

# TEA



January 5 2010

# CONNECT

YOUR TEA STAFF

Gene Jeffers  
Executive Director

Brian Szaks  
Manager of Member  
Relations

Carole Mumford  
Manager,  
Special Relations  
and Events

Ann Gallagher  
Office Manager

## TEA's Thea Awards and TEA Summit Are Coming!

Set your calendars, book your flights and hotel rooms, sign up for the golf tournament and reserve your tables and seats for the TEA Summit (March 4-5) and the Thea Awards Gala (March 6)!

Be sure to be there when the industry's elite gather to explore critical business issues and to honor this year's Thea Award recipients. More than ever, this once-a-year professional and social networking series of events will connect you with the key decisionmakers and, at the same time, provide that emotional boost to help you keep driving through 2010 and beyond. Three days you cannot afford to miss!

The 16th Thea Awards Gala will honor the following for their outstanding achievements:

Thea Lifetime Achievement Award: **Mark Fuller**, WET  
Thea Classic Award: **Coal Mine**, Chicago Museum of Science and Industry

Thea Awards for Outstanding Achievement (AOA)

- Toy Story Midway Mania**, Disney's California Adventure and Hollywood Studios at Walt Disney World (Attraction)
- Dragon's Treasure Show**, City of Dreams, Macau (Attraction)
- Disaster!** Universal Studios Hollywood (Attraction Rehab)
- The Museum at Bethel Woods**, New York USA (Museum)
- Please Touch Museum**, Philadelphia USA (Museum)
- America I Am: The African American Imprint** (Traveling Exhibition)
- Skyscraper! Achievement & Impact**, Liberty Science Center, Liberty State Park, Jersey City USA (Science Center Exhibit)
- McNeil Avian Center**, Philadelphia Zoo (Zoo Attraction on a Limited Budget)
- Tea Show @ OCT East Resort**, Shenzhen, China (Live Show)
- Heineken Experience**, Amsterdam (Brand Experience)

## Upcoming TEA Activities

- Jan. 7 Europe and Middle East Division Mixer, London 1830 hrs, see p. 4
- Jan. 20 Eastern Division Mixer, Orlando, 6-8 pm, see p.3
- Jan. 25 Eastern Division Mixer, Toronto, 5 pm, see p. 5
- Feb. 25 TileZone London and TEA Mixer, see p. 13-14
- March 4-5 TEA Summit  
Intimate, dedicated, more networking and inside information bang for your buck! Space is limited and this conference has sold out every year! Reserve your seat today for this crucial opportunity. Goto TEA Boxoffice (click here)
- March 6 TEA Western Division Golf Tournament
- March 6 Thea Awards Gala, Universal Studios Hollywood  
The industry event - unrivaled networking, a chance to honor outstanding achievement worldwide, great food, old friends, new connections. Goto TEA Boxoffice (click here)
- April 15-16 TEA SATE Europe, The Netherlands

## Thank You Thank You Thank You Western Division HOLIDAY Party Sponsors

Presented by **Garner Holt Productions** and sponsored by: **Modern Masters, Artistic Entertainment Services (AES), Zuber & Tallieu, Lexington, Edwards Technologies (ETI), The TWT Group, Electrosonic, Utopia, MediaMation and Super 78!**

## Advertise Your Support for the Thea Awards and This Year's Recipients.

Advertise in the official 16th Thea Awards Program! Low rates, great readership. Contact [Jessica@TEAConnect.org](mailto:Jessica@TEAConnect.org) for info.

**CLICK HERE TO GO TO TEA BOX OFFICE FOR TEA SUMMIT, THEA GALA AND TEA GOLF TOURNAMENT TICKETS! THEA AWARDS SEATING PRIORITIES BASED ON EARLIEST BOOKINGS!!! [WWW.TEACONNECT.ORG/BOXOFFICE\\_2010\\_THEA.PHP](http://WWW.TEACONNECT.ORG/BOXOFFICE_2010_THEA.PHP)**



## THE HETTEMA GROUP PRESENTS FAMILIAR STORY IN POWERFUL NEW WAY

Beyond All Boundaries Speaks to Each Generation

When the National World War II Museum in New Orleans commissioned **The Hettema Group** to produce a new cinematic experience about WWII, they were presented with a daunting challenge: how to tell a story – that older Americans already know – in a fresh new way, and also grab the attention of a new generation.

“From the beginning, we knew this project would be something special. It’s an incredibly important story and we looked on our participation as a solemn responsibility. We wanted to make sure the presentation would resonate with people of all ages,” says Phil Hettema, President and Creative Executive, The Hettema Group. “In order to capture the imagination of the younger generation, we’ve used state-of-the-art technology

and special theatrical effects to create an immersive, emotional experience. For older Americans, we absolutely made sure we got it right,” he added, “by working with leading historians, doing extensive research, utilizing archival photographs and footage, and ultimately paying homage by telling the story in the very words of those who were there.

