

GREETINGS  
FROM



SnapShots of Our Services



Event:  
Design  
Management  
Entertainment  
Décor  
Technology

## SnapShots of our Services

### Transportation

**Airport Transfers-** We will be pleased to assist you with the transfer of your guests and VIP's between the local airport(s) and the program hotel. Understanding that this first (and last) hospitality experience in South Florida can set the tone for those to follow, we will take care to ensure dependable service from our staff and drivers. Service can be provided using a variety of vehicle sizes (Sedans, Limousines, Executive Vans, Minibuses and Motor Coaches) and is generally priced as a one-way, point-to-point service by vehicle. Rates vary according to type of vehicle, the airport being served (MIA, FLL, PBI nor RSW) and the hotel.

**Local Charters-** Local roundtrip transportation will be provided for your guests between the hotel and local attractions, venues, off-site activities or restaurants as required by the program schedule. Local charter service can be provided using a variety of vehicle sizes (Sedans, Limousines, Executive Vans, Minibuses and Motor Coaches) and is usually arranged based on hourly commitments. Generally and after certain hourly minimums are met, additional hours are billed according to the vehicle's actual use. Rates vary according to the type of vehicle.





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### On-Property Events

**Theme and Décor-** As your program plans develop, we will be pleased to assist with a variety of theme and/or décor elements for your on-property events. Understanding that group size and budgets drive decisions about “what to do” or “how much to do,” we will consult with you to determine which elements best meet your objectives in both of these areas. The good news is that we can make recommendations for events utilizing décor elements from simple table-top elements (linens, floral arrangements, custom centerpieces, etc.) to fully themed entire-room environments.

**Entertainment-** In addition to and to support décor elements, we can also assist by providing entertainment options for evening social events. Whether it’s a three-piece jazz ensemble providing background music or a five-piece party band or DJ for a more spirited affair, we can suggest options that will tastefully complement the event. And, if budgets allow, we can also add individual performers or interactive entertainment solutions to enhance the theme experience.

A quick description and photos of several custom-produced events follow.





## South Beach Lounge

As most people would agree, South Beach has a style all its own...a style recognized around the world for being chic and in vogue no matter what the season. It's a look that's casual and contemporary, billowy and breezy, and sexy and sophisticated. And when asked to describe what it looks like, most people respond by using only one word: Delano. With Delano as our inspiration, we have created the ultimate beach or poolside lounge...a vision in white with dramatic orange, blue, green and teal contrasts.



## Mambo Madness

The imported Latin and Caribbean rhythms have fueled Miami's club scene for generations. Beginning with the famed Latin Quarter, Miami and the area beaches have been home to countless world famous nightclubs through the years. The tradition continues today with a nightly club scene that is electric and inviting, drawing locals and tourists alike to dance floors where dizzying lighting effects and thunderous sound systems accompany them while they dance the night away. Using these classic Miami entertainment venues and the infectious Latin beat they use to engage their patrons as inspiration, we created Mambo Madness Club!





## Tropical "Floribbean"

As a resort destination, South Florida's culture has been influenced for generations by its neighbors. In this melting pot where the Atlantic Ocean meets the Caribbean Sea, passions collide with fiery flavors, brilliant colors, infectious rhythms, lush flora, gentle off-shore breezes and warm ocean waters in a special tropical setting...not typically Florida and not quite Caribbean, so we've dubbed it "Floribbean"! It's a fun and funky yet stylish and sophisticated collision of sights, sounds and tastes to welcome your guests to this special place we call home!



## Art Deco Delight

Born out of fantasy and speculation, designed for fun and profit, Miami Beach, from its inception has been a City of mythical composition. Today, its Art Deco District succeeds as one of America's favorite fictions. It is home to the world's finest and largest assemblage of art deco buildings...a neighborhood of pastel clad gems that defy description both individually and collectively. "Tropical Deco" (as it is officially categorized) evolved out of a softer palate and the buildings of the district reflect many common architectural themes and ornamentations...the use of flat and curved walls, circular windows balanced by rectangular framing, metal railings and "eyebrows" or cantilevered sun shades. "Our" version of Ocean Drive features reproductions of some of actual buildings you'll find as you stroll the "real" Ocean Drive for yourself!





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### Off-Property Events

**Venue Options-** South Florida offers an amazing assortment of venue options for hosting off-property food and beverage or special events. And unlike the “manufactured” experiences one might find elsewhere in Florida, these venues truly represent the colorful culture and exotic lifestyles in the area. The list is surprisingly long and provides suitable facilities for groups of almost any size and budget. With information from you about your preferences, we would be pleased to suggest those that would best suit your needs.

**Planning-** The process of planning an off-property event might seem daunting. But the logistics experts at Peterson PM Productions are prepared to handle every detail. We will assist with recommending options, arranging tastings, securing and confirming reservations, selecting food and beverage options, providing transportation, organizing escort staff, finalizing bills and getting participants on their way to their “next stop” during an evening out on the town. Leave the logistics planning to us...we’ll handle everything so your guests can savor the experience!

Following are a few suggested off-property venue options in the area.





## Restaurants

South Florida offers a virtual smorgasbord of restaurant options to delight every conceivable preference. The number and type of choices are almost endless... overwhelming some would say. To not consider taking the adventure of exploring just a few of them would be an affront to the palate! Allow us to make recommendations for the buyout of the hottest new spot in town to accommodate your entire group or to organize a dine around using a collection of leading restaurants favored by locals and tourists alike.

