

Special Events

M A G A Z I N E

The international publication for special event professionals

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A photograph of two women in formal attire smiling at a car show. The woman on the left is wearing a black dress, and the woman on the right is wearing a red dress. They are standing next to a dark-colored car. In the background, other people and cars are visible, including a red sports car and a Chevrolet logo.

Events with
an edge
draw crowds
and cash

**FRINGE
BENEFITS**

50
top event
planning
companies

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4TH ANNUAL 50 TOP

Event Planning Companies

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THE outlook for business brightens—even after a banner year in 2004, when the Summer Olympic Games and the U.S. presidential elections made for an eventful year, our event production powerhouses are predicting an increase of nearly 5 percent in both event revenue and number of events in 2005.

Please note: Revenue figures are monies collected for goods and services provided and pertain to special event production, i.e., overall responsibility for creating and producing special events. The companies listed below have widely varying capabilities and may have substantial additional revenue from other activities. Unless otherwise noted, all information has been provided by the individual companies. Annual revenue figures are forecasts for the year 2005. While every effort has been made to ensure accuracy, errors and omissions sometimes occur. All figures are in U.S. dollars.

COMPANY	CONTACT INFORMATION	CHIEF EXECUTIVE OFFICER	AVERAGE NUMBER OF SPECIAL EVENTS PRODUCED ANNUALLY	AVERAGE ANNUAL REVENUE FROM SPECIAL EVENTS (FORECAST FOR 2005)	NOTEWORTHY EVENTS
George P. Johnson Co. Auburn Hills, Mich.	248/475-2500 www.gpjco.com	Robert G. Vallee Jr.	4,100 plus	\$250 million plus	Event giant famed for auto expertise supports the industry by conducting its annual Global Event Trends Study with partner MPI.
TBA Global Events Los Angeles	818/226-2800 www.tbajglobal events.com	Robert Geddes	2,500	\$170 million	Big events this year include SAP Sapphire '05, Herbalife 25th Anniversary Extravaganza, Nike mobile product launch, plus Susan G. Komen Breast Cancer Foundation Race for the Cure.
Vok Dams Gruppe Wuppertal, Munich, Germany, New York	49 202 38907 0, 212/521-4327 www.vokdams.de, www.vokdams.com	Colja M. Dams	200 plus	\$118 million plus	Highlights include BMW North America sales conference, L'Oreal product launch and Volkswagen Auto Show in Detroit.
Maritz Fenton, Mo.	636/827-4000 www.maritz.com	Steve Maritz	450	\$88 million	Busy year so far with "Moving Forward Live" Toyota consumer promotions, including a three-city Oprah Winfrey tour.
EventQuest New York	212/966-3146 www.eventquest.com	Mark Veeder, John Schwartz	65 to 80	\$13 million to \$18 million	Celebrities add sizzle to IWC Schaffhausen Watches/Mercedes-AMG party, plus Super Bowl XXXIX SuperFest and Dyson "Ball" vacuum cleaner launch inside a custom 80-foot-tall dome.
Max.Sense GmbH Live Marketing Wuppertal, Germany	49 0 202 28230 www.maxsense.com	Wolfgang Doll, Martin Stenzel, Frank Mueller	65	\$55 million	Highlights of the year include the "50 Years Lufthansa" program for 35,000, plus work for auto-makers Kia, Toyota and Audi.
AMCI Marina del Rey, Calif.	310/765-4100 www.amcimarketing.com	David Stokois	40 plus (tours)	\$53 million	Busy with tours including Taste of Lexus, Love Mercedes, Scion Coast2Coast and Toyota Tundra Heartland.
World Event Management Leeds, England, Lambertville, N.J.	44 1274 854100, 609/773-0000 www.world-events.com	Graham Keene	200	\$44 million	Specializing in domestic and international conference coordination, convention attendance coordination and team-building programs.
Hartmann Studios Richmond, Calif.	510/232-5030 www.hartmann studios.com	Mark Guelfi	300	\$36 million	Busy with San Francisco's famed Black & White Ball plus Home Depot annual store manager events, Oracle OpenWorld welcome and appreciation and Banc of America Securities investment conference events.
Abigail Kirsch Tarrytown, N.Y.	914/631-3030 www.abigailkirsch.com	James A. Kirsch	1,500	\$32 million	Kicked off Fashion Week with InStyle Magazine fashion show, along with Clinton Global Initiative Forum.