



MAPLE RIDGE

EVENTS

A HOSTS GLOBAL MEMBER

EVENT PORTFOLIO

THE MASTERS CLUB

MASTERFUL REWARDS

Nashville, TN

THE GOAL | Create a memorable and inspiring incentive trip for top employees filled with Southern hospitality & Nashville charm!



THE CHALLENGES

1. Pepper a week full of strategic planning meetings with Nashville experiences.
2. Ensure Master's club inductees felt like Music City stars.
3. Create a fully-stocked, custom fitness pop-up shop as an added bonus for employees
4. Turn the general session space into an elegant, red-carpet gala.



THE SOLUTIONS

JM&A asked for an incentive trip that would inspire, honor and excite their employees! We created a Music City-inspired week of events that began with a celebration of their Master's Club inductees at the iconic Wildhorse Saloon. A day of general sessions was set with plenty of fanfare - a choral medley, drumline march and confetti drop! The premier event of the week was a elegant, red carpet gala event, and attendees got the full Nashville experience with a songwriters in the round on their last day!

SERVICES PROVIDED
*Venues & Hotels | Staffing & Logistics
Custom Signage & Billboard | Entertainment & A/V
Arrivals & Transportation | Food & Beverage
Décor & Rentals | Gifts | Safety & Risk Management*





#IBELIEVE IN COUNTRY MUSIC

*Fontanel Mansion | General Jackson Riverboat
Loveless Barn | Marathon Music Works | Nashville, TN*

THE GOAL | Pull off a one-of-a-kind, three-day birthday extravaganza all across Music City.





THE CHALLENGES

1. Securing 4 unique venues for back-to-back events that would accommodate the event needs and 230 guests.
2. Keep up with 5 name act entertainers, their riders and production requirements.
3. Provide our detail-oriented client with a seamless experience that would make this bash one for the record books!

THE SOLUTIONS

Turning 75 is a remarkable milestone, making our client's birthday celebration especially rewarding. Not without its challenges, our client had already contracted various entertainers before our team came on board, requiring some clever juggling to accommodate each one's production needs. The "I Believe..." theme and our client's incredible attention to detail set the bar high. Unique decor and lighting as well as subtle nods to the theme unified the different venues without being overdone. Honest and open dialogue with our client made for a true partnership while their unmatched kindness and thoughtful personality made this event a privilege to be part of.



SERVICES PROVIDED

*Transportation | Decor | Photography | Staffing
Entertainment | Production Management
Swag Bags | Custom Cake | Catering*





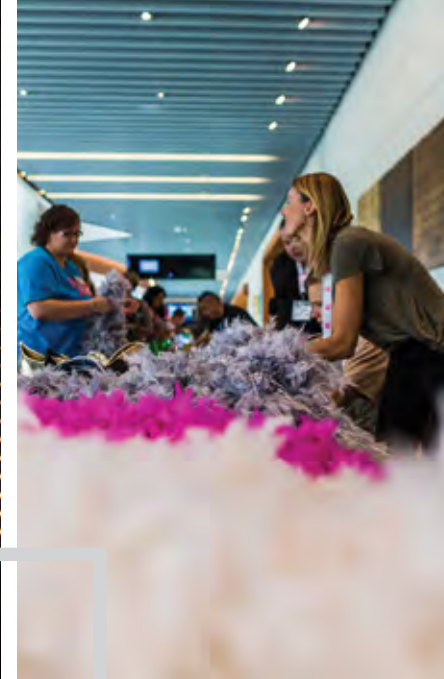
PERFECTLY POSH NATIONAL CONFERENCE

Music City Center

THE GOAL | Create a memorable, week-long experience for 1300 women and advocates for the Posh brand that would educate, inspire and encourage loyalty and most of all, be fun!

THE CHALLENGES

1. Create a fully-branded experience for attendees as soon as they walked in the doors.
2. Build a portal store for attendees to experience our client's newly launched products alongside perennial favorites.
3. Plan and execute multiple events - some on short notice - that left attendees feeling like the stars of the show!



