







Entertainment Is Essential



Experienced event planners know that having spectacular entertainment is the best way to make a lasting impression on their guests.

That is why we approach each event with a dedication to details and a passion for perfection. Enticing Entertainment works closely with our clients to create customizable entertainment that fits perfectly with a wide variety of festivities. This look book gives you a taste of what we have to offer.

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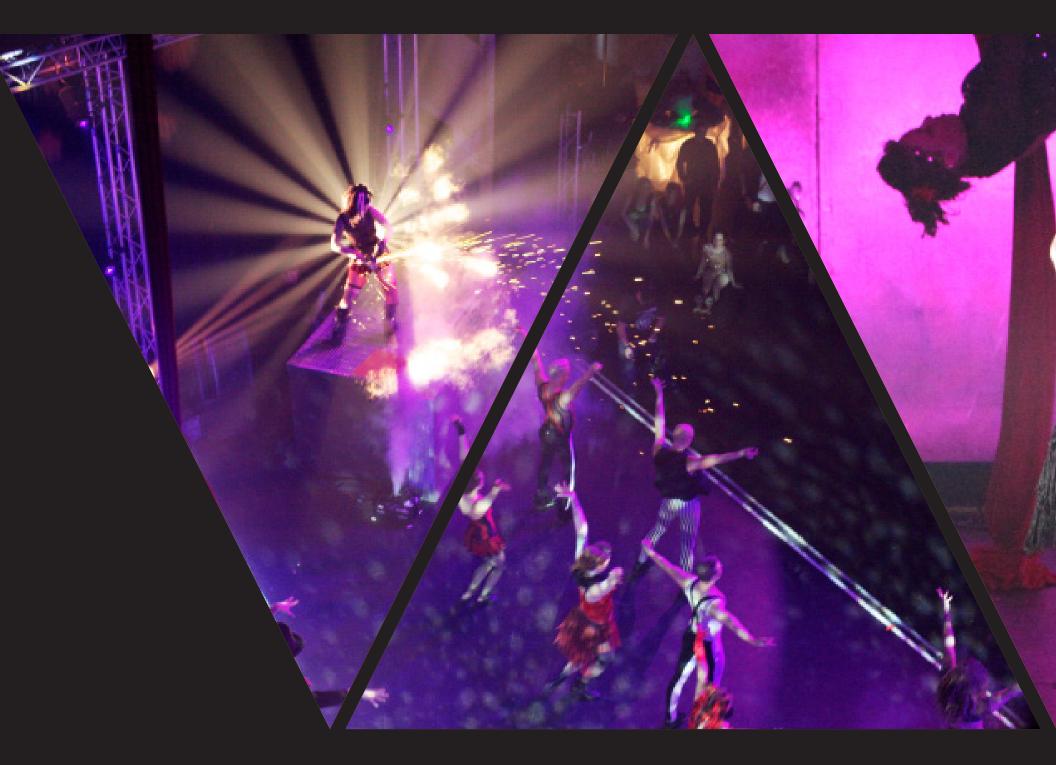
The Perfect Entertainment For Every Event

Entertainment is an essential element in taking an event to the next level. Fantastic entertainment can impress your guests and be the most memorable part of an event. However, it is easy to get lost in a sea of options and it can be hard to judge the good entertainment options from the bad. Too often, planners end up booking something inconsistent, unreliable, or simply wrong for their event. Many planners choose to stick by the tried-and-true combination of great food, great décor, and great music entertainment. While these are all invaluable factors in entertaining guests, this classic formula has become predictable for regular event attendees and an industry cliché.

Every event is different. Your event entertainment should be just as unique! Finding the right fit for your event first requires thinking outside the box. Second, it means booking reliable performers that can customize what they do to suit the needs and style of your event. Finally, it is important to utilize entertainment strategically for the best impact.









Corporate Events

Planning a corporate event, company party or gala means creating an elevated experience for your guests.

While you indulge them in fabulous décor and decadent catering, don't forget to satisfy all the senses with equally stunning entertainment. Whether you are looking to create the elegance and glamour of a black-tie fundraiser or a playful employee recognition party for the whole family, the right entertainment is an essential factor in the experience.

Using entertainment to your advantage doesn't stop there! Launching a new product or promoting your brand is easily elevated with the right combination of acts. Getting creative with live performers, customizable props, costumes, and stage designs make the experiential marketing opportunities truly limitless. There's no better way to blow your guests away!





Weddings & Private Events

Some events are milestone celebrations that are moments meant to be treasured.

What better way to celebrate a once in a lifetime event than with a once-in- a-lifetime performance! For weddings, birthday parties, family reunions, bar/bat mitzvahs, it is vital to have entertainment that the guests of honor or the happy couple can look back on with joy and wonder for years to come! It is always a privilege to be a part of events that celebrate love, life, friends, and family. Some events are milestone celebrations that are moments meant to be treasured.

A wedding is a defining moment and perfect opportunity for couples to go all out and truly celebrate their love in spectacular style! Whether it's a horse-drawn carriage for a romantic arrival, an aerialist performing to your favorite love song, or a flash mob to take your reception to the next level. Many people have dreamed of their wedding day since childhood. Making these dreams a reality is what we live for!

Sports Entertainment

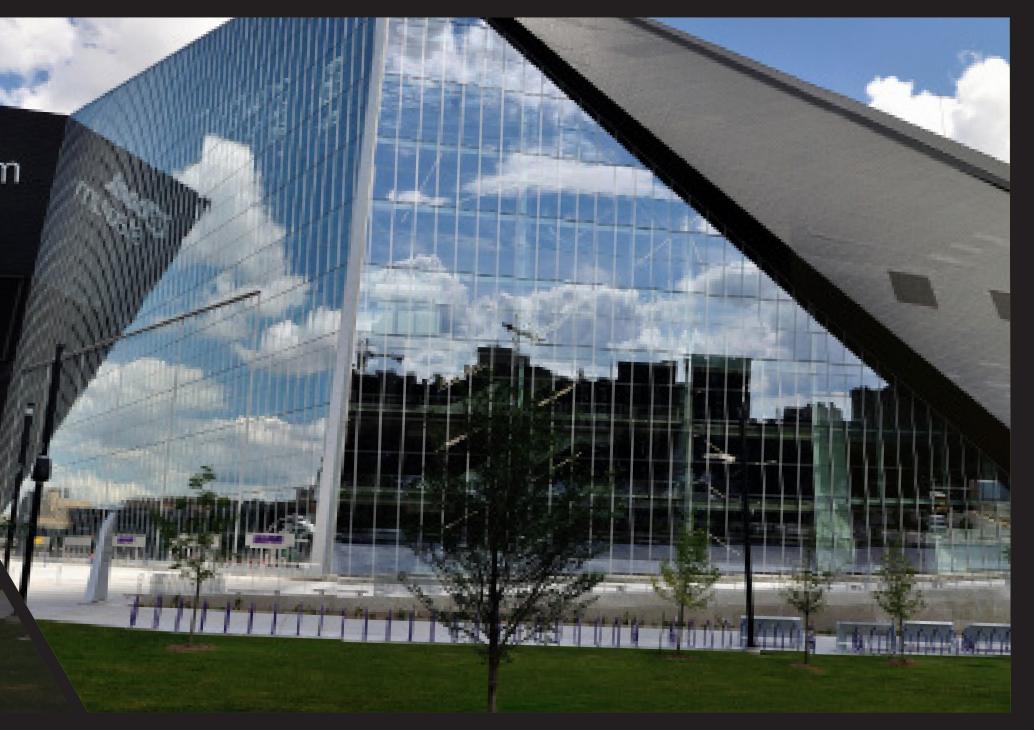
Sports clubs and fans have come to expect entertainment both on and off the field.

