



CORPORATE BIOGRAPHY

Destination by Design, INC. dba,
Clarke Allen, Clarke Allen Events
Clarke Allen Productions, dba,
CenterStage@NoDa

Address: 2315 North Davidson Street
Charlotte, NC 28205

Phone: 704-332-8445

Fax: 704-332-5009

Email: Info@clarkeallen.com

Web-site: www.clarkeallen.com

Incorporated: September 15, 1994

Classified as: S Corporation

Federal Tax ID: 56-1872673

DUNS #: 837796580

SIC: 812990

Full-Time Employees: 3

Part-Time Employees: 5

Founder/ President: Clarke D Allen

Event Coordinator/Designer: Alex Quill

Event Coordinator: Shannon Hogben

Marketing Communications Coordinator: Robin Bouchez

Find us on Social Media!



[Twitter.com/clarkeallen](https://twitter.com/clarkeallen)



[Pinterest.com/clarkeallen](https://pinterest.com/clarkeallen)



[@clarkeallen_events](https://www.instagram.com/clarkeallen_events)



[YouTube.com/clarkeallenca](https://www.youtube.com/clarkeallenca)



[Facebook.com/clarkeallenevents](https://www.facebook.com/clarkeallenevents)



Clarkeallen.com/GetInspired

Awards: Charlotte Arrangements has been the recipient of many industry awards including being named one of the top 25 DMCs by *Special Events Magazine* for two years in a row and named the first Partner of the Year by Visit Charlotte, which is part of the Charlotte Regional Visitors Authority. Charlotte Arrangements is also the recipient of an Addy Award and three Evie Awards. Most recently, Clarke received the 2014 NACE Speaking Program of the Year Award.

Memberships: Board of Trustees for the Fireman's Relief Society, Board of Advisors for the Meeting and Event Planning Program at the University of North Carolina at Charlotte, Hospitality and Tourism Alliance and the Charlotte Regional Visitor's Association.

At Clarke Allen Events, we offer experiential event design, planning, and production services that engage the senses and reflect your style and personality, and promote, and celebrate momentous occasions. Our personalized approach and detailed attention to events and shows of all sizes and budgets will exceed your expectations. With more than eighty-five years of combined professional expertise, Clarke Allen Events continues to set the industry standard by creating and producing signature events for all of our clients. Clarke Allen Events is dedicated to your vision, needs, and success. Our passion for your unique experience is unparalleled.

OUR SERVICES

SPECIAL EVENTS

A special event is a unique gathering presented to a specific audience. They are by their very nature "outside the ordinary," and designed to celebrate, honor, sell, teach or observe. Guests get to experience something extraordinary and memorable beyond their everyday occurrences. Your corporate dinner/gala, awards ceremony, luncheon, employee or customer appreciation, recruiting event, fundraiser, holiday party, grand opening/product launch, themed event and even tailgate will never be just another company event with Clarke Allen.

EVENT DESIGN & PRODUCTION

At Clarke Allen Events we offer experiential event design, planning and production services that engage the senses, reflect your style and personality, and celebrate a memorable occasion. We can help determine your needs, plan and design to meet your objectives and budget, while managing an incredible event from beginning to end. With more than 30 years of combined professional expertise, Clarke Allen continues to set industry standards by creating signature events. We listen and understand the importance of the occasion, always focusing on the personalized details that make an event "one-of-a-kind", while not only meeting your needs but exceeding your expectations. Let us create a brilliant experience that celebrates your unique story!

- Creative theme development
- Budget planning and management
- Staffing
- Venue selection
- Contract negotiations
- Decor design and fabrication
- Specialty items - Gifts/Amenities
- Food and beverage services
- Floral design
- Music and entertainment
- Lighting, staging, and audiovisual services
- Trade show management
- Security and logistical

*Clarke Allen
Events*

TRANSPORTATION

Our mission is simple: We produce impeccable transportation programs with flawless execution offering peace of mind. Clarke Allen Events has become the region's premier transportation management company by providing clients with intimate knowledge of available options, professional communication and attention to detail. If it's transportation you need, we offer a competitive rate with the most dependable equipment. Services include but not limited to the following:

- Manifest organization and coordination
- Check passengers flight status and notify driver of any delays
- Passengers provided with drivers contact information
- Transportation coordinators will provide drivers optimize routes
- Quality control is guaranteed through constant communication
- Determine vehicle size requirements
- Uniformed greeters will greet guests with welcome sign and assist with luggage
- Provide passenger count for large groups
- Easily identifiable signage on all vehicles

