



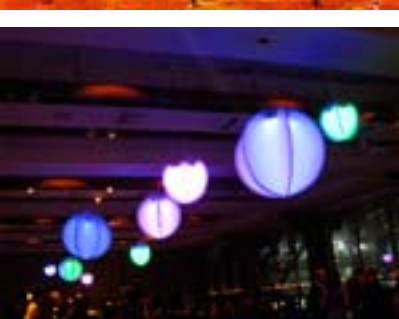
## NEWS FROM PINK INC.

Gyms, sports, and the Olympics!

Did you see the Opening Olympic Ceremonies? Well if I didn't know better I would say that FABRIC and PROJECTION were certainly the STARS! And watching all the OLYMPICS this month has made me think about some of the recent "sporting" events that we have taken a part in!

Coincidentally we had a couple of events at Chelsea Piers this month. And it may just be chance that the Olympics are running concurrently, but we are so happy to be involved in NYC's own sport center and event venues!

Read on about the TOTY Awards and the UJA Fundraising Event, Both at Chelsea Piers!



## PROJECT SPOTLIGHT TOY OF THE YEAR AWARDS

Global Events Group put together a great program for the 10th TOTY - Toy of the Year Award. In conjunction with Toy Fair this event is the Oscars of the Toy Industry. This year Pink Inc.'s Fabric Structures was the décor of choice! Pink Inc. showed the way from the moment you walked through the Arches, to the lighted Asterix and to the beautifully lit Stage Set. Take a look above!

Oh and just in case you were wondering Zhu Zhu Pets by Cepia, LLC was named as the overall "Toy of the Year" winner 2010!



## PROJECT SPOTLIGHT UJA "GENEROSITY" EVENT

On a different note - "Generosity" was the fund raising theme of UJA's division and event at The Lighthouse. Technology and projection was the feature with Sophist Productions Text-to-Pledge and Pink Inc.'s rental décor - The Flexi-Tunnel in conjunction with our WOW Screens, lined the entire event space creating lighting surfaces everywhere!



BEFORE

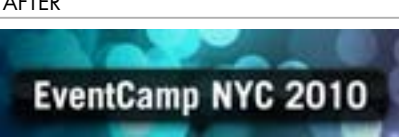


AFTER

## PROJECT SPOTLIGHT STRATTON MOUNTAIN SCHOOL

For the third year in a row Pink Inc. has transformed the athletic center at the Stratton Mountain School into an elegant Winter Wonderland for the Annual SMS Winter Ball. Transformation is the name of the game when you want to have a black tie event fundraiser in the school gym.

Call in Pink Inc. and THIS is just what happens!



## PINK INC IN THE NEWS

Does Social Media work you ask? Do you know about #eventprofs and Event Camp? On Twitter - a hashtag "#" is an identifier - so many of us #eventprofs met online through our 2x a week chats. Event Camp in NYC was held at the Roger Smith Hotel and EventProfs from all over the country came together in a historic meeting and conference! Information on events and social media technology was discussed and experienced first hand!

Check out Debra's Full Blog Posting on this!  
<http://pinkincnews.com/about-us/news/event-camp-2010-was-a-success-best-part-meeting-you/>

Check out this article in SPECIAL EVENTS about Social Media featuring Debra!  
<http://specialevents.com/news/social-media-stays-strong-in-special-events/>

## A WORD WITH DEBRA

Event Solutions - remember we asked you to vote? Well I am heading to Las Vegas to sponsor and participate in the Event Solutions show and Spotlight Awards! On the night of March 8th events industry stars will be at the newest venue in Las Vegas - The Mandarin Oriental Ballroom and Eve the Nightclub at CityCenter, accepting their well deserved awards! Of course Pink Inc is a Finalist in the Rental Supplier of the Year. I am writing my acceptance speech now! (wish us luck!!!)

-Debra