Unique entertainment at sporting events is increasingly popular. Outside of the halftime show, entertainment is being featured at the entrance, in boxes and executive suites, or as part of VIP tailgating experiences. But entertainment at the game is just the beginning. Large sporting events come with a host of sponsor parties leading up to the big day. Sports themed charity events, corporate dinners, award celebrations, kit launches, and press conferences are just a few of the opportunities to make a lasting impact for your brand or cause with entertainment. Experience in the sports hospitality market is critical to making entertainment for sporting events memorable.

Athletic performances like acrobats, contortionists, tumblers, gymnasts, and aerialists are great way to play to a sports theme. Body-painted, life-size trophy human statues are sure to make your event award-winning. Models body painted in jersey designs are a creative way to incorporate team colors and logos. Costume characters, like beautiful models in sports gear serving appetizers or comedic referees flagging your guests with penalties, are fun additions to any sports theme. Cheerleaders, flash mobs, color guard and drum-core performers are a great way to bring sideline entertainment to the main-stage of your event. Customizable green screen step-and-repeats, interactive games and Astroturf floors are fantastic ways to immerse your guests in the action.

Sports are also a great way to attract guests and raise money for your cause. Sports gala dinners can be planned around certain sporting events or decorated with athletics as a theme. Auctioning sports memorabilia can be a great way to engage guests and supply them with something to remember the experience by. Plus, having an auctioneer or host running the show is the perfect way to ensure a smooth running auction or event.

Sports-themed gala events can be held at the local stadium or virtually anywhere with the right combination of decor and entertainment. Traditional gala cuisine can be updated to foods associated with the world of sports. Having sports footage aired on a large screens during the event can provide a signature backdrop and give guests something to focus on during the evening. Choose your favorite local team or sport and customize your event with the team colors, logos, mascots, and the sounds and sights of the game.





Festivals & Fairs

When it comes to engaging BIG crowds it is crucial to have unique, high spectacle entertainment.

Stilt walkers, jugglers, clowns, and acrobats bring the nostalgia of the circus to town! Colorfully costumed characters, interactive activities, and performances are great ways to create an environment for family friendly fun. If you are producing a music festival with a more adult audience, you can spice up your line up with an edgy, large-scale, production for your main-stage complete with lighting and special effects.

Filling the festival grounds with entertainment like vaudevillian acts and interactive art installations create immersive environments around every corner. From face painters and fire breathers to fields of giant fluorescent flowers, there are plenty of exciting options for any festival.

Nightlife

The expectations of club goers and party guests have never been higher.

People have countless options of what to do with their weekends. In order to stay relevant, it's important for club or venue owners to come up with creative ways to keep patrons coming back for more. On special occasions and holidays like New Year's Eve and Halloween, night clubs need entertainment experts that know how to create stunning performances to blow the competition away! For these occasions, we encourage you to not only think outside the box, but plan in advance as unique entertainment is in high demand. Throwing a theme party? Enhance your theme with customized entertainment to make the environment come to life! The expectations of club goers and party guests have never been higher.

Choose entertainment that is new, exciting and innovative. Light up the night with the latest in LED technology, innovative performance props, staging, and even light-up costumes! Work with us to create an elaborate custom stage and lighting designs dripping with performers and dressed with the latest in video-mapped projections. Or keep it simple and add a few performers to pump up the weekend crowd. Either way, it is important to make the most of the venue while leaving plenty of room for the crowd.

A DJ is an essential part of every nightclub experience. The right music can make or break your night. Adding a live vocalist, instrumentalist or percussionist can take a standard DJ set to the next level. Lighting, staging, and video projections are just a few of the ways you can customize a DJ booth and transform your next party into an unforgettable hit.







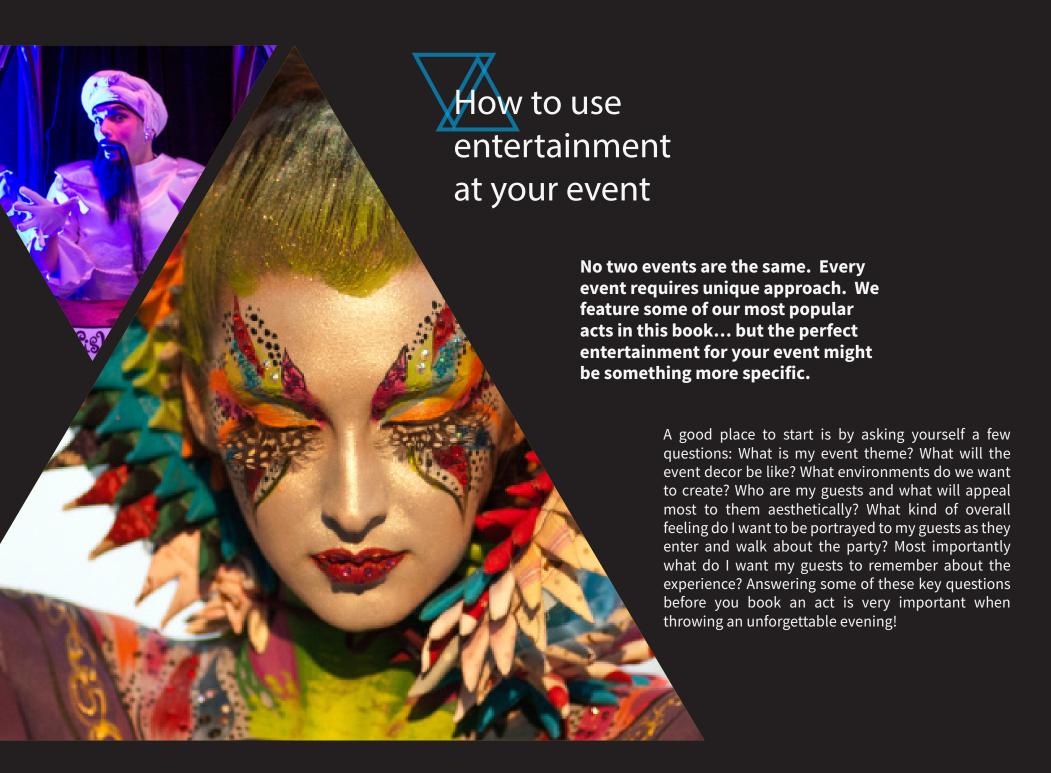
Product Launch

If you're debuting a new product, from a marketing standpoint, you need a proper launch party.

