affords clients the luxury of one trusted partnership that manages the many facets of an event, reducing the stress and workload of their most valuable team members in the process. To highlight a few of our strengths:

- Strategic and detailed pre-production, creative, and execution process
- Dedicated project managers maintain constant communication
- Buying power through our partnerships helps keep cost down for client
- Our team and our work become an extension of your brand on-site
- Extensive relationships within the talent, entertainment, and keynote arena
- Experts at logistics and implementation

We are an extension of your team and our culture reflects that very principle.

A5

CSI DMC RESPONSE:

At CSI DMC, we create, customize, design, and deliver exceptional experiences. Our mission is supported by our team commitment, experience, and personal values. We love nothing more than to create the difference between the time you were there and an extraordinary memory.

From flawless transportation to professional staffing and registration, meeting support, creative special events, customized dining options, excursions and activities, CSI DMC is a strategic partner at every step. We work in big picture appreciation coupled with deep detail orientation, and our reputation is based on exemplary service, logistical expertise, and creative edge.

Q6

Describe your proposed organization structure for the contract and explain the working of the proposed structure and escalation mechanism. List names and their proposed position within your organization for delivery of services to CFA and EEG (both on site and off site resources should be included).

Please attach a copy of your proposed account management structure, escalation points, including service level failures and resolution process.

Selected vendor must have dedicated resources available during working hours Monday – Friday, 8:00 am – 5:00 pm PST and outside working hours as events required. A dedicated Account Manager as one point of contact for business continuity assigned to Chick-fil-A RED 2022 and readily available as soon as a decision is made on the supplier.

Response must include: number of staff, core skills, and location.