TEAM BUILDING

Invigorate your next meeting with a blood pumping, morale-boosting activity. You'll be amazed at the fresh perspective and increased productivity a little get-up-and-go will provide! We help make team building events something everyone will enjoy. We focus on strengthening employee bonds, building camaraderie, and creating an effective team mentality to increase moral and teamwork. We consult with you to determine your desired objectives and then collaborate to create a team building program that will exceed your expectation and really engage your employees. Clarke Allen Events will take care of every last detail including: location, transportation, instructions, food/beverage, equipment, facilitation, trophies and gifts. Let Clarke Allen transform your program into a productive activity that motivates, builds relationships and ignites your group's imaginations.

Top Team Building Events Include:

- A night at the Races
- White Water Experience
- Corporate Field Day
- "Let's Go Racing" – Driving Experience
- Culinary Challenge –Such as Sushi Making, Chopped Challenge and Chefs Kitchen
- Build a Bike
- Casting Call
- Corporate Olympics
- Hidden Gem Scavenger Hunt
- NASCAR-Minute to Win it
- Murder Mystery Dinner
- Fire Walking
- Aerial Tactical Adventure

DESTINATION MANAGEMENT

Clarke Allen has been serving the Carolinas for more than 20 years and in 1994 became the first Destination Management Company in Charlotte, North Carolina. Being a native Charlottean, Clarke Allen possesses extensive knowledge of the region offering clients the best available options and peace of mind. Destination Management Companies are the "location experts" that maintain current and accurate knowledge in order to consult in nearly every aspect of event and transportation programming. Let us put our expertise and resources to work for you!

GROUP TOURS

Experience the hidden treasures of the Queen City and the surrounding area as our expertly trained guides take you on a whirlwind excursion filled with colorful history, folklore and personal insight into this exciting region. These tours are staffed with courteous professionals who have been actively serving Charlotte visitors for more than 20 years. Our on-site coordinators and transportation operators incorporate your group's interests into the most memorable excursion, in the comfort of a luxury motor coach, mini bus or van. Clarke Allen provides the most distinctive custom-designed tour available. We encourage your involvement in helping develop your tour experience and by understating your needs we can customize each itinerary to better reflect your group's interest. In addition to the customized tours, we're masters in creating tours for special interest groups such as: Architecture, Geological, Agriculture and more! Customized tours include:

- Flights & Pints Brewery Tour
- Antiques & Boutiques Tour
- Charlotte Cultural Mile Tour
- Silver Lining of the Carolinas
- Come Fly with Me
- NASCAR Experience
- Checkered Flag Tour
- Charlotte City Tour
- Day with the Queen
- Biltmore Estate Tour
- Carolina Wine and Vineyard Tour
- Historic Home and Garden tour

VENUE RENTAL



We offer you our very own CenterStage@NoDa, featuring a warm and inviting space that embodies the culture and spirit of the unique NoDa arts district.

As your innovative partner, we hope you will allow us to create a memorable event for you.

MEMORABLE GROUPS WE HAVE WORKED FOR

SEALED AIR

2015 Groundbreaking event held at the site soon to house the new NC Sealed Air Plant. Special guests included the Mayor of Charlotte and the Governor of North Carolina.

ERNST AND YOUNG

2015 Boardwalk Bash was a family fun day for the employees of Ernst and Young. This was the second year of collaboration on this event between Clarke Allen Events and the company, and has led to further partnership on other Ernst and Young recruiting events.

CAROLINA PANTHERS

2013 Countdown to Kickoff Luncheon, which included a 2 hour show with a customized video presentation, stage and room design for 900+ attendees. Check out our customized video presentation created in-house. <http://vimeo.com/72875810>

MAYA ANGELOU/TAYLORS FINISH LINE FESTIVAL

A garden party with a twist for close friends can take as much time and effort as a trade show. This event included the management of guest hospitality, show, and décor. Taylors Finish Line Festival was held at the Charlotte Motor Speedway and utilized the entire grounds, raised funds for charity, and included food, rides, and fun activities for all.

<http://www.youtube.com/watch?v=YPbbCGUcjlo>

FIAT CHRYSLER AUTOMOBILES

In 2015 Clarke Allen Events put on a fun employee appreciation event featuring a basketball "Tip Off" theme for all top sales persons in the company. Employees competed in games such as Urban Hoops, NASCAR racing, Nerf Football toss, and a putting competition.