Successful product launch parties improve brand recognition and sales figures exponentially. A distinctive event ensures your brand or product is on the map the minute you break ground. No doubt you've been working on your marketing for months – pouring over industry analysis, market research, blog posts, and samples. When it comes to your actual product launch, you need your event to be equally as well planned. A completely successful launch needs to get your business noticed – which can lead to a lot of pressure in the planning stages. Rolling launches are the best bet for many new brands and products. Even with several smaller launch dates, one big event helps mark an official launch date and gets your brand the attention it deserves.

Hiring an emcee or host can take the stress off you as organizer by keeping your attendees entertained and the event running smoothly while you work behind the scenes. Musical entertainment is a no-brainer when it comes to creating an environment during your product launch. Match the music to the tone you want to set – DJs and live bands are perfect if you're trying to create a party atmosphere, but if you're looking for something more laid back you can still bring in a swing singer or even a harpist. Non-musical entertainment is also a strong choice: consider hiring a face painter to do brand-matching designs on the guests or live models, caricature artists to sketch clients wearing t-shirts with your branding, or even a photo booth where the backdrop and props are related to your product. LED- enhanced performance props make it possible to feature your brand in an innovative way and custom costumes and lighting can incorporate brand logos and colors to make your product launch an immersive experience.

For a memorable impression, entertainment is the way forward. Hiring an entertainment act is a guaranteed way to get potential clients and customers talking. When people talk, they remember your product and come back for more. Quality entertainment ensures your launch party stands out, helping your product and your company prosper.





presentations, awards or ceremonies need to happen? When will guests arrive, eat dinner and leave? How can this timeline flow easier and have the biggest impact?

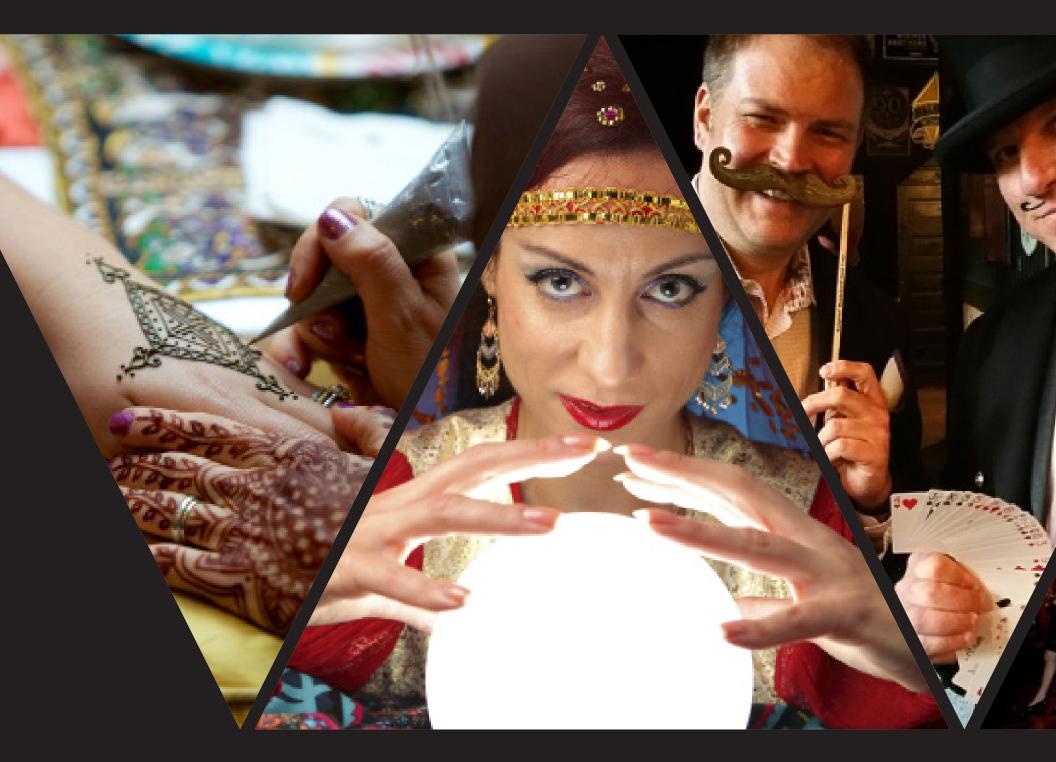
Interactive entertainment at the door to greet your guests makes a fabulous first impression! Of course, it is always a good idea to leave a few surprise elements for guests to discover throughout the evening. Performers roaming throughout an event is a great way to engage guests and create a fun, active environment while simultaneously creating a great opportunity for Instagram and photo booths.

Depending on the vibe of the event it might be better to feature ambient entertainment. Placing entertainment around the venue can bring any theme, decor or lighting design to life!

On the other end of the spectrum, maybe you're looking to create a show-stopping moment. Choreographed performances with multiple performers are a great way to refocus your audience's attention before a speech or presentation. These performances are also an unforgettable way to open and close an event. Get your guests excited and pumped up for what's to come or leave them breathless and wanting more.