“If you’re 13 years old, or 33 years old...18 or 72, you’ll walk in with a preconceived notion of what the war was, and what the war meant,” said Tom Hanks, who served as Executive Producer and narrator. “And you will leave with a different notion, with some degree of enlightenment.”

“What’s especially exciting is that in meeting this challenge, we’ve created the most sophisticated presentation that you’ll find in any museum in the world,” said Hettema, who served as Show Producer and Creative Director. “What’s distinctive is the complexity of the production, and the number of different

Continued on next page

PROFESSIONAL  
**HD 3D  
Projection**

- Single-Lens 3D Projector
- Polarization Modulator
- Lightweight Glasses
- eCinemas small or large

High-quality, uncomplicated stereoscopic 3D has arrived!  
*It's never been this easy to deliver the excitement of the third dimension to your guests...DON'T MISS OUT!*

**DepthQ** by **Lightspeed** DESIGN  
STEREOSCOPIC

1611 116th Ave NE, Suite 112 • Bellevue, WA 98004  
www.depthq.com • www.lightspeeddesign.com

**THORBURN  
ASSOCIATES**  
DESIGN AND ENGINEERING

**TA**

Acoustics  
Lighting  
Audiovisual  
Data/Telecom

www.TA-Inc.com 510-886-7826  
San Francisco Raleigh-Durham Los Angeles

# TEA



January 5 2010

# CONNECT

## Members in the News

systems – multi-image projection, full surround audio, special theatrical effects, moving three-dimensional scenery; and a state-of-the-art Medialon Internet based control system that coordinates over two thousand individual cues throughout the 35-minute presentation, and it's accessible remotely for diagnostic monitoring.”

Amazingly, it all operates automatically at the touch of one button. “The goal is to make all of that technology invisible to viewers as they are immersed in the telling of a powerful, emotional story,” said Hettema.

The ground-breaking presentation, a five-year project – from concept to design and production -- by The Hettema Group's creative team incorporates state-of-the-art special effects immersing the audience in a unique cinematic experience. With life-sized props, animation, and atmospheric, as well as archival footage and sound effects, audiences will feel the tank treads rumbling across North Africa's deserts, brush snow from their cheeks during the wintry Battle of the Bulge, and flinch at

anti-aircraft fire as it tries to bring down their B-17 on a bombing run over Nazi Germany.

Dwarfing large screens in most traditional theaters, the Solomon Victory Theater screen at the National WWII Museum is 120-feet wide, and 30 feet high. Nine digital cinema DLP projectors, plus a full scrim screen, create a multi-layered spectacle for viewers. The full surround custom audio system features 27 speakers transporting audiences to the sounds of the jungle, a B-17's engine roar, bombs dropping, tanks rolling, and more.

Theatrical effects include an anti-aircraft gun that rises, rotates and appears to fire above the audience, a 25-foot guard tower rises ominously before the audience from a deep pit below the stage, and a B-17 aircraft nose lowers from overhead rigging directly above the audience, in less than 12 seconds, and six full-sized “Dragons Teeth” tank traps (large steel construction devices used to disable tanks) appear in the D-Day beach sequence.

Continued on next page

## EVENT INVITATION

January  
20  
2010

# TEA



REPRESENTING  
CREATORS OF  
COMPELLING  
PLACES & EXPERIENCES

## eastern north america Orlando Monthly Mixer



Join your TEA peers for cash bar drinks and stimulating conversation. Exchange business cards, see old friends, meet new contacts. Social networking and just plain fun! Always worth your time! Hope to see you there!

January 20, 2010

6 - 8 pm

Funky Monkey  
Pointe Orlando

Themed Entertainment Association . 150 E. Olive Avenue . Suite 306 . Burbank, CA 91502 . (818) 843-8497

for more information log onto:  
[teacconnect.org](http://teacconnect.org)

# TEA



January 5 2010

# CONNECT

## Members in the News

The son of a WWII veteran, Hetteema began his research close to home – by talking to his dad, Dave Hetteema, 86, who served in the Army Air Forces as the pilot of a B-17, and flew 35 successful missions over Germany, at the age of 21.

“My dad’s story is emblematic of literally millions of guys. What they did, what they accomplished – it’s hard to conceive of today, the sacrifice of an entire generation and of our entire country.”

Beyond All Boundaries provides that once-in-a-lifetime opportunity to tell a story like that. I can’t think of another story of such significance,” said Phil. “While the scale of the war is massive, the personal stories of 44 individuals, including my dad, help to provide a very personal perspective on an epic, global story.”

Dave’s own war experiences contributed to an exhaustive research effort spanning more than 6,000 hours by the film’s creative team. “My dad and countless others like him helped define ‘the American Spirit,’” said Phil. “The America that

emerged after WWII: an America that does the right thing, stands up for the right things; that’s the image that we like to carry of ourselves, that we aspire to.”