CORNING

In 2014 Clarke Allen Events designed, planned, and executed an entire week of meetings, lunches, dinners, awards ceremonies, and finally a Casino After party bash for our corporate client Corning. Each event was meant to impress from a Travel themed product fair where we hung a 20' airplane from the ceiling to an Asian inspired dinner complete with a fortune cookie and chopsticks for each guest. We then transported the group offsite to our venue CenterStage@NoDa where Clarke Allen Events executed a Bar and Grill themed dinner offering everything from steaks on the grill to fabulous entertainment. We have since executed an employee appreciation trip to Naples, Florida for their executive team, where we planned all activities for the group and spouses and multiple dinners and gathering.

SPECIALTY TOOLS & FASTENERS DISTRIBUTION ASSOCIATION

In November of 2014 STAFDA held a Southern style dinner at the Charlotte, Convention Center. Clarke Allen Events fully designed and executed the client's vision to transformation the ballroom into a southern farmers market to include custom built buffet sets, bars, stage, and room décor. This design showcased the low country style of the south and was completed with a blue grass band.

OUR MISSION STATEMENT

Our mission is to be financially successful by delivering outstanding results and memorable experiences for our clients by producing impeccable events, transportation and tours with flawless execution.

Clarke Allen Events is your proven, reliable, creative partner for innovative solutions

As the Premier Event Design and Production Company in Charlotte, we dedicate ourselves:

- To exhibit the highest level of creativity, motivation, professionalism, attention to detail, and tireless follow-through
- To provide excellent value and always exceed expectations
- To create memorable experiences and lasting alliances
- To partner with our clients, suppliers, and employees through vision, concern, and commitment to their individual goals
- To be the leader in our industry

We believe Clarke Allen Events is:

- Fun
- Creative
- Different
- Memorable
- Problem solvers
- Out of the Box
- Innovative
- Responsible
- Resourceful
- Trustworthy



Clarke Allen Events

WHY YOU WILL WANT TO HIRE US

WE SAVE YOU MONEY

At Clarke Allen Events we honor your budget. Due to our ongoing relationships in our industry, we can maximize your spend. We are able to use our resources on your behalf while we free up yours.

WE SAVE YOU TIME

At Clarke Allen Events, we efficiently and effectively organize and execute your event in less time than you could. We think through all of the details so you can focus on your highest value role. We commit to making you our top priority and meeting all of your deadlines.

WE REDUCE LIABILITY AND INCREASED CONVENIENCE

At Clarke Allen Events we put our over 40 years of industry experience to work on your behalf by negotiating better margins, controlling the quality and hand selecting the correct vendor offering a one-stop resource.

CONVENIENT BILLING

At Clarke Allen Events we offer the convenience of consolidated billing. We take care of all deposits, final payments, negotiations and reconciliations for all vendors supporting your event needs.

YOU ARE GUARANTEED A UNIQUE HIGH QUALITY EVENT

At Clarke Allen Events, we are students of our industry, keeping our eye on current trends, and producing quality events through the experience of our tenured team. With 20 years in business, and a combined team experience of over 40 years, we not only know why something won't work, we know what it looks like when it's done right. We are the experts in our field and are willing to share that expertise with our clients.

WE VALUE YOUR BRAND

At Clarke Allen Events we research each of our clients and strive to create events that enhance your brand and appeal to your group. We carefully listen to each of our clients to ensure we are portraying your desired message through every aspect of your event.

WE ARE JUST A PHONE CALL AWAY

At Clarke Allen Events you bypass the phone tree and standard business hours allowing you to reach a coordinator directly at any time. We commit to being your reliable go to team, making ourselves readily available to service your needs.

THERE ISN'T A JOB WE CAN'T HANDLE

At Clarke Allen Events "No" is not in our vocabulary, there's not a project too small or too large. We service groups from 10 to 10,000 and we will execute your vision in all scenarios.

CLARKE D ALLEN FOUNDER/ CEO

THE CLARKE ALLEN GROUP

CLARKE D. ALLEN, DMCP, PRESIDENT

Clarke Allen is the high energy owner and president of Clarke Allen Events. A native Charlottean, Clarke earned his *Hotel, Resort, and Restaurant Management Degree* from Appalachian State University. He got his start in the hotel industry in Dallas, Texas, and Baltimore, Maryland. His dynamic personality and creative mind has helped him win recognition as Sales Manager of the Year and Top Sales Manager.



Upon his return to Charlotte, Clarke recognized the need for a destination management company that could emphasize and build on this market's unique strengths and opportunities. Clarke envisioned a company with the talent, experience, resources, and skills to fill any convention, meeting, or social event's needs. In 1994, that vision became reality with the launch of Charlotte Arrangements, which is now known as Clarke Allen Events.