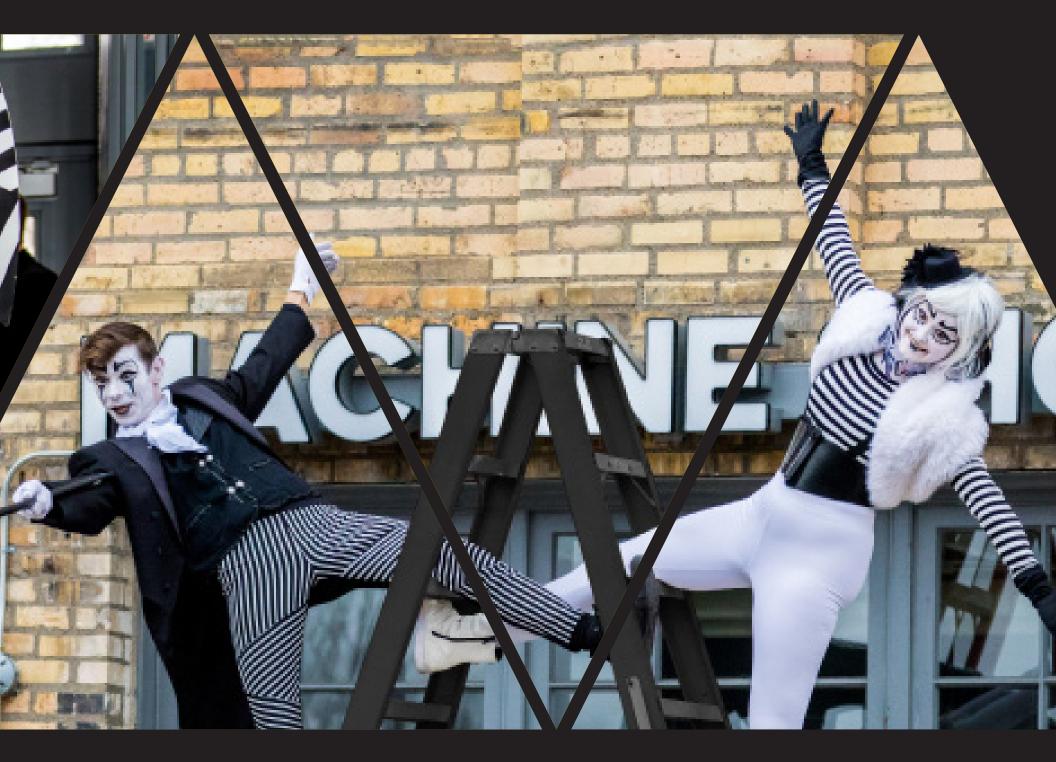




Entertainment doesn't need to be kept at a distance.

With an interactive act, your guests are part of the experience! Having a performer waiting to greet your guests is the perfect way to dazzle them the second they arrive. Costumed characters are wonderful for welcoming attendees and helping set the mood. Stilt walkers or a Human Marionette wandering through an event make for an awesome photo opportunity. Bringing your guests down to the dance floor with costumed characters or a salsa instructor can get your guests moving to the music. You can create a magical entrance with our floating guru and his mysterious powers of levitation. Baffle your guests with a roaming magician or encourage your guests to get festive with a masquerade or Mardi Gras themed face painter. Fortune tellers are a phenomenal way to get guests interacting with entertainment especially unique fortune telling experiences like our living Zoltar Machine. It's important to choose a mix of attention grabbing performances with entertainment that encourages guest participation and make a meaningful connection with their audience. So pull back the curtain and engage your guests with an interactive act!







Creating a memorable event is important. But memories don't last forever.

In today's event world it is more important than ever to feature unique photo and video opportunities for your guests. Social media engagement using photos and video is a critical part of any event's success. What better way to get your guests to engage online than with a live photo and video booth including photogenic entertainment? A fun photo booth is a great start but why stop there? A green-screen backdrop, custom photo booth set design, or a slow-motion video set up can engage your guests and capture a moment in time they can enjoy again and again. If a photo and video booth doesn't seem like a good fit adding a roaming photographer paired with costumed characters or stilt-walkers is a great way to engage your guests while creating remarkable photos to remember the event.













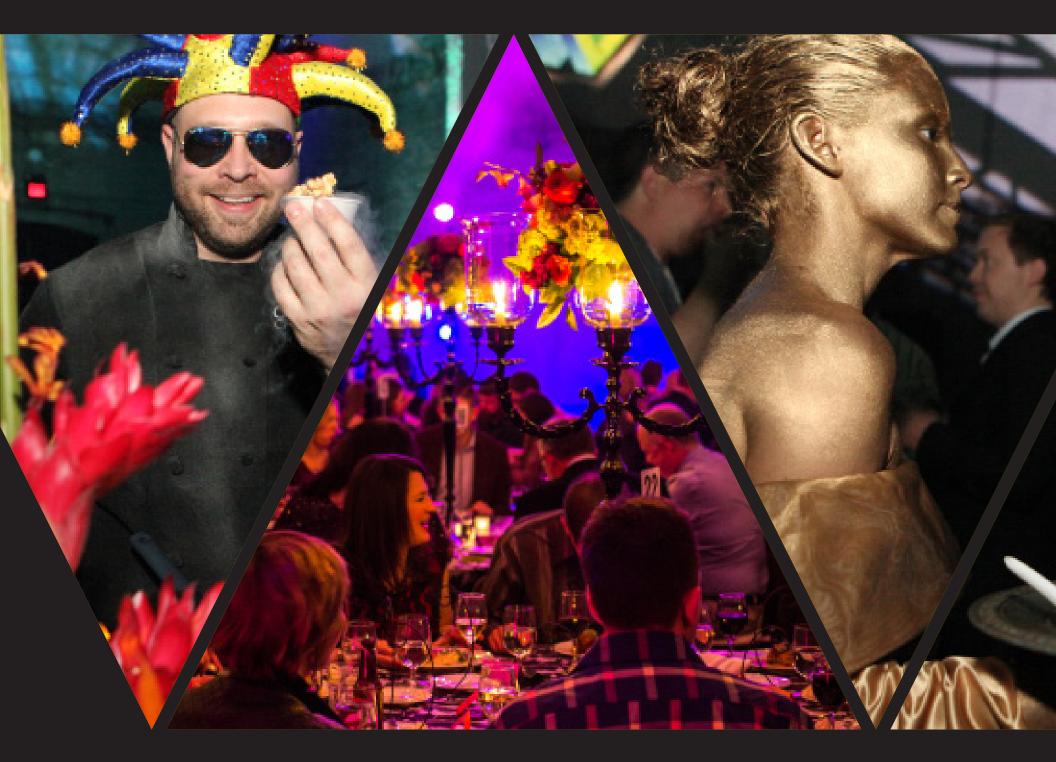
Creative Food Service

Everyone loves a unique culinary experience.

Great chefs know that your hungry patrons will eat with their eyes first. That is why catering chefs put a great deal of time and effort into making sure their food is presented in the most beautiful way possible. But the presentation doesn't have to stop at the plate! Creating an innovative way to serve your guests can be unforgettable! Entertainment is the perfect way to get creative with your food service; take an element of events that has become standard and turn it into something extraordinary. Try using costumed servers to spice up your passed appetizers.

Maybe you'd like to offer your guest a complimentary glass of champagne served on an elegant roaming table. With customized costumes, getting creative with your food-service also means adding to the décor and the overall ambiance of your event. So add a dash of something special to the mix and you'll have a recipe for an exceptional event!











Statement Pieces

Even when everything is planned down to the last detail, an event can still be missing that "wow factor" that will have guests Instagramming, Tweeting, and buzzing about your event.

