

*PRG's turnkey solutions bring the biggest challenges down to size.*



## **ROCK YOUR SENSES PARTY FOR THE 2007 NETWORKERS AT CISCO LIVE CONFERENCE**

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**The Challenge:** Turn a bare California field into a fantasy playground.

### **The Solution:**

PRG provided the turnkey solution that helped producer Branduin Creative transform the 40-acre Oaks/Blenheim Riding Park in San Juan Capistrano, California, into a party for 7,000 guests — with carnival rides, supersized video games, laser tag, refreshment stands and a concert featuring the rock group KISS. The event capped the 2007 Networkers at Cisco Live conference in nearby Anaheim.

With the venue basically an open field, PRG provided the infrastructure for the massive event from scratch — all the power, site and concert lighting, plus lights, audio and video for each attraction. “We put it all in PRG’s hands and they pulled it together for us, flawlessly,” says Molly McDaneld, Branduin’s vice president of production and creative.

Working with event designer/production manager Chris McGregor, of Stage II Design and Production, and lighting designer Joseph Pitruzelli, PRG supplied 11 generators, power distribution panels and four miles of cable. PRG also brought in six truckloads of lighting equipment, including 30 Genie® towers and more than 700 lighting fixtures, as well as a video system including five cameras and switching for the KISS concert plus video, lights and audio equipment for a Guitar Hero II™ tent and more than a dozen other attractions.

“PRG swept in and got it all up and running in just four days,” notes McGregor. “We actually were ready three hours ahead of schedule, which gave us some breathing room and helped with labor costs. I don’t know of any company that could have done what PRG did.”