A6 - Company Flow Chart

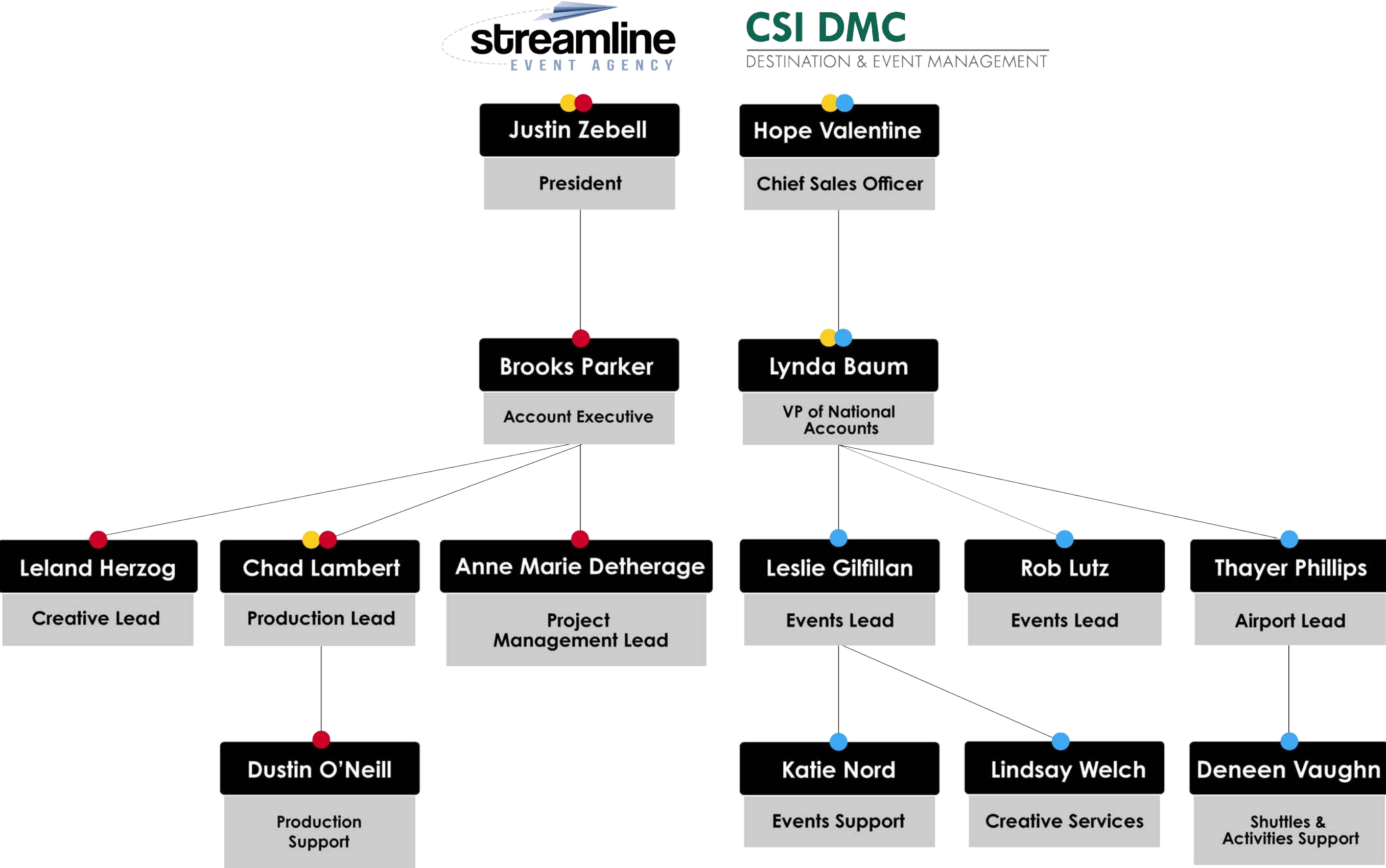


Chart Legend

- Upper Management
- Events Team
- Destination Team



A6

SALES PROCESS

- Account Management Team will work with CFA and EEG in the Sales process including initial proposal, revised proposals, contract signing.
- Lynda Baum (National Account Management) handles overall account management for EEG.
- Leslie Gilfillan (Sales Lead) will lead the sales process and Rob Lutz and Katie Nord (Sales and Event Support). Julianna Scerbo and Lindsay Welch will support on overall event design.
- If CFA or EEG encounters any issues in the sales process, Leslie Gilfillan will be the point of contact for resolution.
- If the issue is regarding service level failure which cannot be resolved by Leslie Gilfillan, the issue will be escalated to Lynda Baum, who will discuss with Hope Valentine (CSO) to provide the solution promptly.

EVENT MANAGEMENT PROCESS

- Once a contract is signed, Event Management Team will join the project including Katie Nord (Event Management), TBD (Event Management Support), and TBD (Event Management Support). Team will deliver the services contracted with CFA and EEG.
- Thayer Phillips (Transportation Lead) will manage all Transportation needs and will work with Katie Nord in tandem.
- Lynda Baum (National Account Management) handles overall account management for EEG.
- Leslie Gilfillan (Sales Lead) will remain as one point of contact leading the project, in order to provide the continuity. Rob Lutz (Sales and Event Support) will support and be backup POC when Leslie Gilfillan is not available.
- If CFA or EEG encounters any issues in the event management process, Leslie Gilfillan will be the point of contact for resolution.
- If the issue is regarding service level failure which cannot be resolved by Leslie Gilfillan, the issue will be escalated to Lynda Baum, who will discuss with Hope Valentine (CSO) to provide the solution promptly.
- Office Working Hours Monday – Friday, 8:00 am – 5:00 pm CST
- Leslie Gilfillan will be the POC in Sales Process during the work hours. When she is not available (i.e. vacation), Rob Lutz will be her backup in order to provide availability requested.
- Leslie Gilfillan will remain as the POC in Event Management process during the work hours, and Rob Lutz will be the backup when she is not available.
- Once it gets close to event dates, Thayer Phillips will be the POC for Transportation needs. Katie Nord and Deneen Vaughn will be the backup when Thayer is not available.
- A dedicated Account Manager as one point of contact for business continuity will be Leslie Gilfillan. Leslie will be point of contact who will provide the continuity from the start until the end.

WORKING HOURS

- Office Working Hours Monday – Friday, 8:00 am – 5:00 pm CST
- Leslie Gilfillan will be the POC in Sales Process during the work hours. When she is not available (i.e. vacation), Rob Lutz will be her backup in order to provide availability requested. Leslie Gilfillan will remain as the POC in Event Management process during the work hours, and Rob will be the backup when she is not available. Once it gets close to event dates, Thayer Phillips will be the POC for Transportation needs, and Katie Nord or Deneen Vaughn will be the backup when Thayer is not available.
- A dedicated Account Manager as one point of contact for business continuity will be Leslie Gilfillan will be point of contact who will provide the continuity from the start until the end.



Q7

Describe cases where your company has been successful in providing continuous cost improvement to other clients in the past.



A7

STREAMLINE EVENT AGENCY + CSI DMC RESPONSE:

Client: ITA Group for Snap-on Tools
CSI moved 8,000 attendees from 12 different locations in and around the DMV region and across state lines.
165 vehicles
Over 50 staff
Working with multiple police jurisdictions
Cost improvements of over \$53,000 with strategic route planning

RELATIONSHIPS MATTER:

Client: Zaxby's Chicken
1100 people enjoying a once-in-a-lifetime experience at the Library of Congress. First time event and theme in an iconic, complex environment involving over 30 vendors, extensive security, catering and décor design, transportation, and logistics management. Cost improvements of over \$78,000 through CSI's buying power, utilizing key relationships in the destination.