When you need to make sure your event is a standout, the best way to do it is with an unforgettable statement piece. One way to make a bold statement is by combining acts. The Living Red Carpet with a violinist performer can be used to give guests a celebrity experience with a twist of old-world glamour. Dress it with gold human statues and you've got a real showstopper to greet your guests at the door!

Take the traditional champagne toast and turn it into something modern with aerial bartenders pouring bubbly to your guests from our elegant chandelier – a guaranteed statement. With customizable LED panels, you can even add crystal clear video images, messages and customized logos to the chandelier. Making it not only memorable entertainment, but a beautiful addition to the décor.

Another way to make a statement with entertainment is by featuring it on unique staging. Performers encased in roaming bubbles will definitely catch everyone's attention. Supersize it to a giant bubble stage for a standout statement piece. At ten

feet in diameter, this spectacular stage can hold multiple acrobats, hula hoopers and more elaborate acts. It's perfect for a winter wonderland theme as a snow globe come to life. Or use customizable LED lights in the base for a surefire way to make an impression. Custom staging elements can be used to create visually spectacular performance art installations. This is a truly unique option because it allows you to feature many different acts on custom staging that is not only perfect for the performances but can be custom designed to suit the venue. Add in lighting, video projection, sound, performers and you've not only have a statement piece... you've have the whole entertainment puzzle put together!

Aerial Bartenders

A modern spin on classic glamour...

Your high-flying hostess pours champagne for your guests from our elegant aerial chandelier. Meanwhile, their charming assistant below encourages guests to partake. Perfect to add that special sparkle to any New Year's Eve event, wedding, holiday party, or special celebration! Our aerial chandelier features glittering crystals and LED panels that allow you to program custom logos, messages, or stunning images to match your decor. Feel like a celebrity and walk our living red carpet. Guests are greeted by an elegant host rising from the carpet and into the sky! This dynamic and interactive act offers a variety of entertainers from vocalists and instrumentalists to drag queens!











Theme Your Event

Picking a theme for your event is a fantastic way to help create an immersive environment. It also brings the wide variety of people working on a single event together.

Themes help to make all the elements, from your décor to your catering to your entertainment, cohesive. But choosing a theme means something different to everyone.

vibrant colors of red and orange with splashes of yellow. Or perhaps you picture a Great Gatsby theme with a red carpet, stunning 1920s dancers, elegant decor, all black and white with splashes of gold. For others, it's all about creating a unique experience that transports their guests to another world. Dive to the depths of the ocean with live mermaids in a beautifully illuminated mermaid tank. An Arabian night theme can intrigue your guests with a mysterious floating guru at the door, belly dancers, snake charmers, henna artists, fortune tellers and even Aladdin riding his magic carpet above the crowd! Take Alice's journey into Wonderland even farther down the rabbit hole with a Mad Hatter emcee

to welcome your guests. Suddenly, an aerial Alice descends from above and is greeted by Tweedle Dee and Tweedle Dum acrobats below. Then, in march the card soldiers... on stilts! Create a photo-op with the Queen of Hearts For some, a theme might mean warm, serving tea from her roaming table dress. As you can see, the possibilities for using entertainment to enhance an event theme are endless.

> An experienced team is essential to selectingtherightevententertainment. After years of working in the event entertainment industry, we've seen how difficult it can be to bridge the gap between individual artists/ performers and event professionals to adequately accommodate the needs of the event market. That's why we bring the best-of-the-best together to ensure a polished product from the ground up.

Performers, Event Managers, Hair and Makeup Artists, Costume Designers, Prop and Set Builders, Lighting and Sound Designers, and the most collective experience in the industry coming together to ensure that every element enhances your theme down to last detail. Now that's what I call an event theme dream team!









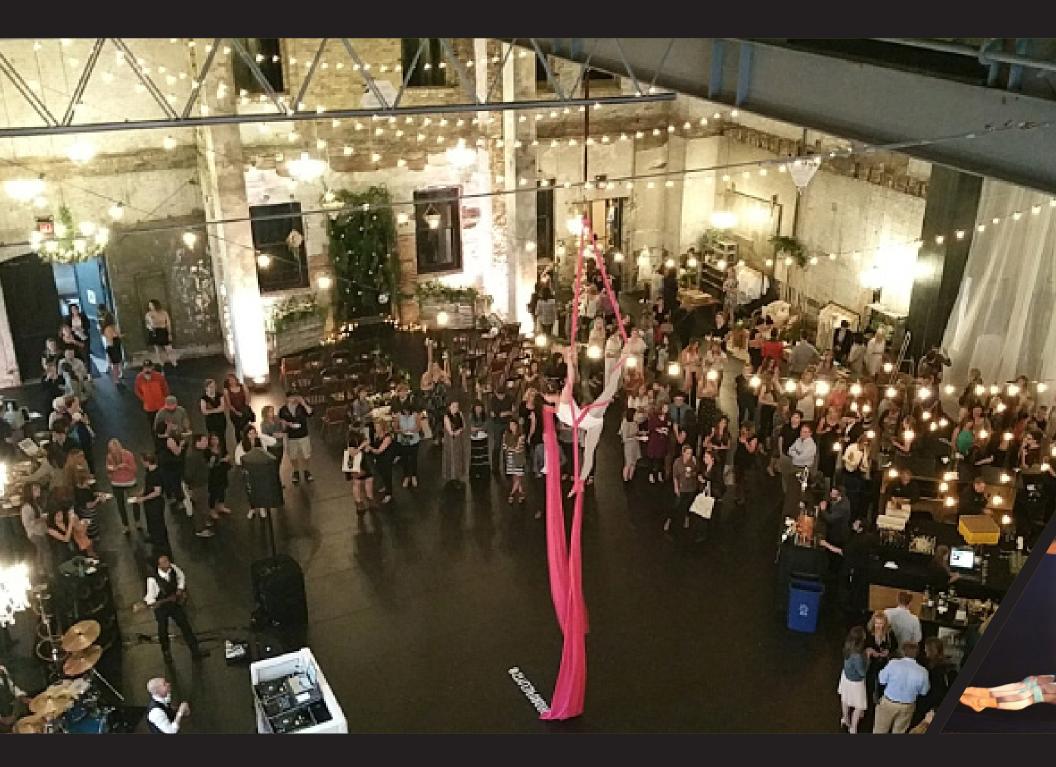




Branding & Customization

When it comes to promoting your brand at events, there is a bevy of tools available to marketing professionals that allow access to the masses.

