



Project Profile

Gillette Salsa Dance-off

Corporate promotional tours require participation of several different types of companies, all coming together to create the perfect event for both the client and the attendees. The Gillette Venus Salsa Dance-off was an extreme example of the type of cooperative spirit necessary to make the event a success, with Pierce Promotions in Maine, Latin Works in Austin, and Stage Right providing the sound, light, and video equipment based in Dallas. To make matters even more complex, the client required the show to be set up in Irving - and then in Houston one week later!

Both events had to be staged in a major suburban mall, constricting load-in and load-out times. Different gear had to be scheduled for both shows because of space limitations. And hotels, travel arrangements, and human resources all had to be coordinated to make sure both events were flawless.

"These shows presented several challenges that had to be met with and overcome before we could move on to the next step." says Robert Chapman, who acted as sales liaison, site manager, and finally, operator on both events. "By the time the shows were complete, the Gillette people were very happy, which, of course, makes [Pierce Promotions] happy."



Gear List

Irving: Dance floor with rear trussing, DJ sound system and two 42" Plasma televisions.
Houston: Rear trussing, DJ sound system, (2) projectors and 7.5 x 10 rear projection screens, pipe and drape.

Client Comments

"Thanks to the suggestions and professionalism of Stage Right, we impressed our clients with a well designed promotion for their product."

Events are tricky, bring a friend.

Dallas Stage Right
4027 Main Street
Dallas, TX 75226
www.stage-right.com
1-800-682-5938