Beyond All Boundaries opens November 7, 2009 at the National World War II Museum’s Solomon Victory Theater, in New Orleans ([www.nationalww2museum.org](http://www.nationalww2museum.org)). In addition to narration by Tom Hanks, the true stories of 44 individuals in the film are voiced by 30 well-known actors including Kevin Bacon, Patricia Clarkson, James Cromwell, Blythe Danner, Viola Davis, Jennifer Garner, John Goodman, Neil Patrick Harris, Tobey Maguire, Chris Pine, Brad Pitt, and Gary Sinise, among others.

Of the 44 individuals whose WWII stories are featured, six are still living. “As a storyteller in the entertainment business, it’s really satisfying to tell a story of such monumental significance,” Phil Hetteema noted. “Our aim is to make viewers think about what happened, and walk away with their own point of view about war. The cost of the war itself is hard to fathom.”

Continued on next page

## EVENT INVITATION

January  
07  
2010



REPRESENTING  
CREATORS OF  
COMPELLING  
PLACES & EXPERIENCES

## Europe and Middle East London Mixer



The first mixer of the year will be held at the Barrowboy & Banker public house on the south side of London Bridge next to Southwark Cathedral. We will aim to start there about 6.30-7.30pm and this mixer should provide an informal opportunity to meet some of your divisional board members. It will be a cash bar.

January 7, 2010

1830 - 1930 hrs

**Barrowboy & Banker**

**6-8 Borough High St. London**

**RSVP:**

**Euroevents@TEAConnect.org**

Themed Entertainment Association . 150 E. Olive Avenue . Suite 306 . Burbank, CA 91502 . +1 818 843-8497

for more information log onto:  
[teaconnect.org](http://teaconnect.org)

# TEA



January 5 2010

# CONNECT

## Members in the News

65 million lives were lost in WWII: approximately the total populations today of California, Texas, and Louisiana combined. "That's a number that never ceases to astound people. One we hope they will not forget," said Hettema.

For more, see [www.thehettemagroup.com](http://www.thehettemagroup.com).

The National World War II Museum tells the story of the American Experience in the war that changed the world – why it was fought, how it was won, and what it means today. Dedicated in 2000 as The National D-Day Museum and now designated by Congress as America's National World War II Museum, it celebrates the American Spirit, the teamwork, optimism, courage and sacrifice of the men and women who fought on the battlefield and the Home Front. For more information, call +1 877 813-3329 or +1 504 527-6012 or visit [www.nationalww2museum.org](http://www.nationalww2museum.org).

## Have a story you want us to include?

Really quite simple: send your information, releases and images to [Gene@teacconnect.org](mailto:Gene@teacconnect.org). While most stories we run are shorter than this piece on the new World War II Museum (a special case as so many TEA members were involved in this project), we will run excerpts that announce new project openings, live events, personnel events such as new hires and promotions. We do not run direct product or service announcements, but will run items that talk about new products or services which are part of a newly opened project.

Have questions: contact [Gene@teacconnect.org](mailto:Gene@teacconnect.org).

## EVENT INVITATION

January 25 2010



REPRESENTING  
CREATORS OF  
COMPELLING  
PLACES & EXPERIENCES

### eastern north america

## Toronto New Year Mixer



You're invited!  
Please join the Eastern Themed Entertainment Association (TEA) group to kick off 2010 and enjoy the spectacular panorama of Lake Ontario in the depth of winter!

IMPORTANT NOTE: The CN Tower is generously waiving the per person admission fee, please present this invitation for your admission.

January 25, 2010

5 pm

**Horizons  
Restaurant at the  
CN Tower  
301 Front St. West  
Toronto, Canada**

**RSVP by Jan 20  
Courtney Gilbert  
gilbert@  
sciencenorth.ca**

Themed Entertainment Association . 150 E. Olive Avenue . Suite 306 . Burbank, CA 91502 . (818) 843-8497

for more information log onto:  
[teacconnect.org](http://teacconnect.org)

# TEA

January 5 2010

# CONNECT



## RFP and Bid Opportunities

We apologize if some of the deadlines are very short. We feel it is important to list projects even with short deadlines, leaving the decision to respond or not up to you.

Pennsylvania Pittsburgh – virtual reality training mine. Sources sought to create virtual reality training facility. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for Pennsylvania Pittsburgh virtual reality.

France Chartres – museum exhibition design. Doc is in French. Deadline Jan. 12. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for France Chartres museum exhibit.

New Hampshire – AV RFQ for university hall. Deadline Jan. 13. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for New Hampshire AV.

Canada Victoria – AV production and rigging services. Deadline Jan. 19. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for Canada Victoria AV.

UK London – museum exhibit services. Deadline Jan. 20. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for UK London museum exhibit services.

Oregon Medford – design, produce and install historical marker.

Deadline Jan. 20. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for Oregon Medford historical marker.

UK Edinburgh – digital exhibit services, including CGI, AV production, interactive exhibits, etc. Deadline Jan. 22. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for UK Edinburgh digital exhibit.

UK London – museum architectural services – master spatial plan. Deadline Jan. 22. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for UK London museum architectural.

