



Response to RFP:

CORPORATE HOSPITALITY SERVICES

Presented by George P. Johnson

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GEORGE P. JOHNSON
experience marketing

3.0 DESIGN RATIONALE & APPROACH

A Long-Term Relationship

Two design and experience concepts have been created to meet █'s needs for the █ Corporate Hospitality Village. Both concepts feature an approach that focuses on a five-year plan for execution, as well as design and experiential elements to encourage long-term stays for guests. A dramatic entrance, a village setup and a “destination” feeling are included throughout, as is a common area designed to facilitate networking among the well-heeled attendees. This networking area is paramount to guest retention, as with such a unique compilation of high-powered executives in attendance, the hospitality area becomes a valuable, impromptu networking opportunity. The guests at this event recognize a prime opportunity when they see one, so they'll want to stay put throughout the day, never knowing who might be circulating in the space.

For longevity in design and interest, each proposed concept strikes a balance between establishing a consistent identity for the space over time while presenting a fresh experience each year for guests to encounter anew. In fact, these concepts will actually generate curiosity and anticipation, so that guests will be eager to garner an invite to the hospitality area to see how the theme will be interpreted and executed each year. Our concepts for the theme and design are presented in the following section.



4.0 EXPERIENCE THEME & DESIGN

4.1 CONCEPT A: The Gallery at

“Well, when I get it the only thing that does any good is to jump in a cab and go to Tiffany’s. Calms me down right away. The quietness and the proud look of it; nothing very bad could happen to you there.”

— Holly Golightly,
Breakfast at Tiffany’s

When we need a little taste of heaven in this world, there are places that provide an ambiance designed to relax and rejuvenate. A perfect example of this effect is the spare, luminous atmosphere found in an art gallery or museum. Serene, upscale, aesthetically pleasing and inviting, an art gallery is the perfect place to relax and linger in comfort and style. Add delicious refreshments, entertainment, music and sunshine, and you’re experiencing the Gallery at

With white walls, undulating walkways and a lush botanical garden, this space evokes a heavenly tranquility not often found in our hectic lives. The vivid colors and calming environment encourage visitors to slow down and enjoy themselves, to escape and transcend to a more evolved state of mind.

Located on the Upper East Side of New York City, The Guggenheim is one of the best-known museums in the world, and offers a perfect illustration of how beautiful and inviting an artistic space can be. The building itself is a work of art with walls that lead visitors through in an organic, flowing manner. This historic structure provides the inspiration for “The Gallery at Corporate Hospitality Village.



4.0 EXPERIENCE THEME & DESIGN (cont.)

4.1 CONCEPT A: The Gallery at (cont.)

This elegant space will include the following design features and experiential elements:

- **Botanical gardens**, created with the NY Botanical Gardens in mind, make the common networking area a truly impressive space.
- **A gigantic, 40-foot mural** is created right before attendees' eyes on a wall in the common area, as an artist brings the blank wall to life.
- **Artwork on display** throughout the space gives the entire area the look and feel of an art gallery or museum. Modern works of art will supplement collection, creating variety and visual interest. A partnership with a New York gallery ensures unique and interesting works will be on display.
- **A spectacular artist performance** (which may be offered as a sponsorship option) featuring a unique, high-energy process, will amaze and entertain spectators. The fast-paced, choreographed performance, including auditory and visual elements played out on a huge canvas, grips the audience until an amazing reveal at the end.



“Brian’s paintings of famous figures from world history to Hollywood, are choreographed in an awesome auditory and visual performance on a huge canvas, taking the audience through surprise, hilarity, suspense, and finally awe at the breathtaking likeness in a matter of minutes.” — www.brianolsenart.com



4.0 EXPERIENCE THEME & DESIGN (cont.)

4.1 CONCEPT A: The Gallery at (cont.)

- **Daily/weekly auctions** of the original works of art created onsite will encourage guests to stay for an extended amount of time. The proceeds may be donated to charity or the company sponsoring the artist may retain the paintings for their use instead.
- **A different traveling exhibit** housed in the space each year will provide a consistent theme while offering a fresh perspective for each tournament. Attendees will be eager to return and see the exclusive collection on display.
- **Original works of art** will be created onsite daily or weekly by artists gaining inspiration from the beautiful, nature-inspired surroundings. Attendees will be amazed to watch art being brought to life before their eyes.
- **The Grand Concourse** — our interpretation of the entry corridor — will be transformed to closely mimic a gallery, with chic benches positioned in front of lighted paintings, all providing a serene environment for supplemental artists at work.
- **Plasma screen TVs** located in each hospitality tent give guests access to the action no matter where they are.
- **Clean, bright, beautiful décor** with an artistic flair provides the perfect backdrop for collection of tennis-inspired artwork.
- **Striking sculptures** created by local artists add colorful intrigue to engage attendees.



4.0 EXPERIENCE THEME & DESIGN (cont.)

4.2 CONCEPT B: Cityscapes

“New York City sits bold and beautiful, brash and bounteous, a Big Apple, representing the best the country and people have to offer. Never has there been a city like it, nor will there be again... It’s a city of achievers, often beset by adversity, but never bested by circumstances.”

