



EVENT
PROFILE

Photo courtesy Philip Gabriel Photography

Celebrating *Life*

A to Z Party Rental provides equipment for cancer survivor celebration

By Ashleigh Petersen

Event: Every year, each Cancer Treatment Centers of America® (CTCA) hospital celebrates a major milestone for its patients — their five-year anniversary of being a cancer survivor. The two-day event, called Celebrate Life®, includes multiple events to honor these individuals. During the May 2016 celebration at the CTCA hospital in Philadelphia, A to Z Party

Rental, Montgomeryville, Pa., provided tenting, flooring, tabletop equipment and more during the multiple events.

“We had Monday and Tuesday to set up the tent, flooring, stages, tables and chairs,” says Melani Kodikian, CERP, president of A to Z Party Rental. “The lighting and production company set up their equipment and ran a sound check on Wednesday. The | To Page 68

events spanned Thursday and Friday and all items had to be removed by Saturday afternoon, so the patient's parking lot could open."

Challenges and solutions: The biggest challenge during the celebration was flipping each event's location at the hospital, which continued to operate and required access for patients and vehicles 24 hours a day. The events over the two-day period included a

cocktail reception for 500 people, a plated dinner for 300, a graduation and a buffet luncheon for 700. The varied attendance at the events added to the challenge.

The installation of the tent, floor, stages, table and chairs required six A to Z Party Rental crew members. Additional help was brought in to ensure the transition between events went smoothly.

"The cocktail party on Thursday night was held in the hospital's lobby, therefore

items were set up immediately before the party and cleaned up immediately after the party, as guests moved into the tent. Two additional crew members were on site for the setup and cleanup of the hospital's atrium," says Kodikian.

"The Thursday night dinner had a different décor than Friday, so once the dinner was completed our staff had to flip the inside of the tent, catering equipment and tabletop items to be ready for Friday morning's celebration," says Kodikian. "We provided three additional staff members to pick up all of the items from Thursday's dinner and deliver the items for Friday's celebration."

Thorough planning and communication during the two-day event helped keep things running smoothly despite the challenges.

"The event architect, Jeffrey Horn at Triad Event Solutions, was meticulous with design and details, which took a great deal of pressure off our crew as all timelines and changes were clearly communicated with ample time," Kodikian says. **RM**



Major items used:

- 100-ft.-by-100-ft. pole tent with walls
- Marquee tents for control booth and food service
- Subfloor and carpeting
- Stage
- Pipe and drape
- Tables
- Chairs
- Red carpet runner
- Cooking equipment, including fryers, grills, ovens, hot box, baker's racks, coolers and coffee makers
- Dishes
- Flatware
- Glasses
- Food service supplies, such as trays, tray stands, bus pans, coffee pitchers and creamers
- Linen

Innovative Products That Increase Profits

NEW!
*Best Show Seller!



waterproof
**Omnilok® Dance Floor
Vintage Pine**



strong
**Water Resistant
Ultralight Table**



rustic
**X-Back
Chair**



trending
**Elio
Industrial Chair**



classic
**Celebration
Folding Chair**



versatile
**Hollywood
Folding Chair**

efficient
**Chair
Mega Mover**



durable
**Table
Mega Mover**



EVENT EQUIPMENT SALES®
Special Event Outfitters
800.EES.0093 | EventEquipment.com



