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Canada Scores Big at the “Super Bowl of Opening Events”

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August 15th to 18th 2009, Toronto hosted the ASAE conference, known in the industry as the “Super Bowl of all Conventions” and Accucom along with a bevy of elite Toronto suppliers scored Big with the massive Opening Night Event. Sponsored by the Canadian Tourism Commission, and hosted by the Metro Toronto Convention Centre, this event was a huge success for everyone.

Accucom Corporate Communications, the main producers of the event, delivered a truly remarkable vision of Canada, focused on on the theme of “Vibrant Cities on the Edge of Nature” which Rick Naylor, President of Accucom , fondly calls “Canuck Shuk” as his in house working title.

According to Ava Sones, Director of Meetings & Incentive Travel for the CTC, “based on the phenomenal reaction of the 4,000 delegates, Canada did themselves very proud tonight.”

The event brought together all the major players from across the city to work on the event including:

AVW-Telav led by John Crick Decor & More led by Leslee Bell, GES led by Anne Hutcheson, Showtech Power and Lighting led by Rick Green, Air Magic led Mark Fine, In touch Media led by David Leatham who did the incredible fog screens, Gord Cheong who directed and produced the multimedia production, Jeffrey Latimer manager of the Canadian Tenors and many many more.

The theme created by Accucom with the support of the event sponsors transformed the hall into a giant theatrical wonderland. Beautifully crafted food stations designed by Decor & More and catered by MTCC’s superb team were flanked by massive screens portraying scenes of Canadian nature and life at its finest. Production and spectacle aside ,the highlight of the evening was a surprise appearance by the Canadian Tenors. Performing in front of a striking 30 foot high Inukshuk bathed in brilliant lighting, the Canadian Tenors sang a musical tribute to the up-coming Olympic Games in Vancouver. During their performance, a masterfully crafted pyro display (Air Magic) evolved throughout the 70,000 square foot hall. As the finale built, the giant Inukshuk was engulfed in fireworks as the Tenors belted out their final stirring notes.

Rick Naylor, the event's creative producer and owner of Accucom, was quick to share the credit. "This was the ultimate team effort. Hundreds of dedicated professionals all put their heart and soul into this event. I hope it translates into new business for Toronto and Canada in the future.