Maryland Londontown – historic exhibits-displays. Pre-bid is Jan. 12, Deadline Jan. 26. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for Maryland Londontown exhibits.

France Clermont-Ferrand – AV equipment. Doc is in French. Deadline Feb. 3. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for France Clermont-Ferrand AV equipment.

France Paris – museum renovation technical services. Doc is in French. Deadline Feb. 8. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for France Paris museum renovation.

West Virginia – exhibit and interpretive media. Pre-solicitation announcements. Email [brian@teaconnect.org](mailto:brian@teaconnect.org) and ask for West Virginia exhibit.

ETC ARCHITECTURAL

**Make your lighting designs happen.**  
Don't cobble together another control system to achieve your lighting design. Our standard systems make your custom lighting projects a reality. LED's, conventional lights, specialty fixtures – control it all simply, seamlessly, and intuitively with ETC.

**UNISON**  
**pharos**

To learn about how we did these projects, contact your ETC rep at [www.etcconnect.com](http://www.etcconnect.com)

\*Design: Rich Scola. Photo: Jay Lufkin/age

Americas: Tel +1 609 831 4316 • Europe: Tel +44 (0)20 8876 3888 • Asia: Tel +852 2799 1220 • [www.etcarchitectural.com](http://www.etcarchitectural.com)

**ETC**  
Architectural

Turn **YOUR** creativity into Engineered Entertainment with **RANDO PRODUCTIONS**

**RANDO PRODUCTIONS**

**INDUSTRIES SERVED**

- Theme-park
- Museum/Aquarium
- Television Commercials
- Music Videos
- Exhibits/Trade Show
- Mobile Entertainment Systems
- Others requiring specialty equipment

**OUR COMBINED EXPERIENCE COVERS**

- CONCEPT THRU COMPLETION**  
Turnkey Systems
- SPECIAL EFFECTS**  
Fog, smoke, water + flame effects
- MECHANICAL EFFECTS/SHOW ACTION EQUIPMENT**  
Hydraulics, pneumatics, rigging
- THEMED SCENERY/THEME PARK PARADE FLOATS**  
Automation and control systems
- ENGINEERING SERVICES**  
Facility interface determination, equipment development & troubleshooting
- CUSTOM RENTAL EQUIPMENT**  
Turntables, rolling rooms, pumps, heavy truss & tanks.
- MOCK UP**
- DEMONSTRATION**
- RAPID-PROTOTYPING**

**RANDO PRODUCTIONS, INC**  
CREATING TOMORROWS ENTERTAINMENT TODAY  
**818.982.4300**  
[RANDOPRODUCTIONS.COM](http://RANDOPRODUCTIONS.COM)  
[joer@randoproductions.com](mailto:joer@randoproductions.com)  
11919 Sherman Road, North Hollywood, Ca 91605

TEA

January 5 2010

CONNECT



Book Your Thea Gala,  
TEA Summit and  
Golf Tournament  
Tickets Today!

Be there March 4-6 2010

Click Here To Go To the TEA  
Box Office Now!

Need Talent for a Project?  
Looking for a New Position?  
Then You Need to Check out  
the TEA Job site!



**Job Seekers**  
Click Here

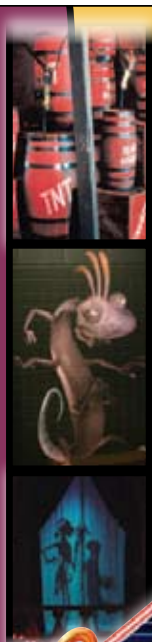


**Employers**  
Click Here

SPECIAL

Fire and fog, light and sound,  
engaging figures, dynamic  
disappearing acts and  
astounding feats of magic...

EFFECTS



Complete special effects  
design and fabrication for  
theme parks, museums,  
restaurants and retail  
locations...

Your show. Our Business.®

825 East Cooley Avenue  
San Bernardino, CA 92408  
(909) 799-3030 • www.garnerholt.com

**m|m**  
MODERN  
MASTERS.®

inspiration comes in many forms...  
...ours comes in a can



Your Source for  
Theme Inspired Paints and Coatings



Metallic Paint  
COLLECTION™



Industry Partners



ARCAT

(800) 942-3166 • modernmasters.com





**LA PROPOINT ADDS TO WWII MUSEUM'S "BEYOND ALL BOUNDARIES" THEATER**

LA ProPoint announces the completion of its role in The Hettema Group's major theater project, the Solomon Victory Theater at the National WWII Museum in New Orleans, Louisiana.

The centerpiece attraction of a \$300 Million museum renovation, the Solomon Victory Theater is a brand new 250-seat theater with a 30-foot tall, curved, sharktooth scrim screen that stretches to 120 feet wide. The wraparound screen will serve as the exclusive staging ground for "Beyond All Boundaries," an immersive documentary produced by legendary actor and producer Tom Hanks, whose critically acclaimed WWII projects include "Saving Private Ryan" and "Band of Brothers."

