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IMMEDIATE RELEASE

ON THE SCENE EVENT MANAGEMENT HONORED FOR ADME ACHEIVEMENT AWARD “BEST OVERALL PROGRAM”

On The Scene Destination and Event Management Chicago won the Association of Destination Management Executives (ADME) 2007 award for “Best Overall Program”

Building the perfect Chicago corporate event in January? Over 250 top Destination Management Professionals recently gathered to celebrate the 3rd annual Achievement Awards during the ADME Annual Conference in New Orleans. In an independently reviewed and judged contest to award the “Best Overall Program”, On The Scene Chicago came out on top with their five-day Pharmaceutical product launch highlighting the best of Chicago! Chosen as a finalist among numerous submissions and two other programs, the creative details and all around execution of the program made On The Scene and Chicago a winner! "I extend my congratulations to all the finalists for the outstanding work they have done and for the recognition they so deserve. Our winners represent the Best Of The Best in the DMC industry and we extend kudos to all of them." -Ilene Reinhart, DMCP, CMP-ADME President

Winter in Chicago isn't always the top of mind destination for large corporate events or meetings. On The Scene turned what is typically cold and windy into a hot week of fun for over 2,300 sales and marketing executives from around the country. January can lead to brutal temperatures and gray skies yet everyone was warm and in good spirits from their arrival into Chicago through their return home. “The ‘Best Overall Program’ award demonstrated that even in the dead of winter, Chicago can shine!”, Jay Weidner, Director of Sales and Marketing said, “This was truly gratifying for On The Scene, as well as the City of Chicago to win this award in that we don't have to be viewed as just a summer destination for large corporate meetings. We can do it any time!”

The award for “Best Overall Program” considered numerous facets including: airport transportation, shuttles, décor elements and off-site events.” On The Scene hit on all of them. The week began with a Tropical night at the Chicago Hilton and Towers. A lower floor exhibition hall was transformed into a warm and inviting oasis. A 30' x 40' beach complete with over 23 tons of sand was brought in to create the beach effect. Custom made boogie board tables, beach chairs and a 40' wide video screen of crashing waves completed the tropical environment. Other quadrants of the Tropical night included: Miami Beach, a customized boardwalk, the Great Barrier Reef and Hawaii. Weidner said “When guests received a fresh flower lei direct from Hawaii before entering, they definitely forgot that it was 8 degrees outside!”.

The next evening was one of the largest and most extravagant events ever put on at the Field Museum. “A Night At The Museum” was inspired by the major focal points of the museum and expanded to create an interactive feeling to the museum. Playing off the grand totem poles for a Mayan effect, the elephants for an India area and Sue serving as the rugged safari area the main floor took on a life of its own. Upstairs on the balcony, Asia was readily noticed with Chinese calligraphers and painters while the lower level was transformed into the “Decompression Chamber” complete with oxygen bars, massage chairs and manicure stations. A 15-member theatrical band completed the transformation of the museum and truly brought it to life at night!

The final evening ended a great week at the Chicago landmark, House of Blues. With the world renowned band, Maroon 5 playing to the packed house throughout the night, all guests were hot before departing the next day.

“The ADME ‘Best Overall Program’ award is an honor for On The Scene to receive and we are most gracious”, said Weidner. “It showcases what we all feel here in the city is the greatest in the world, Chicago! It is also important to demonstrate that Chicago can be and is a year-round corporate destination. Even during the heart of cold, wind and snow, fun can be had!”

About On The Scene Event Management

On The Scene is a full service Event and Destination Management company based in Chicago. Since 1969, On The Scene has been providing the best of the city through event design, catered group outings, special events, transportation and logistics management and Chicago tours and activities. Our clients range from Fortune 500 corporations to large scale association conferences. We realize and understand that your event is an investment in your employees, client or attendee and is a direct reflection of your meeting. Providing the very best of Chicago to make you shine is our job!

For more information and for pictures of award winning events visit us at: www.onthescenechicago.com. Also, please contact Jay Weidner, Director of Sales and Marketing at 312-661-1440 x202 or via e-mail at jay@onthescenechicago.com.

About ADME

Our mission

As the pre-eminent organization for Destination Management Executives, the mission is to increase the professionalism and effectiveness of destination management through member and industry education, establishment of standard ethical practices and raise the level of awareness of the value of destination management to the respective association, corporate and general public.

For more information visit ADME at www.adme.org. For inquiries contact info@adme.org or call 937-586-3727.

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