

# CASE STUDY

## THE INSTITUTE OF SCRAP RECYCLING INDUSTRIES, INC.

### Annual Convention and Exposition

## THE CHALLENGE

Facilitate the growth and expansion of a major trade association annual meeting while preserving its tradition of intimate and productive networking, quality education and important technology exchange. During the past two decades the ISRI Annual Convention and Exposition has more than doubled in attendance and exhibition size and transitioned from a national to an international industry event. The organization required turnkey quality event production management and creative concepts and designs to accommodate growth.

## THE SOLUTION

Recognizing the importance of member and exhibitor networking, Spectrum created multiple networking spaces including an intimate themed hospitality space adjacent to registration, a “town square” networking space within the 150,000+ square foot exhibition hall, cyber café and other networking areas. By applying a unified theme to these spaces Spectrum preserved intimacy for the nearly 6,000 attendees.

As the show outgrew large hotel settings, Spectrum coordinated decor, show logos, graphics, expo floor AV set ups, and large overhead display units.

A centerpiece of the Convention experience is a series of daily general session events ranging from industry panels before a breakfast audience of several hundred to capacity crowds at major speaker sessions featuring former presidents, generals and other celebrities. Spectrum created powerful staging and lighting designs that transformed stark convention center spaces into a vibrant theater setting incorporating dynamic graphics, energetic sound and music and custom videos to support each session.

The 2009 general session featuring Bill Clinton drew over 4,000 attendees. Spectrum coordinated and managed all production elements as well as coaching and rehearsing industry leaders and coordinating with celebrity speakers.

Spectrum has also been responsible for producing private dinners, roasts and leadership events both on and off property - coordinating scripting, A/V and related event management. In addition, Spectrum has designed and managed final night entertainment events attended by thousands of attendees including ballroom dinner events with big-name entertainers to off-property events at spectacular locations such as Universal Studios Orlando and a closing night party aboard the aircraft carrier U.S.S. Midway. No event has been too small, too large or too special for Spectrum to successfully apply its award winning creativity to ensure a spectacular and memorable experience.



## THE RESULT

Spectrum’s talent at collaborating with ISRI staff and leadership, exhibit hall decorator and other vendors has ensured flawlessly executed events, year after year. Because of their creative solutions the ISRI Convention and Exposition has smoothly transitioned from a relatively small and social association annual meeting to an internationally recognized “must-attend” industry expo that regularly attracts over 5,000 attendees from over 100 countries. The long-standing relationship with ISRI is testimony to client satisfaction.



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