LA ProPoint, which has a reputation for being the go-to team of highly skilled and experienced technicians, fabricators and craftsmen, applied its expertise in design, engineering, fabrication, and installation to the Solomon Victory Theater's

overhead rigging equipment, show action equipment, sub-system show control, scenic elements, and many other facets of this detailed project.

"The Solomon Victory Theater project was complex, involving multiple show action elements, including the incorporation of moving 3D props and scenic elements such as city flats, a 1940s style radio, a death camp guard tower, D-Day tank traps, a naval anti-aircraft gun turret, and a B-17 bomber. LAPP also provided the 40-foot tall velour main show curtain and motorized track system, motorized scrimms and blackout drapes, borders and other soft goods—not to mention that oversized main scrim/projection screen," explained Andy Hanlen, LA ProPoint's project manager. "We weren't simply helping to build a theater. This felt more like building a world."

The full extent of the National WWII Museum's major renovation will not be complete for several more years, yet "Beyond All Boundaries" at the Solomon Victory Theater debuted late last year. More info: [www.LAPropoint.com](http://www.LAPropoint.com)

Dark Rides & Shows • Interactive Exhibits • Props & Scenery • Mechanical Media • Show Control

**LIFEFORMATIONS**  
art and technology studio

Animatronics • Portrait Figures • Diorama Figures • Scientific Models

Six Time THEA Award Winner!

2029 WoodBridge Blvd  
Bowling Green, OH 43402

419-352-2101  
[www.lifeformations.com](http://www.lifeformations.com)

Port of Entry  
Universal Islands of Adventure

Sheraton Safari Hotel

Jimmy Buffet's "Margaritaville"

Experience the satisfaction of seeing your vision materialize.

We create environments that connect with guests' desires and inspire solutions that foster memorable experiences.

With over 10,000 hotel rooms and over a million square feet of conference space in more than 50 hotels, resorts, casinos and themed entertainment venues, VOA consistently ranks among the world's top Architecture, Planning and Interior Design Firms.

Create + Inspire + Connect

VOA Associates Incorporated  
Architecture, Planning and Interior Design

Jonathan F. Douglas, AIA, Managing Principal  
4776 New Broad Street, Suite 200  
Orlando, Florida 32814  
407.425.2500 [www.voa.com](http://www.voa.com)





**INNOVATIVE WAYFINDING AT SAN DIEGO ZOO**

With more than three million visitors each year, the San Diego Zoo is a world-class destination. Yet with its hilly site, miles of winding tree-shrouded trails and more than 300 animals and exhibits, the venue can often prove to be a complex navigational challenge to visitors. In an effort to improve ease of access throughout the facility, the Zoo recently brought in Pasadena-based wayfinding design expert **Hunt Design**, a leading graphic designer for buildings, spaces and places, to improve the overall guest experience by developing a park-wide naming and signage system for the streets, paths and trails inside the Zoo. "Comfort, familiarity and ease of access are critical components to creating an enjoyable experience at any destination," said firm Principal **Wayne Hunt**. "Simple and clear path and area naming can be as important as well-designed signs in accomplishing that goal."

A recent survey of park visitors found, "Overall, 95% of the visitors found their way around the zoo fairly well or very well," by using a new system of signs, maps and new arterial streets, such as Front Street, Center Street and Park Way, that now connect the four zoo zones, such as Outback, Lost Forest and Polar Rim, and provide visitors an easily understood wayfinding armature for navigating the entire Zoo.

The project initially intended to focus on new directional signs, but after observing visitor behavior, the Hunt team realized visitors were continually "falling off the map," or losing orientation. Hunt's planners recommended a new naming system for all streets, paths and trails based, in part, on the way people use streets in a city – and how they give directions to each other. More info: **Todd Hays** todd@toddp.com



**BaAM**

working with designers, architects & producers to get it done

**Design Development**



**Project Management**



**Production & Installation**



www.baamproductions.com



DESIGN DEVELOPMENT • SET CONSTRUCTION • SPECIAL EFFECTS • THEATRICAL RIGGING • FLYING  
Museums, Theme Parks, TV Studios, Casinos, Theatres & Live Events

416.410.1102 www.performancesolutions.net

celebrating our 20th anniversary





## We need your help

so developers, clients and owners can find you more quickly and accurately! TEA has been asked to expand the content and improve the accessibility of our member directory to provide more information about your firms and the work you do. Help us build the directory of the future and better ensure your company's success.

The new TEA online search engine is rapidly nearing completion and will soon be available to members and the public. Offering multiple search modes and fields and capable of retrieving attached documents such as company brochures and talent resumes, this new TEA online directory provides additional member benefits - but only if you send your information to us for inclusion! Many TEA members have already sent in their materials, so if you have not yet done so, act now!

So what can you send to include in the new directory?