Attend any trade show or convention in your industry and you will see first hand the boundless limits top companies go to get your attention. With this in mind, it is important to find unique ways to stand out from the crowd. Live entertainment is an ideal way to put your brand at the forefront of an event. It is important to select unique entertainment that showcases your specific brand. Providing entertainment that is a promotional tool requires an experienced team of skilled professionals. Customized costumes, props, lighting and staging can be used to seamlessly integrate brand names, logos or company colors. Body-painted models, for example, are certainly more eye-catching and interactive than any printed sign. Use projections, staging or props with customizable LEDs to bring your brand center stage in crystal clear high-definition. Why settle for a traditional ice sculpture when you can have a distinctive, illuminated and interactive ice spectacle. Custom entertainers costumed in your company colors is an amazing way to give corporate events a fashionable flair. With our team in your corner, combining live entertainment with your brand will elevate your event beyond expectations. When it comes to promoting your brand at events, there is a bevy of tools available to marketing professionals that allow access to the masses.





Choosing A Venue

Selecting a venue is often one of the first steps in planning an event. If you have specific entertainment dreams in mind, consider your venue choices carefully.

It is always best to consult with your in an empty hotel conference room. venue and your entertainment as far in advance as possible to make sure your dreams aren't dashed. Certain entertainment may simply be incompatible. If your venue has extremely low ceilings, you may want to consider a contortionist instead of an aerialist. However, we are always looking for new ways to make the impossible possible. Portable aerial rigging set-ups can bring aerial performances outdoors or to venues without exposed rigging points overhead. Custom stage installations can help provide performance spaces

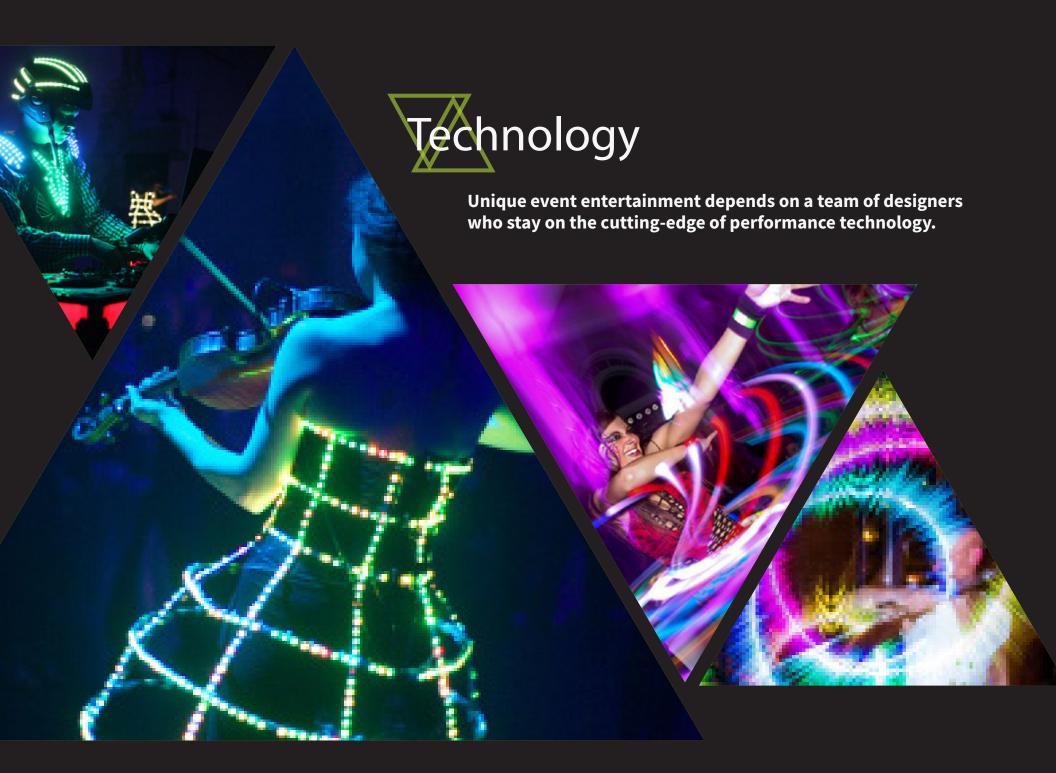
Collaborating with experienced organizers who know proper procedures and work with meticulous safety and stage management crew can help alleviate concerns with bringing fire performers indoors. No matter the size or restrictions of your venue, it is always possible to find fitting entertainment options. Selecting a venue is often one of the first steps in planning an event. If you have specific entertainment dreams in mind, consider your venue choices carefully.



















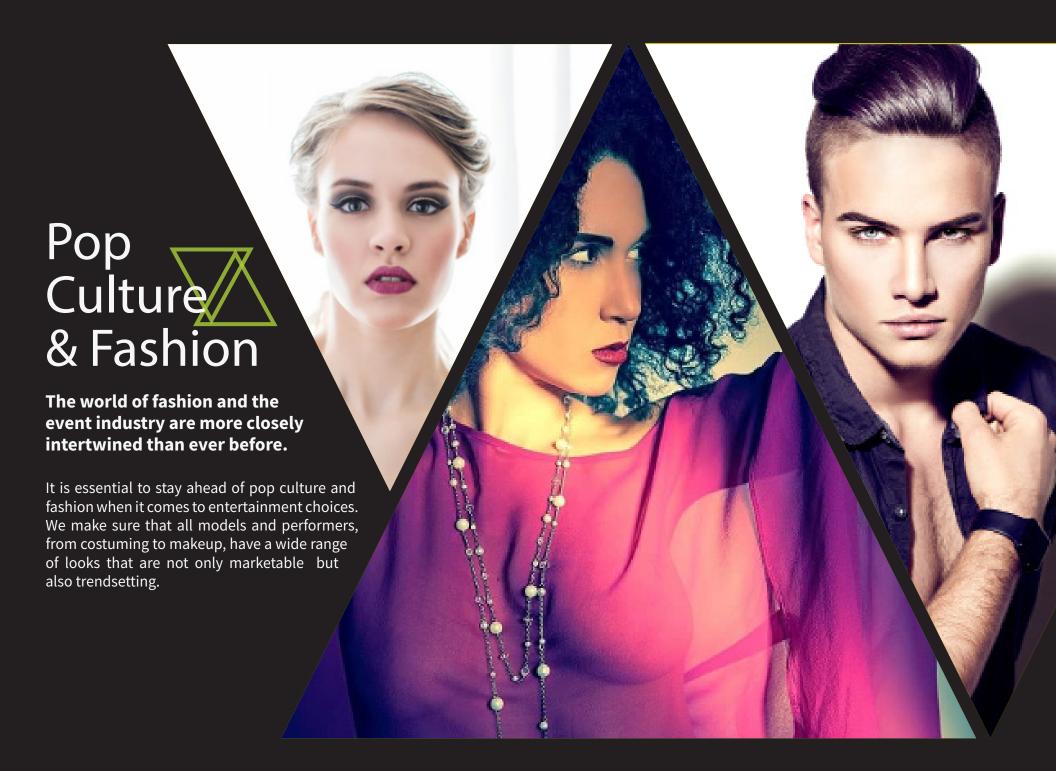




Give your entertainment production customized music, provide the perfect backdrop and set the mood for your event.