THE SOLUTIONS

We created custom branded decor and staging, a portal store featuring new and favorite products, themed leadership events and Diva-inspired entertainment, all embodying the theme, "Starring You." The bold yet feminine design made an all female audience feel pampered and excited about our client's products. A superb team of local vendors helped us pull off the last-minute requests and coordinate back-to-back nights of top-notch entertainment.

SERVICES PROVIDED

Venue | Props, Decor & Branded Signage | Rentals
Staging | Registration | Portal Store | Entertainment
AV Production | Photography | Food & Beverage | Logistics



A man in a white shirt is shown in profile, focused on playing a drum set. He is using a wooden drumstick to hit a white drum. In the foreground, there is a purple drum. The background shows other people in a room with purple walls and framed pictures. An orange text box is overlaid on the right side of the image.

MUSIC CITY JAM SESSION

Gaylord Opryland

THE GOAL | Create an immersive team-building activity focused around our client's company mission with an element of corporate social responsibility.

THE CHALLENGES

1. An extensive pre-production schedule including securing a community partner & creating a video story for the event day.
2. Secure a venue with sound-proof breakout spaces for teams to create & practice their jingle.
3. Keep a big surprise secret from all attendees until the end of the event!



THE SOLUTIONS

Our Music City Jam Session was the perfect team-building activity to make a lasting impression on our client and their attendees. Participants were teamed up with local music students and a singer/songwriter to compete in writing a company-inspired jingle... using only household items and noise makers. Besides bragging rights, the top team would win an instrument for their student musician! The teams composed in private, then performed in front of the group, where a winner was selected. As the excitement hit a crescendo, the twist was revealed: staff burst on stage to surprise all the students with their own instruments!

SERVICES PROVIDED
*Staffing & Logistics | Programming
Singer-Songwriters | Venue Selection*





EVOLUTION OF MUSIC EXPO

Gaylord Entertainment Center

THE GOAL | Design a sales expo around our city's moniker - Music City USA - in a fresh & modern way that would ensure maximum impact for the 2000 people in attendance.

THE CHALLENGES

1. Design four entirely unique spaces, themed to a musical genre - all in the same room.
2. Make guests feel welcome and encourage them to interact with exhibitors and other attendees.
3. Manage a 24-hour flip of the event space, transforming the musical-themed expo into an all-white after party.



THE SOLUTIONS

Having chosen to host their sales expo in Nashville, it was important to our client that the theme match the destination. Using lighting design to define the four themed areas, our team set out to bring Rock, Pop, Hip Hop & Blues/Jazz to life for the Evolution of Music theme. Colors & props indicative of each genre created an immersive space for guests while interactive booths and gaming ensured their engagement. Our biggest challenge - the overnight flip of the event space was possible because we re-used draping and leaned heavily on the lighting design. This not only transformed the space but ensure the budget stayed on key.



SERVICES PROVIDED
*Venue Selection | Transportation & Logistics
Overall Event Design, Lighting & Themed Decor
Branded Signage & Booths | Event Staffing | DJ*



ROCKABILLY 50'S AWARDS GALA

Memphis Cook Convention Center | Memphis, TN

THE GOAL | Bring Memphis' history of Rock-and-Roll into vibrant technicolor for a rockin' awards gala.



THE CHALLENGES

1. Designing around a popular theme and creating a fresh experience for our client.
2. An undersized event space that required splitting the reception & dinner - but still maintaining the theme & momentum.
3. Last minute challenges with local labor unions that threatened to derail the event.

THE SOLUTIONS

When working in Elvis' hometown, your event must be worthy of a king. Starting with a turquoise & bright pink color palette, we built a variety of props including Graceland Gates, Cadillac couches and an Ed Sullivan inspired stage. Oversized props also ensured a seamless transition as 800 guests moved from the reception to the awards dinner, two floors above. At dinner, place settings featured a custom LP record in lieu of a charger and a guitar pick napkin holder. Most importantly, diligent and persistent work by our team with labor unions ensured the event was a rockin' success!