## TEA REQUEST FOR MEMBER RESUMES

As a first step in developing our new, in-depth online members directory, TEA is asking its members to forward the resumes of their key principals and/or creative leads. Each member company should collect their resumes and forward them as a batch to Gene@TEAConnect.org. Please note that the total number of resumes per member company is limited by their membership category (so if you are a 1-5 employee member, you may submit up to 5 total resumes). Resumes should be sent in pdf format, file size no larger than 300k, using the following filename format: lastname followed by firstname initial. Example: Joseph Smith would be filename SmithJ.pdf. These resumes will be available through the new TEA database, expected to launch in November 2009.

Continued on next page

**BIRKET** Specialty Lighting  
A DIVISION OF BIRKET ENGINEERING, INC.

**Lighting system integration**  
**production**  
**installation**

- **LIGHTING SYSTEM** integration and production for architectural & themed applications
- **CUSTOM** fixture design
- **GUEST-GRABBING** interactives
- **EFFICIENT LED** replacement analysis for hotels, retail, and resorts

**407.290.2000**  
[www.birketspecialtylighting.com](http://www.birketspecialtylighting.com)

**AESO**  
ARTISTIC ENTERTAINMENT SERVICES

**SET DESIGN & CONSTRUCTION**  
**SCENIC ART PAINTING**  
**GRAPHIC PRINT & SIGNAGE**  
**METAL & FIBERGLASS FABRICATION**  
**STRUCTURAL/MECH. ENGINEERING**

**[www.aescreative.com](http://www.aescreative.com)**

# TEA



January 5 2010

# CONNECT

## Member Action Items CONTINUED

### TEA REQUEST FOR MEMBER BROCHURES/ PROSPECTI

The next step in developing the new directory is to acquire your company's prospectus (or you may have several variations depending on industry segment). We ask that you provide those to us as pdf files no larger than 1MB in size. You may provide more than one (i.e. one for museums, one for theme parks, one for visitor centers, etc). Please use the following format for the naming of your file if sending only one prospectus: up to first eight letters of your company name.pdf. If sending more than one, please use the following format: up to the first eight letters of your company name followed by a dot and then a segment identifier (museum, themepark, visitor, etc) and then a dot followed by pdf. Example: joesmith.museum.pdf, joesmith.themepark.pdf, joesmith.visitor.pdf

Please send company prospectus to [Gene@TEAConnect.org](mailto:Gene@TEAConnect.org).

Including your resumes and prospectus in the TEA directory will provide a competitive edge available only to TEA members. You really do want your materials included in this deeper, more client friendly and responsive directory! Send your materials NOW to [Gene@TEAConnect.org](mailto:Gene@TEAConnect.org).

## Help Us Help You Get More From Your Membership!

Questions:

Call Gene Jeffers

+1 818 843 8497

or email

[gene@TEAConnect.org](mailto:gene@TEAConnect.org)

**TO MAKE IT HAPPEN YOU NEED ONE THING,  
EVERYTHING.**

*Sign Manufacturing*

*Project Management*

*Design & Engineering*

*Sign Installation*

**DON BELL**  
SIGNS

365 Oak Place • Port Orange, FL 32127 • 800.824.0080 • [www.donbellsigns.com](http://www.donbellsigns.com)

LAS VEGAS • ATLANTA • ORLANDO • MIAMI • KANSAS CITY

**TAYLOR**  
STUDIOS INC.

THEMATIC DESIGN  
& FABRICATION

The first and only firm  
in the industry to offer a  
**FIVE YEAR**  
warranty!

visit [taylorstudios.com/tea](http://taylorstudios.com/tea)  
to learn more.

1320 Harmon Drive,  
Rantoul, IL 61866  
217.893.4874

Life Underground  
Audubon Insectarium  
New Orleans, LA  
Photo © Herb N. Byers, Jr.



**MICHAEL STILLER DESIGN LIGHTS UP RED BULL BC ONE USA**

Best known for their stage and architectural lighting efforts, Michael Stiller Design was tapped for Red Bull's BC One USA competition in New York City last month.

So what exactly is Red Bull's BC One USA? Since its birth in the late 70s, B-Boying (male break dancing to those less current with the lingo) has been announced dead several times, but it's still alive and kicking—very much so! Today a vibrant and well connected B-Boy scene exists worldwide.

One of the most important B-Boy competitions is the Red Bull BC One, where 16 of the world's best B-Boys meet to compete and to determine in a 1-on-1 knock-out-battle who is The One. Extraordinary artistic skills, an outstanding character, and a good reputation in the community are the success formula to get selected as a dancer for the Red Bull BC One. The challenge lies in finding influential dancers from all continents ready to set new standards and showing state of the art breaking.

B-Boy battles have their roots in 1-on-1 competitions. During the past 15 years these 1-on-1 battles have been pushed to the background as crew competitions became more popular at the big events. Red Bull's objective was to go back to the roots and show B-Boying in the most spectacular and powerful way.