For our performances, we work with in-house music producers who customize all our tracks to be dynamic and audience appropriate. When hiring music for your event there is an array of options. Our DJ's provide a wide range of classic and current musical tracks to keep your cocktail hour buzzing or your dance floor energized. For an interactive music solution, vinyl DJs or live music is always a great way to elevate an event. Whether it be a band, a vocalist or a solo instrumentalist to accompany the DJ, live musicians bring a heightened energy and offer an engaging, personal touch.













Large Scale Productions

Combine entertainment and themed decor to create the ultimate large scale production.

The number one entertainment request for a special event is a "wow moment" – something that will blow everyone away. Sometimes this impact can be achieved using a single visually striking act. But if you want to create a true spectacle that will take your guests' breath away, you'll want to combine multiple acts into one of our custom, large-scale productions with dynamic music, costumes, lighting, specialeffects and staging.

Imagine: as your guests order a cocktail at the bar, a song begins to play softly in the background. As the volume grows dancers begin to appear around the venue, suddenly bursting into a choreographed routine. The energy builds as aerialists

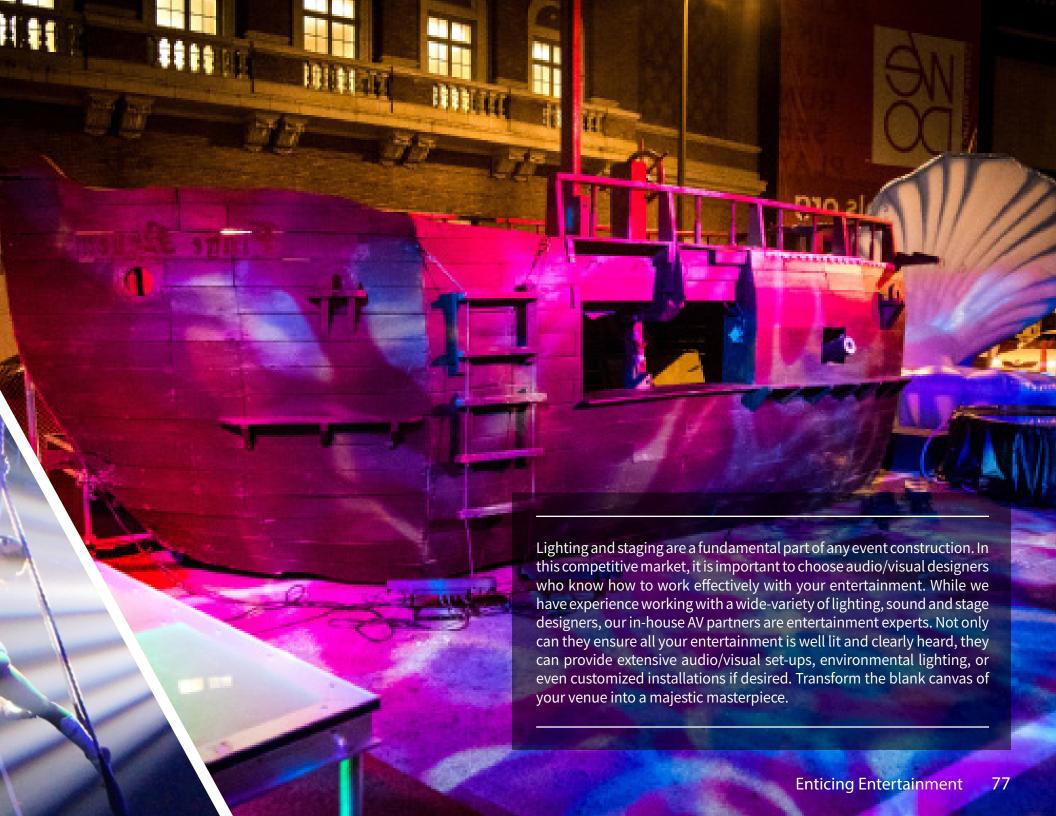
descend from the ceiling and roller skaters fly around the room. With a flash, the stage ignites with fire dancers and grinder performers shooting sparks high into the air. As the smoke clears a cyr wheel acrobat appears, spinning at high velocity and defying gravity before your eyes!

As you can see the sky's the limit when combining acts into one epic performance. As an experienced entertainment production house, we love working with you to find the perfect combination and bring your vision to life!

















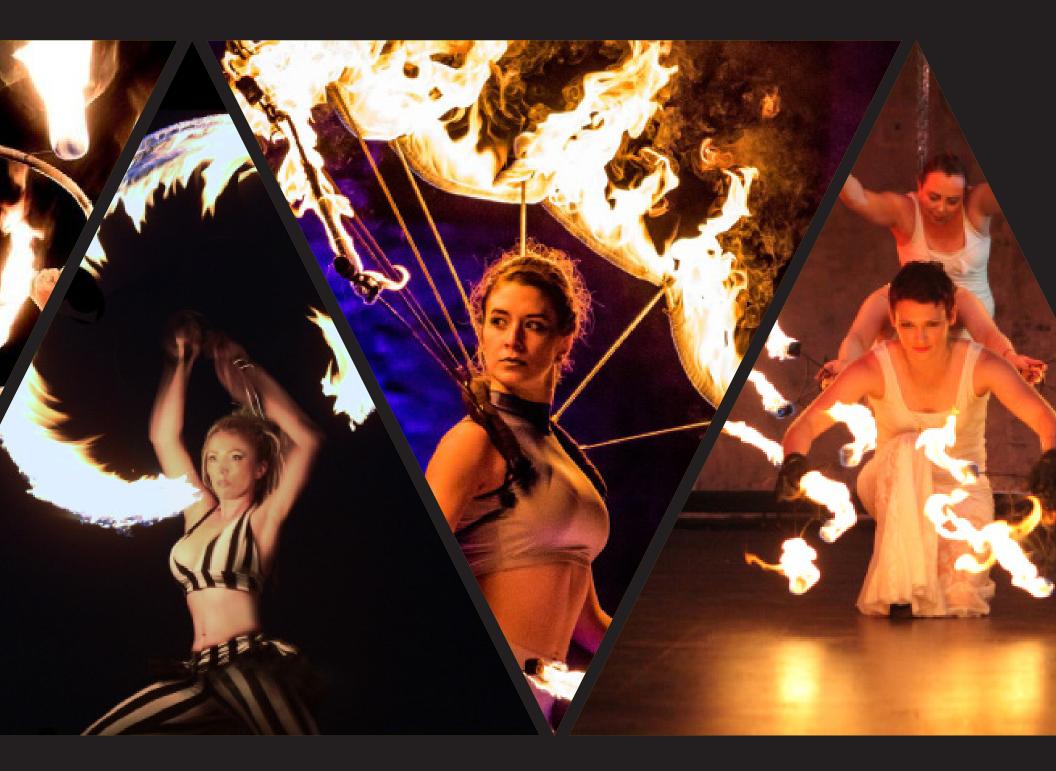


Permits & Insurance

For experienced event planners, better safe than sorry is an understatement.