WORKING THE SYSTEM:

Client: The Meeting Company
CSI planned and delivered roundtrip airport transfers for 620 VIPs via 6 separate airports (JFK, EWR, LGA, BOS, PVD & BDL) and the New London Train Station, transporting them to Foxwoods Casino.
Extensive security facilitation
VIP customer care
Cost improvements through stringent manifest management, in addition to other savings.

CONSIDERING THE COMMUNITY:

Client: Labatt Food Service
CSI planned and delivered highly customized activities for 140 top performers in a remote location
CSI worked with local artisans and small businesses to provide highly customized, small group experiences with a sustainable edge that fed into the local economy, provided an authentic taste of the destination, and reduced both waste and costs over the course of the program.



Q8

Please list any industry awards/
recognition that you have received, the
awarding party, and the date of award.



A8

STREAMLINE EVENT AGENCY + CSI DMC RESPONSE:

- 2013
 - Winner, 2013 ADME Achievement Award for Best Innovative Events \$200,000 and above, "Passion for Food"
- 2014
 - Winner, 2014 ISES Capital Award for Corporate Event, Budget More Than \$500,000 for "A Culinary Journey"
 - Winner, 2014 ISES Capital Award for Public Events for "SACM Graduation and Job Fair"
- 2015
 - Winner, 2015 ADME Achievement Award, Best Innovative Event, Budget More Than \$500,000 for "Concert in the Park"
 - Winner, 2015 ADME Excellence Award, Excellence in Site Inspection for "Off to the Races"
 - Winner, 2015 ADME Members Choice Award for "Concert in the Park"
 - Winner, 2015 ISES Capital Award for Corporate Event (Budget Less Than \$500K) for "Horse Country Chic"
 - Winner, 2015 ISES Capital Award for Corporate Event (Budget More Than \$500K) for "Concert in the Park"
 - Winner, 2015 ISES Capital Award for Most Creative Solution for "Planning for a Master Planner"
- 2016
 - Finalist, 2016 ADME Achievement Award for Best Overall Program, "Five Memorable Nights in the Nation's Capital"
 - Finalist, 2016 ADME Excellence Award for Excellence in Cultural & Tradition Integration, "Live Like a Local"
 - Finalist, 2016 ADME Excellence Award for Excellence in Risk & Crisis Management, "Special Delivery: 131 Coaches"
- 2017
 - ADMEI Excellence Award, Winner Excellence in Entertainment Production for "Anchors Aweigh"
- 2018
 - ADMEI Excellence Award, Finalist - Best Innovative Event under \$50,000
 - Special Events, Finalist - Best Event Produced for a Corporation or Association: Budget \$250,000 To \$500,000
 - ILEA ESPIRIT AWARDS, Finalist for Best Corporate Event \$75k-\$150K
 - MARITZ GLOBAL EVENTS - DMC Supplier of the Year
- 2019
 - BIZBASH Winner, Best Incentive Program
 - BIZBASH Finalist, Best Teambuilding
 - ADMEI Excellence Award, Winner - Excellence in Technology Integration
 - ADMEI Excellence Award, Finalist - Excellence in Cultural & Tradition Integration
 - ADMEI Excellence Award, Finalist - Excellence in Incentive Travel Programming or Service
- 2020
 - ADMEI Excellence Award, Winner - Excellence in Event Décor/Design
 - ADMEI Excellence Award, Winner - Best Recreational Activity
 - NACE ONE AWARDS, Winner - Off-Premise Catered Event of the Year – Budget \$50,000 – \$100,000
 - NACE ONE AWARDS, Winner - Event Design & Décor Budget Less than \$50,000
 - NACE ONE AWARDS, Winner - Event Design & Décor Budget Greater than \$100,000
 - NACE ONE AWARDS, Finalist - Technical Production of the Year - Budget Greater Than \$150,000
 - NICE AWARDS, Winner - Best Vignette Design
 - NICE AWARDS, Finalist - Best Corporate Event
 - STELLA Awards – Best DMC in the
 - NORTHEAST: Finalist
 - SOUTHEAST: Silver
 - MIDWEST: Bronze
 - SOUTHWEST: Silver
 - FAR WEST: Finalist
 - Meetings Made Easy - 2020 DMC Partner of the Year
 - Site Minnesota - 2020 Supplier of the Year
 - CWT Meetings and Events, 2020 North America Supplier of the Year DMC
- 2021
 - ADMEI, Winner-Best Site Inspection/FAM Trip



Q9

Describe what your company can offer us that is a point of difference or sets you apart from other suppliers. a) Please provide details of your approach to account management. b) State the guaranteed maximum time frame you need to respond to issues, delineating any issue classifications. c) Explain how you will manage any conflicts declared and identified by you.