More info: [www.michaelstiller.com](http://www.michaelstiller.com)

More on the B-boy competition:  
<http://redbullbcone.com/battle/red-bull-bc-one-usa-2009#high>

Fall Out Boy RBD Gary Allan Los Lonely Boys Jet Jason Mraz

**When You Absolutely Must Blow Your Audience Away!**

**UV Scenery From UV/FX**

The Entertainment Industry's UV Design and Painting Experts

**The World Leader In Custom Day To Night**

**Dual Image Complete Invisible Single Image UV 3-D Scenery and more...**

2008 Superbowl Halftime Show 120' circle

**UV FX**

TOURING SCENERY & BACKDROPS

T-310-821-2657 [www.uvfx.com](http://www.uvfx.com)

Insane Clown Posse Meatloaf Alice Cooper Chicago Bjorn Again

Wicked Wisdom Brand New Dame Edna Shaggy Dave Matthews Band John Fogerty Creed Oasis

Patty Labelle Usher Clint Black The Village People Caracas Pop Festival Blaze The Gospel Tour SOUTHERN COMFORT TOUR Fall Out Boy

Normal UV Normal UV Normal UV Normal UV Normal UV

**10%** Discount before  
**1st Jan 2010**

Supported by **UK TRADE & INVESTMENT**

# 5<sup>th</sup> tilezone LONDON

trends in leisure and entertainment

## Enhancing the Leisure Experience

- future proofing new and existing visitor attractions
- new and enhanced leisure venues for the future

London Transport Museum, Covent Garden Piazza, London WC2E 7BR  
**Thursday 25th February 2010**

### Who should attend:

- Operators, owners, curators, designers, managers, suppliers etc of public and private leisure venues & attractions
- Suppliers of technologies, products and services for leisure venues

This 5<sup>th</sup> TiLEzone London, held with UK Trade & Investment (UKTI), will show how good planning, design and products enhance leisure attractions and make them more successful in terms of visitor numbers, repeat visits and profitability; and ensure they keep pace with changing markets, technologies and visitor expectations. Topics will include feasibility planning; audience development; data analysis to help attraction operators provide the best experience for their visitors; how to realise sustainability targets; designing attractions that do not become a thing of the past; types of technology being developed to draw in and connect with present and future audiences; temporary exhibitions to refresh the experience; and future trends.

There will be a special session on plans for new leisure venues and attractions that entertain, educate or inform and a number of overseas buyers, who are attending the previous evening's reception, have been invited to present their future projects.

- Museums, Science Centres & Planetariums
- Visitor/Heritage/Cultural Centres & Attractions
- Aquariums, Zoos & Wildlife Parks
- Theme & Leisure Parks
- Water Parks & Water based attractions
- Family Entertainment Centres
- Brand Lands & Promotional facilities
- Urban, Retail, Mixed Use, Resort/Hotel, Spa developments
- Cinemas & Multiplexes
- Regional Projects
- Expos & Festivals
- Interiors of Bars, Clubs, Restaurants, Casinos, Cruise ships
- Special Events, Spectaculars & Live Shows
- Exhibitions & Product Launches

### Attending - delegate fees:

	Pay on or <b>before 31st December 2009</b>	Pay on or <b>after 1st January 2010</b>
Delegate	<b>£120 / €144</b>	<b>£133 / €160</b>

Seminar price includes Breaks and Lunch. Prices plus VAT @15% (after 1st Jan 10 - @ 17.5%)  
**Group Discounts: 20%** for 4 or more or **10%** for 2 or 3 delegates from the same company.

### Promotional Opportunities:

promote your products and services to the high-quality audience at this event

**Sponsorship** - contact the TiLE Team to discuss sponsorship opportunities or to exhibit.

**Exhibiting - £500 or €600 + VAT:**

- FREE entrance for two delegates to attend the complete seminar
- A small/pop-up display/sign in the break/lunch area
- Sponsor/Exhibitor literature to be given to every delegate
- Delegate List of attendees including contact details
- Acknowledgement and company logo shown on holding slide at the seminar
- Capability Statement (100 words) and company logo posted on the TiLE website with link to Exhibitor's website.

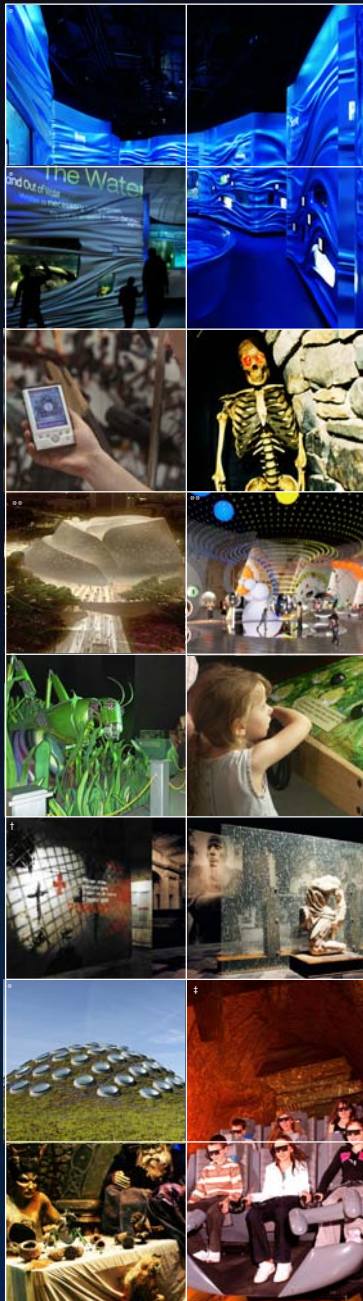
More detailed information, please visit the TiLE website:

