



## Houston Chapter of I.S.E.S.

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April 27, 2005

For immediate release

### Fire + ISES Makes its Mark

Houston, TX – On April 13, the Houston Chapter of ISES launched a new fundraising event called “Fire + ISES – The Ultimate Party”, with great success. Over three hundred twenty guests from all aspects of the event industry were in attendance at the Hornberger Center – corporate staff planners, owners of ISES and non-ISES event businesses, the Convention and Visitors Bureau, members of affiliated organizations, ... - to enjoy the efforts of 22 showcasing ISES companies.

The event was designed to replace the former ISES Events Industry Expo, to raise ISES’ visibility and money for the Chapter. Instead of an exhibit format with booths, Fire + ISES featured three primary gallery spaces, each designed to have their own theme with coordinating décor, food offerings, lighting effects, and entertainment. The result was an elevated event experience – multiple environments with exquisitely coordinated affects, which served our showcasing companies and Chapter image well.



Our Magnificent Level Sponsors, who donated over \$3500 in services were:

- Bailey Connor Catering
- Bright Star Lighting and Sound
- LD Systems
- Let it Fly Events and Services LLC
- Mélange Catering and Special Events
- Darryl Murchison Design
- Art Attack!
- Ral’s Fine Catering
- Hornberger Center
- Catch The Moment
- Attention! Promotions
- Aztec Party and Tent Rental

The Stupendous Sponsors who donated over \$2000 in services were:

- All About Entertainment
- DEI Hospitality
- Digital Imaging and Design/ Minuteman Press Fort Bend
- Events A La Carte
- Genesis Photographers
- Impressive Entertainment
- Stage Directions
- The Posh Petal
- LC Floral Design
- Texas Java Company

Our Raffle Sponsors were:

- Attentions Inc Promotions
- Events A La Carte
- The Posh Petal
- Bailey Connor Catering
- LC Floral
- Hyatt at Intercontinental Airport



The Mission of ISES is to educate, advance and promote the special events industry and its network of professionals along with related industries.

To that end, it strives to...

- \* Uphold the integrity of the special events profession to the general public through their "Principles of Professional Conduct and Ethics"
- \* Acquire and disseminate useful business information
- \* Foster a spirit of cooperation among its members and other special events professionals, and...
- \* Cultivate high standards of business practices.

For more information about ISES Houston, please call Bill Steigerwald at 713-520-1295.