— John Clementis,
New York Facts

Intense, extreme, and buzzing with vitality, the [redacted] sizzles with the same level of energy as the nation’s most exciting city. The city and the event are uniquely related; to quote from [redacted] Corporate Hospitality Overview, the ‘[redacted]’ is staged in one of the world’s most important and energetic cities and features some of the greatest athletes in all of sports.” After all, the City that Never Sleeps is a very happening place and the [redacted] is a very happening event. In fact, a shared goal of GPJ’s and [redacted] is to “continue to elevate the [redacted] as a ‘happening event,’” as communicated by [redacted] Chief Marketing Officer [redacted]

This design concept is a sophisticated tribute to the historic competition and its host city. Upon entering the common networking area, guests will be amazed to see Central Park recreated before their eyes, all the way down to the famed Bethesda Fountain, the park’s crown jewel. Lush grass softens the space and incorporates elements of nature while providing contrast. Like New York City, the area buzzes with activity, including street musicians and the tennis action playing on individual monitors around the commons. Visitors will be entertained while watching incredibly realistic sidewalk art come to life in chalk, which also adds visual interest for the space. Lively music provided by jazz trios and roaming musicians keeps the terrace established as a social and professional networking zone, so visitors will want to while the hours away in Central Park.

Above all, though, the space is stunning. Vivid white fabric softens the top of Romanesque pergolas, providing shade and a gorgeous contrast to the blue sky above and green grass below. The walls softly billow like sails, covered in fluttering fabric that provides a canvas for graphics, signage or sponsor logos. Inside, faint images of the city, players and spectators serve as a backdrop for dramatic graphics of the most elite athletes and theatrical lighting on the floors and walls alludes to twinkling, lighted skyscraper windows. The legends of the game are ever-present, with famous quotes from them on display throughout the space.



4.0 EXPERIENCE THEME & DESIGN (cont.)

4.2 CONCEPT B: Cityscapes (cont.)

This vibrant space will include the following design features and experiential elements:

- **New York's famed subway system** transports guests to the area, as the entry corridor will be designed to represent a subway tunnel.
- **A virtual Central Park** created in the common area with trees and grass mimics the look and feel of the famed park.
- **Central Park's celebrated Bethesda Fountain** is re-created to provide a dramatic focal point for the area and a spectacle for visitors as well. Park benches line the area so guests can watch the tennis action on large LCD screens from their virtual front-row seat while relaxing by the fountain.
- **Stately pergolas** provide shade for intimate seating at highboy tables, comprising a common networking space.
- **A spectacular artist performance** (which may be offered as a sponsorship option) featuring a unique, high-energy process, will amaze and entertain spectators. The fast-paced, choreographed performance, including auditory and visual elements played out on a huge canvas, grips the audience until an amazing reveal at the end.



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4.0 EXPERIENCE THEME & DESIGN (cont.)

4.2 CONCEPT B: Cityscapes (cont.)

- **A live jazz trio** or street performer-style saxophonist provides background music as visitors network, watch the tennis action and admire their surroundings.
- **Grand scale photographs** border the space, featuring live action shots of tennis photography intermixed with people/city images.
- **References to tennis and its culture**, such as a gridded netting that at closer inspection reveals itself to be part of a racket, are interspersed throughout.
- **Ghosted images of city scenes** grace inside walls and lighting brings them to life creating a sense of being in the city as visitors walk along the halls.
- **Quotes from Billie Jean King, Arthur Ashe** and other tennis greats provide additional wall décor, while providing a taste of the game's history and legacy.
- **Dual areas embody the two sides of NYC**, with some parts mimicking a green and lush city park and some evoking the energy of the city streets.
- **A photographic approach** to the wall décor makes the space seem larger than life, with giant representations of players in action.
- **A unique lighting scheme** for each year will keep the space unique and fresh. The five-year plan for this space also includes keeping a consistent focus on the legendary heroes of tennis while highlighting a different “superstar of the moment” each year.



5.0 WHY GPJ?

5.1 Who We Are

“Make no small plans,” was George P. Johnson’s personal and professional mantra, and since he founded The George P. Johnson Company with that mission in 1914, we’ve done just that.

As the world’s premier experience marketing agency, GPJ provides end-to-end experience marketing solutions for leading global brands, continually adhering to our core values of Innovation, Creativity, Quality and Service (ICQS). Our commitment to these values, proven strategies, exceptional people and decades of expertise are what define GPJ as one of the world’s top 25 marketing organizations.



5.0 WHY GPJ? (cont.)

5.2 What We Do

Innovate. Motivate. Activate.

At GPJ, we use **strategic innovation** to design experiences to **motivate audiences** and **activate brands**, personalizing the message in a way no other form of marketing can. Our global experiences started in support of our automotive clients in the 1950s and 1960s, as at that time, Chrysler, GM and others looked offshore for new markets and new opportunities. As our client roster expanded and diversified in the 1970s and 1980s with new clients in the Information Technology, Telecommunications and Consumer Electronics space, demands for a global footprint increased.

Today, GPJ has 24 offices around the world, representing a massive network of creative resources that allow us to provide consistency in brand communication across the globe. With this unparalleled global reach, we have processes, strategies, in-house capabilities, partnerships, technologies and buying power that no other experience marketing agency can match. Our enterprise grade technology suite, Global LINKS®, supports client programs around the world, documenting and supporting programs — from strategic planning and portfolio management all the way through event planning and onsite execution. GPJ provides global clients with peace of mind and ensures a consistent process, financial model, tools and brand assurance.

Fast facts on GPJ's global reach:

- We produce 6,400 events per year — that's over 17 events each day, worldwide.
- We contract more than \$350 million worth of services per year.
- We negotiate 4,500 hotel contracts and manage more than 238,000 room nights per year.
- We register approximately 680,000 — and transport 64,000 — attendees per year.
- We touch approximately 12,160,000 attendees at global events per year (6,400 events with 1,900 attendees per event).
- We've managed an event in virtually every major city in the world — and in 167 countries.