A9

CSI DMC RESPONSE:

CSI's industry position as the Destination and Event Management Company clients trust is built on core principles of communication, customer service, commitment, and creativity. As a privately-owned, employee driven organization, we work solely for our clients, our colleagues, and our passion for creating exceptional experiences. From the first arrival to the last wave, CSI is the strategic partner, trusted advisor, and proactive vendor that drives with results. We support our clients' big picture vision and dive deep into the details to ensure our delivery matches our promise.

a) As the selected event management company, CSI will utilize its in-house tools that are in place for all event management programs. Our Account Management philosophy is to lead with consistent, transparent communication, development and implementation of detailed schedules, creative, viable solutions, and expertly trained personnel.

An example of our strategic account management style is as follows:

- CREATIVE, COST-EFFECTIVE DESIGN:
 - Creative, well thought out proposals that reflect client goals, budgets and messaging.
 - Feasible options that are doable
 - Recommending new, fun or customized ways of achieving desired outcomes
 - Being respectful of budgets and finding ways to save money without compromising experiences
- FINANCIAL MANAGEMENT:
 - Each aligned account team is responsible for maintaining and reviewing, submitting and processing
 - Contract (including deposit schedule) Addendum & Addendum Change Summaries
 - Event Budget
 - Invoices

- EVENT PRODUCTION DOCUMENTATION:
 - Each aligned account team is responsible for maintaining and following documentation and communication best practices, which include:
 - A comprehensive event budget
 - A user-friendly timeline
 - Production schedule(s)
 - Post-event reporting

- CLIENT COMMUNICATION:
 - Each aligned account team is designed in a "pod" structure, with an emphasis on customer relations, cross-functional skills and collaboration, along with a well-planned communications strategy, including:
 - Scheduled status meetings
 - Site visits/pre-event regular updates
 - Timeline development and maintenance (upon request)
 - On-site walkthroughs
 - Pre-con involvement
 - Post-event surveys and transparent summaries

b) While every client has a profile unique to them, our approach to creating exceptional experiences is based on consistency and best practices developed over 45 combined years of experience and refreshed with education and training along the way. We listen, recommend, adapt and deliver.

c) Our teams are designed to work in "Pods" so that 24/7 care and response to issues thoughtful, quick response is more than a promise and can be achieved. We are transparent in our communications. If we see a conflict, we seek to resolve it; including communicating it thoughtfully with clients, and typically with a solution presented.



Q10

Please outline how your company would ensure continuity of our services rendered in the event of a personnel or resource disruption.



A10

STREAMLINE EVENT AGENCY + CSI DMC RESPONSE:

While our company culture is positive and solution focused, as planners we assume things may go wrong and prepare for them. We believe personnel disruptions are best handled through layered training. Our teams love it too, nobody is stuck in a rut of “this is all I do” and there is a tangible sense of interest and ownership in successful program outcomes when a team is aligned to its success, versus an individual. Cross-training and pod-based account management is at the core of our success in handling the ups and downs that disruption invites, and it has created a model of trust with our clients for 34 years.



Q11

What extra services do you provide that are not included in this proposal?



A11

STREAMLINE EVENT AGENCY + CSI DMC RESPONSE:

In a time of pivots and twirls, CSI DMC has continued to adapt its services to fit the needs of our clients. Whether it is 621 virtual events crafted from scratch, or 3,550 custom boxes delivered to people's homes, being awarded the opportunity to produce the first highly successful, hybrid event for 3,000 people in a skeptical community – we embrace the opportunity to serve. From developing best practice solutions in Covid-care principles, training our team on protocols, or designing re-imagined experiences for a re-imagined world, CSI DMC continues to do what it has always done best – produce exceptional experiences, every time.

- Gifting – virtual and in-person
- Venue Sourcing - across the USA and globally in partnership with CSI International
- Integrative Marketing Planning
- Graphic Design Services
- Covid Planning - design and logistical execution services
- Speaker Management
- Exhibitor Management



Q12

Explain any material change in operating performance or financial position over the past two years, or that may otherwise reasonably be expected to impact the services offered. Provide details of any material changes (e.g. ownership, structure, acquisitions, etc.) in the last financial year.

A12

STREAMLINE EVENT AGENCY + CSI DMC RESPONSE:

Streamline Event Agency did not see any reduction of services during 2020. We kept our staff intact, while launching a sister company and still grew roughly 12% over 2019.

CSI DMC had a reduction in staff due to Covid 19 in March 2020, CSI has regrown our staff as the industry has reopened and began to prosper. CSI DMC is now back to 85% of previous staff and plans in 2022 to grow further as large group gatherings and meetings continue to operate.





THANK YOU

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RED 2022 • CSI DMC + STREAMLINE EVENT AGENCY