He is also the owner and president of CenterStage@NoDa, a unique meeting and banquet venue in the fabulous NoDa section of Charlotte.

The Charlotte Business Journal recognized Clarke's contribution to Charlotte's business community with its prestigious "40 Under 40" award. In 2005, Clarke became a DMCP, which, contrary to popular belief, stands for "Destination Management Certified Professional", not "Definitely a Mighty Crazy Person."

Clarke will be releasing his first book in 2016. He is a talented speaker and teacher for corporations, groups, and in his own events industry.

OUR SUSTAINABILITY PLEDGE

It is our goal at Clarke Allen Events to serve our clients in the most environmentally conscious way possible.

Clarke Allen Events' Sustainability Mission Statement

- We are committed to incorporating environmental principles and environmentally responsible practices in our company without reducing great service to our details.
- We will encourage clients toward venues that seek to provide sustainability measures.
- We will reuse signage and disposable materials and limit our paper usage by incorporating electronic communication of information.
- We will use vendors that actively seek to make a social impact and leave a legacy for generations to come who share our pledge to make a difference.
- We will educate stakeholders in ways that they can positively affect the environment and present green events as cost effective for a company's bottom line.
- We will reduce the amount of paper, ink, and packaging materials we use.
- We will recycle plastic, glass, and paper at programs we produce and in our community.
- We will seek to use recycled and reusable products whenever possible.
- We will design and fabricate in our workshop using steps to lower our carbon footprint.
- We will avoid excess lighting and utilize natural light and warmth in event planning and space design.
- We will encourage people to unplug electrical equipment when not in use.
- We will seek to utilize transportation companies who have alternate fuel vehicles and are committed to anti-idling in order to lower CO2 emissions.

Being a value-driven company, we will be environmentally responsible in the way we source, manufacture, and market our products and encourage workers, customers, and the community to join our efforts.

**Member of Sustain Charlotte and affiliated with Mecklenburg County Wipe Out Waste Ambassador Program.

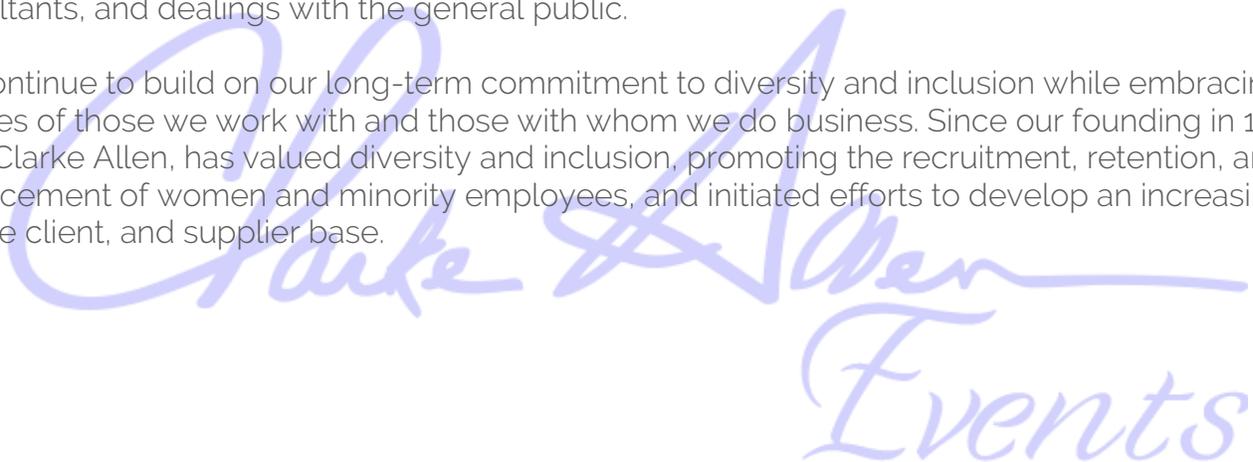
CLARKE ALLEN EVENTS DIVERSITY STATEMENT

Clarke Allen Events seeks to remedy the effects of discrimination by helping to eliminate barriers to business opportunities for minorities. We actively work to build relationships with minority-owned companies and offer competitive opportunity in a fair procurement process.

Our policy is that. In regard to employees, volunteers, members, clients, and contractors, we follow an equal opportunity employment policy and employ personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations, and marital status.