SERVICES PROVIDED

*Event Design & Themed Decor | Event Staffing
Food & Beverage | Meet & Greet Characters
Green Screen Photography | Live Music & Karaoke
Acrylic Guitar-Shaped Centerpieces*





CMA RED CARPET THEMED RECEPTION

Country Music Hall of Fame & Demonbruen St.

THE GOAL | Create a CMA afterparty inspired event & street party for 1600 people at Nashville's Country Music Hall of Fame.

THE CHALLENGES

1. Maximize space at the Country Music Hall of Fame.
2. Close down a major Nashville street.
3. Quickly & safely transport 1600 guests
4. Exceed our client's expectations.

Day of Challenges: A spring downpour had our team moving the drop-off point for guests while in transit, and, in true red-carpet style, we ferried guests into the event with umbrellas.



THE SOLUTIONS

We literally rolled out the red carpet for our client. Working with the city, we closed Demonbruen St. in downtown Nashville and built a tented cocktail area with live big band music for a CMA-vibe. This extra space also kept guests from feeling too crowded in the Hall. Inside, on-brand lighting and custom signage were the backdrop to violinist Rhett Price as he brought the house down with his contemporary violin covers.

SERVICES PROVIDED

*Venue | Transportation for 1600 | Signage & Branding
Projection of Logos on the Building | Street Permit | Staffing
Indoor/Outdoor Space for 1600 Guests | Photography
Entertainment throughout the Event | Food & Beverage*





#GETYOURMOTORRUNNING

Nashville Motor Speedway | Nashville, TN

THE GOAL | Give our clients a high-octane experience - highlighted with a fast-paced & competitive stock car race that had the adrenaline and excitement pumping!

THE CHALLENGES

1. Create a once in a lifetime experience where our client's attendees would literally race each other for top prize.
2. Properly insure and protect our client during the high-risk event.
3. Ensure all participants were safe throughout the event while still allowing the freedom to feel the wind in their hair.



THE SOLUTIONS

When our client came to us with a vision for an immersive, employee incentive program that would involve real-life race cars, safety quickly became our most challenging concern. Detailed planning and research were required to keep the newly apprenticed drivers safe as they sped around the track, all while properly insuring our client. We finally breathed a sigh of relief when the last car was parked and jubilant participants headed to a race-day styled after-party. Here former champion Darrell Waltrip was waiting to congratulate them, and we knew the event had been a roaring success.

SERVICES PROVIDED

*Celebrity Meet & Greet | Staffing & Logistics
Race Cars & Necessary Insurance | Interactive Gaming
Transportation | Food & Beverage | Décor & Rentals*





STEAMPUNK WORLD'S FAIR EXPO

The Americas Center | St. Louis, MO

THE GOAL | Create a turn-of-the-century World's Fair vibe that would showcase the client's brand & products to distributors.





THE CHALLENGES

1. Seamlessly merge modern products into the 1904-inspired decor.
2. Overcome labor union challenges, ensuring the event was properly staffed.
3. Make it a night our client would never forget!

Day of Challenges: Ten minutes before the ceremony & dinner, we realized the seating chart was an outdated version. With barely a minute to spare, we corrected the table numbers on the 95 tables, ensuring that there was no confusion for their guests.

THE SOLUTIONS

A team-driven approach was key to maximizing creativity. Working with a familiar vendor team made the creative process immediately cohesive and intuitive. Cleverly themed props like the "Flying Juicer" bar showcased the client's products and impressed their guests. Most importantly, building a great relationship with the local labor unions ensured enough staff - they even dressed in steampunk regalia for an immersive experience. All was punctuated by amazing entertainment - including aerialists and a world-renowned magician making for an unforgettable night!



SERVICES PROVIDED
*Event Staffing | Event Decor & Lighting
 Custom Banners & Entryway | Photography
 Entertainment throughout the Event
 Branded Product Displays*

YOUR AUTHENTIC
MUSIC CITY
EXPERIENCE
STARTS HERE

615.828.5575 | MAPLERIDGEEVENTS.COM
INFO@MAPLERIDGEEVENTS.COM