When throwing a revolutionary event experience with fire, aerialists hanging from the ceiling, pyrotechnics, and special effects – permits, liability and insurance are big factors that come into play. When making these out of the box ideas come life, it essential to make sure your entertainment team has the knowledge, credibility, and experience needed to execute these ideas safely. When hiring an act with fire performers, established entertainment companies must have relationships with the local fire marshal, and the know-how to acquire any fire permit or performance license needed for your event so you don't have to. We make sure to check every box and plan for every contingency so your event is worry free.







Pricing

When most people start planning their event they expect to get multiple quotes with different entertainment options. What they don't expect is the huge variety of price variation. There will always be entertainment options that are less expensive. However, depending on your standards, you may not want that person/company involved in such an important aspect of your event. Have no fear! There are always entertainment options to excite your guests and maintain your bottom line!

Event experts know it's important to spend money to make money. For fundraising, nonprofit and other events where it's important to stretch the budget: the right entertainment can help you maximize your event's exposure and reach your fundraising goals. Ultimately, when it comes to entertainment, you get what you pay for. If you think it's expensive to hire a professional, wait until you hire an amateur. For everything that can go right while planning an event, there are 10 things that can go wrong. After all, with most events there is only one chance to get it exactly right. If you're looking to avoid any event entertainment mishaps, make

sure you can trust the source. Always interview, always ask questions, and always make sure your entertainment is the right fit. Not just the right price. There is a big difference between hiring an experienced, professional production house and an entertainment agency. Most agencies book whoever is available and send them out to your event. These agencies often make the task of booking entertainment easier. However, they also provide a false sense of security because there is a major disconnect between the client and the artist/performer. Booking individual artists also leaves you with no safety net.

You might book a practiced performer who happens to be in the business for themselves, but chances are individual artists are more hobbyist than professional. As an experienced production house, we offer all the advantages of working with an agency, without the disconnect.





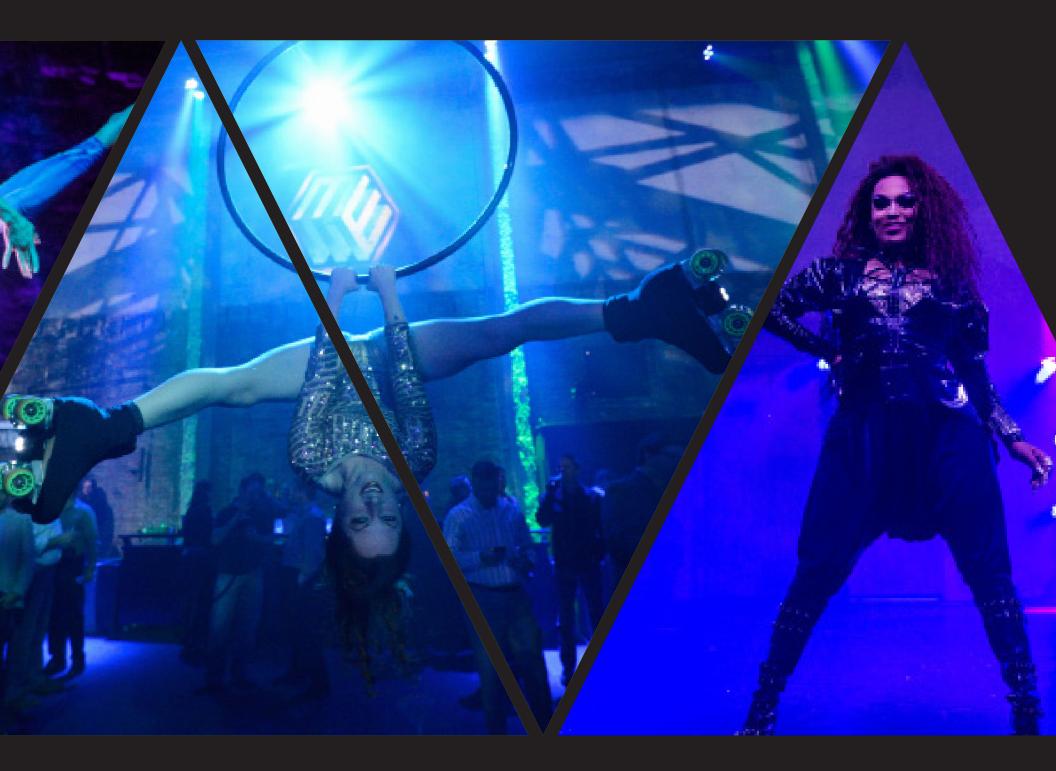
Our creative process begins with you.

Tell us about your event and your vision. We ask the right questions, brainstorm with our team of experts and give you multitude of options. Our depth of experience allows us to guide you in the right direction while allowing your creativity to have free reign. Performers are carefully selected to suit the needs of your event. Our design team makes certain every element of the performance and atmosphere is clean, professional, and polished down to the last detail. We cover every angle: starting with an initial consultation, to an onsite walk-through with one of our event coordinators. The result is an effortless occasion you can be proud of. With a multi-award winning entertainment company on your side, it's sure to be an Enticing Event!









Heather Zehr Artistic Director

"People often ask how I became the pint-size powerhouse I am today... My parents say I've been an artist since I could hold a brush, but I've always had a creative spirit. My artistic journey started as a blank canvas - full of endless possibilities. Most artists focus on single craft, but I wanted to do it all! I had a clear vision, but no obvious career path. So I set out to build one! I immersed myself in a diverse community of artists from across the globe; working with the circus, studying theatre and performance art, AV and stage design, creating costumes, and working as a world-class body painter. Both my canvases and my vision had come to life! With each new inspiration, each stroke of the brush, Enticing Entertainment has become my masterpiece, a community of artists capable of bringing dreams to life."







Articles

James Starchild Heather Zehr

Photography

Sky Wild Photography – Shawn Orton Studio Laguna Photography – Katrina Hannemann Studio McCutch - Patrick McCutchan Tim McG Photography - Tim McGuire

Design

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