This policy also applies to internal promotions, training, opportunities for advertisement, terminations, outside vendors, members and customers, service clients, use of contractors and consultants, and dealings with the general public.

We continue to build on our long-term commitment to diversity and inclusion while embracing the cultures of those we work with and those with whom we do business. Since our founding in 1994, CEO, Clarke Allen, has valued diversity and inclusion, promoting the recruitment, retention, and advancement of women and minority employees, and initiated efforts to develop an increasingly diverse client, and supplier base.

The logo for Clarke Allen Events is written in a light blue, cursive script. It features a large, stylized 'C' and 'A' at the beginning, followed by the words 'Clarke Allen' on one line and 'Events' on the line below. The signature is fluid and elegant.

OUR PROCESS

At Clarke Allen Events, we have a prescribed process for handling your event so that no detail is left to chance. This is our process and our commitment to our client.

INITIAL CONSULTATION - Our initial consultation of 90 minutes is complimentary and assists us in understanding your event.

BROAD BRUSH OVERVIEW - After our consultation, we will provide you with up to 3 concepts to choose from. This assists us in determining your desired look and feel for the occasion along with your objective for the event.

RETENTION OF SERVICES - If you choose a direction for your event and wish to engage our assistance further, we will prepare and send you a Retention of Services Agreement. This document will allow us to continue to work on your behalf as we proceed into the design and proposal phase of the event process. We estimate the hours needed to complete this phase, any drawings needed to convey the event details, and any storyboard generation required to present event options. We will then charge a fee based on those needs. If you choose to continue to engage us past the design phase any fees collected will be credited towards the event. If you choose to proceed in a different direction, then we will send you all our designs and close the event file.

RESEARCH - We conduct extensive research on your event. This includes the market availability of elements, your audience demographics and background for the event, checking upcoming event trends, looking at similar productions, checking the statistics of your past occasions, reviewing budgets for programs similar to yours, and creatively approaching the desired outcome of your event.

PROPOSAL - We are your liaison with all vendors, we shop for you to make sure we are hiring the best quality services and elements for your program while keeping your budget on course. We design events so that guests have a multi-dimensional experience for them to remember long after the event is over. We take into consideration how each element will enhance their senses without focusing solely on what is seen. As such, we will provide bundled pricing for each area of the event instead of a laundry list of items that when presented by themselves have little meaning to the end result of your event.

CONTRACT AND DEPOSIT - Once we have hammered out all of the details of your event, we will use the proposal to create the Project Scope and contract. The contract will be presented to you along with a request for the deposit. Deposit amounts are generally 50% of the estimated cost, but can be higher at times depending on the type of services being procured.

PLANNING - Clarke Allen Events will meet with your team via conference call or meetings as needed for the successful planning of your event. For effective communication and coordination of the program, we provide written documentation for all of our vendors and staff, giving them the directions necessary for them to do their job. We will create timelines, production reports, and build up schedules that we will update as needed with pertinent information from you, such as guest counts and logistics. We will also share the details of your event with the venue and any other vested partners you bring to the table, making sure everyone is on the same page.

COORDINATION - On the day(s) of your program, we will meet with vendors and staff to complete sharing the vision of your event. We will be on-site to troubleshoot any opportunities, handle any day-of emergencies, setup, and keep things running smoothly and on time as seamlessly as possible. All this so you can relax and enjoy the event while your peers compliment you on a job well done.

FINAL REPORTING - After the event, we will conduct a thorough review of the event and report on any key components you have asked us to track as such; attendee numbers, use of event elements, and guest surveys. Then we will talk about how we can improve on and produce any future elements for you.

SHARED AGREEMENT

Now that you understand our commitment to you, we ask that in order to meet our expectations, you will contribute to our mutual success as follows:

TIMELINESS - A detailed timeline of your event will be prepared as part of the planning process. This document will only be successful and a helpful tool if your input is represented. Throughout the process, we request that you review all documents provided to you and respond immediately in order for us to continue. Failure to do so may result in additional charges.

GUEST COUNTS AND ATTENDEE LISTS - You are responsible for the timely delivery of invitations, and to provide us with up-to-date guest counts for your event. We are able to handle registration and manage these for you for an additional charge.

SPECIAL REQUESTS - From time to time, you may find it necessary to request specialty equipment, accommodate special dietary concerns, or provide special treatment for a guest. We ask that you notify us as far in advance as possible, and understand that this may require purchases that were not part of our original agreement and may result in an additional cost to you, the client.

