

2007 TEA Annual and Directory

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On the Cover

Top of the Rock (story on p. 12)

High-Definition Video Triptych Theater at Top of the Rock, Rockefeller Center, New York. When first considering this project – a refurbishment of Rockefeller Center's historic observation decks plus a suite of educational multimedia exhibits – Tishman-Speyer turned to the TEA for assistance in identifying potential vendors with the skills and experience required for such a complicated undertaking. TEA members Bob Weis Design Island, Seruto & Company, Hunt Design Associates, AME, and TechnoMedia Solutions contributed heavily to the success of the project. TEA is dedicated to helping clients, owners and developers find the most appropriate creative talent and expertise for their projects worldwide.

Digital Signage (story on p. 38)

The digital text backdrop on the upper portion of the cover is from an image provided by Kinoton GmbH.

You Need TEA...

...if your business activity is in one or more of the following areas...

Exhibits for Museums, Heritage Centers or Science Centers • Interactive and Multimedia Displays • Corporate Visitor Centers • Live Events • Performance Venues • Themed Entertainment • Retail Centers • Casinos & Resorts • Themed Restaurants • Aquariums & Zoos • Theme Parks & Attractions • Visitor Attractions

What Is TEA?

TEA (formerly Themed Entertainment Association) is a nonprofit trade association of international scope, founded in 1991 to represent the world's leading creators, designers and producers of compelling places and experiences. The organization represents some 6,500 creative specialists working in more than 450 firms from 36 different countries.

Project Heads:

TEA Connects You with Your Creative Team – and Future Success

Project owners, operators, curators and developers call on TEA to find the talent and guidance they need to form brilliant creative/technical teams that will successfully realize their project vision – anywhere in the world. TEA can and will help you find the people and companies you need.

Resources for project heads include:

- TEA Sourcebook - a virtual gallery of vendors and their work. Available for you to browse at your convenience, online and on CD.
- TEA Annual & Directory – a print publication that combines a series of timely articles with a comprehensive listing of TEA members. This is an essential reference document to keep on hand year-round.
- TEA Project Development Guidelines book
- Thea Awards Book – annual print coverage of the current year's Thea recipients – projects and innovations selected by TEA and honored for outstanding achievement and excellence. Includes full vendor listings for each project. (Your project could also receive a Thea!)
- Distribution of your RFP and Bid Tender Information
- Specific project client calls to ensure in-depth information on the most appropriate and experienced vendors and your confidentiality at the same time
- Advice, counsel and information on successful project development process

Designers, Producers and Technical

Integrators:

TEA Membership Connects You to Your Market

The creative and technical designers and vendors who belong to TEA have access to its business development tools and marketing resources. TEA strives to recognize and reinforce standards of excellence within the industry.

Resources for designers, producers and vendors include:

- eTEA Update: Electronic newsletter with project updates, industry news, RFP and bid information and calendar of trade events
- Promotional opportunities through advertising in TEA publications and participation in TEA events
- Growth opportunities through TEA educational events and other exchanges of information such as Behind the Scenes Tours, Small Business Roundtables and the annual TEA Summit
- Getting to know your fellow TEA members will grow your contact list and help strengthen your standing and exposure in the industry. Opportunities abound through TEA mixers, volunteer and Board positions with TEA, and TEA's presence at major trade shows and events such as IAAPA, AAM, ASTC, TILE, AIA
- TEA members are eligible to make nominations for Thea Awards (including their own projects)

Members of the Media:

TEA offers complimentary membership to qualified industry press, providing you with access to a stream of timely and relevant information, and the opportunity to attend the Thea Awards. Call on TEA if you have questions or need assistance with story ideas or contacts.

TEA Contact Information

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