



PAT HOEY PRODUCTIONS

EVENT & ASSOCIATION MANAGEMENT

Event Services Menu



Event Management Services

Pat Hoey Productions provides seamless events and flexible, tailored services to meet your show needs.

- Event Operations
- Marketing and Sales
- On-Site Management
- Media and Public Relations
- Art and Design
- Event Website Development
- Accounting and Financial
- Special Event and Travel Services
- Speaker & Content Recruitment and Management



Event Operations

Pat Hoey Productions sees the event through from start to finish.

Services Include:

- Rate and date negotiations with the facility
- Bidding, review and selection of general contractor, carpet contractor and sub- contractors
- Development of floor plan, creation and mailing of an exhibitor manual
- Planning and coordination of VIP preview party and press day
- Insurance coverage of the show and association
- Attendee surveys
- Arrangement of VIP, factory and dealer lounge rooms and food requirements.

PHP also specializes in unique décor packages for both the show as well as the VIP events, from preview parties to pre-show kick – off breakfasts.



Marketing & Sales

Pat Hoey Productions recognizes that “nothing happens without the sale” and that show revenues comprise many elements.

Time is dedicated to:

- Market Exhibit Space
- Secure Booth Sales
- Actively solicit potential sponsors and promotional partners
- Sell program guide ads

On- Site Management

Pat Hoey Productions is there every step of the way from move-in to move-out.

Services include:

- Set-up and operation of an On-Site Office, press room, and exhibitor and attendee registration
- Contracting and scheduling all on-site personnel, including security, box office, traffic control, catering and floor management
- Coordination with exhibit houses, contractors and dealers for a move-in and move-out

We will also conduct a settlement of receipts and expenses with the facility as well as an audit of box office receipts and tickets.





Media & Public Relations

Pat Hoey Productions handles all aspects of marketing the show from purchasing of media to securing local press coverage.

Services include:

- Negotiation of rates and placement of print, broadcast, interactive, direct and outdoor advertising
- Development and execution of an advertising campaign covering all types of media
- Collaboration with local media on promotional opportunities
- Writing and distribution of press releases and marketing pieces
- Mailing of press kits
- Coordination with local media for both advance and on-site coverage
- Web show site creation and maintenance
- Facebook page creation and maintenance

We are continually seeking out new media contacts, as well as researching the latest marketing channels.

Art & Design

Pat Hoey Productions takes great care in the bidding, review and selection of all agencies that work with various details of the Show.

We also design and execute:

- Event logos & letterhead
- Official Event Program
- Program guide advertising agreements
- Tickets, badges, posters & discount coupons
- Sales and marketing pieces
- Newsletters
- TV and radio spots
- Web banners ads, print ads, & billboards
- VIP Preview Party invitation packages
- Exhibitor and Speaker Kits





Accounting & Financial

Pat Hoey Productions knows how important a budget is to an event and we are skilled in developing an operating budget and sticking to it.

We provide:

- Development of operating budget
- Projection of income/ expense/ profit
- Contracting and invoicing of all exhibit space
- Receipt of all space payments
- Management of event banking activities
- Payment of vendor invoices
- Payment of building, city, state taxes on gate receipts

In the end, there is a detailed final financial statement and settlement of accounts.

Special Events & Meetings

Pat Hoey Productions customizes each event to meet the needs above and beyond the event floor.

Services include:

- Negotiate hotel room blocks
- Arrange show meetings, including room rental and catering order
- Research and contract features and entertainment, including arrangement of lodging and travel
- Recruit and contract speakers
- Set-up audiovisual requirements, room sets, registration, and ticket process
- Implement attendee survey studies

We also arrange all aspects of preview receptions, press days, VIP lounges and award banquets from music to catering to trophy ordering.

Speaker & Content Recruitment and Management

Pat Hoey Productions has years of experience running educational and client conferences. We can handle all aspects of your organization's event.

Services include but are not limited to:

- Marketing speaker opportunities
- Management of Call for Abstracts/ Presentations process
- Peer Review of Abstract Submissions
- Compilation of Abstract Scores and Acceptance/ Rejection decisions
- Creation of conference schedule
- Speaker Management- management of speaker paperwork (Bios, headshots, CME paperwork, etc)
- Management of audio visual requests
- Management of speaker thank you gifts on site