SPONSORS AND SPONSORSHIPS - You are responsible for recruiting and collecting from any sponsors for your event. We have sponsorship teams available, but their services would be contracted on a separate agreement.

INFORMATION - When information is requested of you, please respond as quickly as possible and honor all deadlines represented to you by your Clarke Allen Events Account Executive. In developing your event, we may require photos, videos, and other important information that will become a part of your program. As such, your timely response will allow us to continue to work on your behalf. Delays in getting critical data to us may result in not only additional charges, but the failure to produce the elements desired which will affect the outcome of your event.

BUDGET - Please provide us with a workable and realistic budget. We understand you may be planning an event that has never been done before and may not know what to expect. Let us be your guide.

PAYMENTS - Our policy is to collect 50% of the projected event cost upon signing of the contract. The remaining 50% is due 1 week prior to your event, and any add on items that occur during the event will be due upon receipt of the final invoice.

CANCELLATION - We charge 25% of the estimated total event cost if you cancel less than 60 days before the event. Cancellations received with less than 30 days before your event is a 75% cancellation fee and less than 30 days the full estimated amount is due.

PRINTED MATERIALS - Please provide us with any printed materials related to the event, as this helps us to review the planning and logistics and point out any errors that may exist. If you wish to engage us in creation of printed materials, we would like to reserve the option to provide you with referrals to outside graphic artists and printers and have you work directly with them. If the nature of your print materials is within our scope of expertise, we will be happy to include this work in our Project Scope, along with the cost of the services.

PROFESSIONAL COURTESY - Our designs remain the property of Clarke Allen Events unless purchased by the client. We expect that you will honor our efforts by keeping designs and proposals confidential, the same way we will keep your goals, needs, and ideas confidential from others who may benefit from this knowledge. We ask that if a price is presented to you, that you come to us first before sourcing and comparing the element to another vendor.

COMMUNICATION - Our goal is to reply to you within 24 hours of a phone call, and meet all of your deadlines. We request that you also commit to this goal.

By following the guidelines above, Clarke Allen Events rewards you, the client, with top notch service, the attention you deserve and cost savings. The consequences of not abiding by these guidelines will result in delays, late fees, penalties, and the success of your event may be adversely affected.

SUMMARY

Clarke Allen Events has been planning, producing, and managing events for over 22 year. We like going that extra mile to make your event is the best it can be!

OUR GOALS FOR YOUR EVENT ARE AS FOLLOWS:

- We want to help you establish a "vision" for your event
- Identify your priorities so we are able to define what you believe a successful event looks like
- Create the small goals that need to be accomplished in order to support the overall desired outcome of your event
- Build a budget for your event that you can live with, showing you options for areas that may be able to be substantially influenced by subtle changes and additions to your event
- Implement the best practices for taking your event from design to execution
- Be an accountable partner for your team
- Create and inspire you with innovative designs and careful choreography for your event

Our creative team is already thinking of innovative and new ways to make an impression on your guests. Thank you for the opportunity to serve you!

*Clarke Allen
Events*

SUMMARY OF REFERENCES

CAROLINA PANTHERS

RILEY FIELDS

800 South Mint Street
Charlotte, NC 28202
407-358-7469
riley.fields@panthers.nfl.com

CHRYSLER GROUP, LLC

RYAN NIHLS, Chrysler Brand Marketing Manager and Dodge Brand Marketing Manager

8351 Parkline Blvd
Orlando, FL 32809
407-622-9159
ryan.nihls@FCAGroup.com

ERNST AND YOUNG, LLP

SARAH SHARKEY, Meeting and Event Services

100 N Tryon St #3800
Charlotte, NC 28202
704-338-0505
sarah.sharkey@ey.com

LOWE'S HOME IMPROVEMENT, INC. / HARPO

AMANDA COCKERHAM, Corporate Event Services

Lowe's Companies
1000 Lowe's Blvd.
Mooresville, NC 28117
704-758-2841
amanda.c.cockerham@lowes.com

SEALED AIR CORPORATION

PAUL AHMED, VP, Customer Service

7 Independence Pointe, Suite 200
Greenville, SC 29615
864-433-7423 (O)
864-345-3900 (M)
paul.ahmed@sealedair.com

UNIVERSITY OF TENNESSEE HEALTH SCIENCE CENTER

PAMELA HOUSTON, Director of Special Events/ Community Affairs

University of Tennessee Health Science Center
62 D. Dunlap, Ste. 203
Memphis, TN 38163
901-448-1164 (O)
901-239-1098 (M)
901-448-8150 (F)
phouston@uthsc.edu

Harpo Events