

CLIENT:

GLOBAL PHARMACEUTICAL COMPANY

EVENT:

RLS DRUG LAUNCH

FEATURED SERVICES:

EVENT MANAGEMENT & PRODUCTION

GROUND TRANSPORTATION MANAGEMENT

EVENT OVERVIEW

One of world's 20 leading pharmaceutical companies recently held its' RLS Drug Launch in Chicago for approximately 2,400 sales representatives.

The goal of the launch was to educate their sales force about the new drug and enjoy the sights & sounds of Chicago after-hours. On The Scene was selected as the exclusive event management partner to coordinate all airport transportation, a Welcome Reception and two off-site, themed special events.

SERVICE SUMMARY

Upon airport arrival, guests were personally met by On The Scene greeters and escorted to awaiting sedans & motorcoaches for hotel transfers. For the Welcome Reception, the hotel exhibit hall was transformed into a tropical paradise with 20 tons of sand, a 40 ft wave projection screen and real orchid leis shipped in from Hawaii. 'Around The World in Chicago' was the theme for an unforgettable journey through the world-renowned Field Museum. An exotic variety of international cuisine set to the high energy music and amazing performance art of The Mutaytor captivated the audience. For the final night event, Grammy award winning artists Maroon 5 thrilled the crowd during a private performance at the intimate House of Blues.

OnTheScene

**Destination Management
And Event Services**

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"I want to take the opportunity to thank your staff for a flawless program! Our RLS launch was a GREAT success due in large part to On The Scene. The feedback from our guests has been incredible. What sets your company apart from the competition is not just your can do attitude, you deliver what you promise."

-Director of Meeting Services