## "Special" Event Venues

As you consider taking your guests off-property for a night or two, we encourage you to think about how a truly "special" event venue can complement your visit to the Sunshine State. The list is extensive and includes everything from galleries and museums to attractions and exclusive clubs. We will be pleased to discuss the many available options with you, understanding the importance of suggesting those that are best suited to accommodate your group's size and needs, recommending alternatives should availability or price be issues, and offering ideas for creating an event that is exceptional and memorable.





## Yachts

The rivers, bays and canals of South Florida combined with the beautiful year-round weather make it the perfect place to enjoy a lifestyle on the water. South Florida is one of the major boating and yachting centers in the world. And when we say "boating and yachting", what we actually mean vessels that more often than not resemble small ships!!! While the participants of your group may not be able to experience that lifestyle everyday, we can make it available for at least an evening! A special event produced on board a luxury yacht is likely to be one of the most memorable experiences of everyone's visit to South Florida.



## Private Mansions

For generations, the Southeast Coast of Florida has summoned the rich and famous to spend the winter basking in the warm sunshine and playing in the azure waters. "America's Riviera" they call it and just like the original, it has become *the spot* to build a "cottage" retreat where the Atlantic meets the Caribbean. And believe it or not, many of these gigantic and luxurious mansions can be rented to host a private affair. Most are large enough to accommodate any size group and many include views of the water. Though not inexpensive, these over the top residences always impress and offer a unique setting for creating a unique experience.





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### Free Time Activities

**Playtime Under Our Sun** - Can you believe our weather? No matter what time of year, the weather in South Florida is about as good as it gets! Not certain? Well consider these fun facts...

Average fall and winter highs- 76.6°  
Average fall and winter lows- 67.3°  
Average spring and summer highs- 84.4°  
Average spring and summer lows- 73.8°  
Average fall and winter monthly rainfall- 2.8 inches  
Average spring and summer monthly rainfall- 5.1 inches  
Average number of days with sunshine- 256

**Getting Organized-** Allow the event logistics professionals at Peterson PM Productions to design a custom program of invigorating and memorable free time experiences for your participants. Designed to engage the varied interest of your group, we'll make certain to include something for everyone. And we'll take care of all the arrangements from the time they leave the hotel until the moment they return.

Now, it's time for some fun in the sun!!! The following are just a few suggestions of commonly popular types of activities...





## Recreation

If something physical is what you have in mind, South Florida can deliver with flying colors. The area abounds with some of the world's favorite engaging and competitive recreational options...famous golf courses, state-of-the-art tennis facilities, exciting deep sea fishing, spectacular water sports, challenging biking and jogging courses, horseback riding and swimming with dolphins. Within a short drive, the numerous options will present even the most jaded recreational enthusiasts with challenges they never imagined, giving them bragging rights for having played where the pros often play as well!



## Shopping Excursions

Traveling and shopping...why Is it that these two seemingly incongruous things always seem to go together? Shopping while on the road is a ritual that began millennia ago...when traders left home only to return with riches from the exotic places they visited. So it is today! In South Florida, we truly have elevated the shopping experience to new heights. We have in our midst virtual cathedrals of consumption where every whim can be entertained, every desire indulged and almost anything imagined can be bought. And, these emporiums of free enterprise can also help solve the challenge of rounding out a schedule of free time activities during your program. We're happy to report there's a place for everyone to indulge the urge to begin the next buying binge!





## Tours

Florida has been many things to many people over the years. First, it was an exotic wilderness to be explored and settled. Then it became (and still is) a developer's dream...a warm weather lace to create a winter playground. Today it is both a vibrant and bustling business center and a world-class resort community. Along the way it attracted all types: famed explorers and settlers who hacked its very existence out of the Everglades, business tycoons who recognized its potential for development, captains of industry who built homes and established it as "America's Riviera", gangsters and conmen who long took advantage of its reputation as an easy place to hide or conduct "business", and today's glitterati who have made it a stop on the world's Grand Tour of luxury resorts. As you might imagine, each left his or her mark and their legacies and stories are foundation for the many tour options available today.



## Activities With An Edge

As television shows and movies portray, South Florida is also home to exotic activities that attract the daring and those willing to spend what it takes to have an experience of a life time. From weightless flying simulations to "go fast" cigarette boating, performance driving experiences to world class scuba diving and hot air ballooning to jet ski racing and kiteboarding, the place is a mecca for those will to throw caution, not to mention a few bucks, to the wind!





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### Team Building

**Competitive Events-** Too often in the competitive world of today's corporate environment, colleagues become combatants as they try to get ahead of one another. Stretching his or her capabilities, the individual often falls short in an effort to have all of the answers or to solve problems. And yet there is a reluctance to trust others who might have those few answers or solutions that could mean the difference between success and failure. A team building challenge is a fun-based exercise designed to demonstrate to participants that trusting in and working with a colleagues in a team environment can be both efficient and productive. Numerous options for team building exercises are available.

**Getting Organized-** **createabilities** can provide a variety of program options, designed for any skill level, to meet specified objectives. And we'll make certain that in addition to being competitive, the event will be fun...*not silly*...so that participants will want to, well, participate! In addition to organizing and managing the event, we will also take care of making all the necessary arrangements for venue(s), support facilities and services, permits (as necessary), security and safety, food and beverages and anything else that might be needed to ensure success.



Thank you again for considering South Florida as a destination for your program and for this opportunity to introduce our services!



We look forward to competing for your business and to your visit!