➔ [www.tileweb.org](http://www.tileweb.org)



Andrich International Ltd  
10 Sambourne Road, Warminster, Wiltshire BA12 8LJ, UK  
☎: +44 1985 846181 ☎: +44 1985 846163 ✉: tile@andrich.com

Images courtesy of The California Academy of Sciences & Thine Design KCA London projects Event Communications + Sinework



On the evening before the TiLEzone (Wednesday 24th February 2010), at the Tate Modern, UKTI are hosting an **International Business Networking Reception** to promote the expertise of UK based companies that supply products and services to leisure venues and attractions that entertain, educate or inform.

This evening reception will be attended by invited buyers from overseas, representatives of UKTI and invited UK suppliers. UKTI will be launching the new **UK Experience Economy brochure** and **online Directory of UK companies**. The primary purpose of the brochure and online directory will be to promote UK expertise and provide a means by which UKTI and Commercial Officers around the world can identify and contact UK companies in this market.

All appropriate UK companies can be listed on this website free of charge. More detailed information will follow, however to register your interest & find out more, please contact:

- **UKTI** (experienceuk@ukti.gsi.gov.uk) [and](http://www.ukti.gov.uk)
- **Andrich** (tile@andrich.com)

Fax completed form to +44 (0)1985 846163



5<sup>th</sup> TiLEzone London  
**BOOKING FORM**  
Thursday 25<sup>th</sup> February 2010

Supported by



London Transport Museum  
Covent Garden Piazza, London WC2E 7BB

This is the day after the evening Networking Reception at the Tate Modern to launch the UKTI Experience Economy Brochure & Online Directory – by invitation from UKTI.

Delegate Price	Pay on or before 31 <sup>st</sup> December 2009 VAT at 15%	Pay on or after 1 <sup>st</sup> January 2010 VAT at 17.5%
<b>Delegate</b>	<b>£137.60</b> or <b>€165.19</b> (£120 or €144 + VAT)	<b>£156.28</b> or <b>€187.53</b> (£133 or €160 + VAT)

**Registration:** Please complete clearly in block letters - if the address of registrant(s) differs from the address below, complete separate forms for each address. For more delegates, please use a continuation sheet.

Name	Job Title	Company/Organisation	Price €£

*10% discount on (2 or 3) or 20% discount (4 plus) paying delegates from the same company/organisation.*

*Seminar price includes Breaks & Lunch.*

**Group Discount =**

**TOTAL including VAT =**

Address			
Post Code:		Country	
Tel:		Fax:	
Email:		Website:	

**Payment (Please mark x in the box for preferred method of payment):**

- €Euro Cheque** Made payable to Andrich International Limited (Cheques MUST be drawn on a UK bank)
- £Sterling Cheque** Made payable to Andrich International Limited (Cheques MUST be drawn on a UK bank)
- €Euro Bank Transfer** Barclays Bank plc, Warminster, UK, Bank Code: 20.05.06, Account Number: 72256922
- £Sterling Bank Transfer** Barclays Bank plc, Warminster, UK, Bank Code: 20.05.06, Account Number: 80925667
- Credit Card** (All credit card transactions are conducted in £Sterling):
  - UK IBAN: GB97 BARC 200506 80925667 SWIFT: BARCGB22
  - EURO IBAN: GB62 BARC 200506 72256922 SWIFT: BARCGB22

**Cancellation:** There are no refunds after 31<sup>st</sup> December 2009 but delegate names may be changed. 10% cancellation fee before 31<sup>st</sup> December 2009.

**American Express**      **Mastercard**      **Visa**

Card Number:

Expiry Date:

Cardholder Name and Billing Address (if different from above): .....

.....

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Promotional Opportunities** – promote your products and services to the high-quality audience at this event.

**Sponsorship** – call the TiLE Team to discuss sponsorship opportunities.

**Exhibiting: £500 or €600 + VAT:**

- FREE entrance for two delegates to attend the seminar including Breaks, Lunch and Reception
- A small/pop-up display/sign in the break/lunch area
- Sponsor/Exhibitor literature to be given to every delegate
- Delegate List of attendees including contact details
- Acknowledgement and company logo shown on holding slide at the conference
- Capability Statement (100 words) and company logo posted on the TiLE website with link to Exhibitor website.

Andrich International Limited, 10 Sambourne Road, Warminster, Wiltshire BA12 8LJ, UK  
email:tile@andrich.com tel: +44 (0)1985 846181 fax: +44 (0)1985 846163 website: www.tileweb.org