



ampa
events

**SALES
PROCEDURES
MANUAL**



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SALES PROCEDURES

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DECORATING BASICS

Entrance - Walk Throughs

Entrances are designed to set the tone and punctuate an event. Upon arrival, the guests will recognize that they are being treated to something special.

Entrances are freestanding and span a double door area with a walk through space of approximately eight (8) feet wide by seven (7) feet tall. Some entrances have a built in marquee reader board for two lines of message. A simple greeting may be used or a slogan, sales message, or corporate motto are other suggested uses for the reader board.

Overall height and width of entrances are approximately 12 feet by 10 feet. There is additional space to enhance the entrance with additional props or decorations to finish the set.

Vignettes

A Vignette is our basic building block for decorating and consists of a group of props anchored by a medium to large element that utilizes between 2x2 - 4x4 feet of floor space with an overall height of 6-8 feet. Vignettes are useful to showcase specific areas within an event such as food service stations, beverage service, stage right/left, entrances, or other areas of activity.

Bars

Beverage service stations are high traffic areas in any event and are the point of maximum guest interaction with the theme. Bar set-ups come in many shapes and forms. They may also be single service units (one side) or may be installed in longer lengths or shapes (i.e. square) for multiple service sides. Large four sided service centerpiece bars are 8-10 feet square or 10-12 feet in diameter. They may also incorporate other thematic or staging elements such as lighting, columns, and roofing

Food Service Displays

Creatively displaying food and beverage can significantly enhance the look/feel of any event. Thinking beyond the ubiquitous banquet table with linens, Ampa has a variety of props and decor that can add to the thematic elements of an event. ie. boat dock tables



DECORATING BASICS

have the same dimensions of a 6 foot banquet table and are perfect for nautical themed food service displays.

Stage Sets

Stage sets are free standing props with space requirements of 12-36 feet wide by 8-14 feet tall. Built with theatre craft techniques, they are the largest props we use in our decorative designs. Stage sets are used as focal points for themed events, on stage as a backdrop, and can also be used as backdrops for food buffets.

Lighting

Lighting is a versatile decorating element that offers a plethora of options for accenting props, adding color or texture to walls or drape, special effects, or setting a thematic mood for entrances. Lighting can be utilized in both indoor and outdoor designs. For basic decorating elements, lighting is used to uplight walls or ceilings and/or add color to drape and spandex stretchers. Additional options include textures, designs with gobos, intelligent lighting, programmed scene changes, and more. We can also provide stage lighting for media, political, and corporate events as well as fashion show lighting.

Ampa offers both <<traditional>> and LED lighting options that can be incorporated and used with a variety of budgets and space constraints.

Lounge Furniture

Who doesn't love the intimacy of lounge furniture to encourage guest conversation and interaction? Arranged in small groupings or perhaps positioned at the perimeter of the room, Ampa has a variety of lounge furniture elements that will enhance any event. All of our furniture inventory is made in the USA. We also upcycle old materials and build custom furniture to reduce our need for raw materials.

Dance Floor

Ampa offers a variety of options for dance floor designs that can be customized for each event.



DECORATING BASICS

Tall Elements

Creating drama for an event is accomplished with creative use of tall props. Columns, Spandex cones and tubes, and street lamp posts are all tall elements that can be used to draw attention to and define event space. For extra pizzazz, add 8 foot columns to the corners of a dance floor to accentuate the area and increase visual interest.

Table Centerpieces

From floral to non-floral, elaborate to basic, Ampa has options for every theme and budget. If a florist is already engaged, we can work with the florist to provide designs and suggestions if needed.

Support Props

Support props are generally utilized in conjunction with larger props such as stage sets, tall elements, or vignettes to add dimension and enhanced visual interest and create a full and create look.

Tables, Chairs, and Linens

Tables, chairs, and linens are viewed as commodity items at Ampa. There is a limited supply of tables, chairs, and linens in Ampa inventory. We have business relationships with other providers that allow us to provide these items to our clients at identical cost to what they would be charged if they secured it separately. This encourages our clients to utilize us as their provider and have one less vendor to coordinate with on the day of the event.

Sound Systems

Games



RENTAL POLICY

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Ampa Events is pleased to assist you with your event needs. Please read and review our rental policy prior to placing an order. Please call our office with any questions or for additional assistance. We are available to assist you Monday - Friday from 8:30 a.m. - 5:30 p.m.

GENERAL RENTAL INFORMATION

16. All prices are subject to change without notice. Online pricing may not reflect current pricing. Please call to confirm current pricing.
17. Minimum orders are \$500 for pick up orders and \$2,500 for delivery orders.
18. All rental pricing is listed as a one-day rental price. Weekend rental pricing is available at 125% of the one-day rental price. Long term rental rates can be negotiated.
19. Minimum orders are \$500 for pick up orders and \$2,500 for delivery orders.
20. The client is responsible for securing any necessary permits that are needed for the event. Ampa can provide the service with sufficient advance notice and at an additional cost.

CONTRACTS AND PAYMENT

1. Contracts must be signed at least two weeks prior to an event to avoid rush charges. A deposit (50% of the contract) is due with the return of the signed contract to reserve the event date and equipment. Payment can be made by either check or credit card. The deposit is NON-REFUNDABLE.
2. Contracts signed less than two weeks prior to the event date are considered RUSH events. Full payment is required when the contract is signed and RUSH surcharges may be applied. Payments can be made by either check or credit card.
3. If special items are needed, including design services, to complete an order, items will not be ordered or built until the contract is signed and deposit is received.
4. The event balance is due on or before the event date. We will not install an event unless payment is made in full prior to set-up.



RENTAL POLICY

CANCELLATION and RESCHEDULING POLICY

1. **Ampa Events does NOT issue refunds for cancelled or rescheduled events for any reason, including weather. The client assumes all risks and hardships associated with an event.**
2. Once a contract is signed, cancellation or rescheduling within two weeks of the event date still requires full payment.
3. Full payment is required for any special order items for any event cancelled or rescheduled at any time after the contract is signed.
4. Ampa is happy to assist you with a rescheduled date but it is contingent upon the availability of both the equipment and the event date. A new contract will be issued and additional payment is required to reserve your rescheduled event date.

EQUIPMENT RESERVATIONS

1. Equipment is subject to availability.
2. Your event date and equipment is not reserved until a contract is signed and we have received a 50% NON-REFUNDABLE deposit.
3. Unless otherwise noted, online pricing reflects pricing for individual rental components. If renting an item that requires multiple components (i.e. flags, stage sets that require lighting, etc.), please ensure that all parts and hardware needed for the selected rental equipment are included in your reservation order. Ampa will assist when requested to ensure all required components are added to the order.

EQUIPMENT CONDITION AND USE

1. All rental items are in working order when leaving Ampa's property. Client assumes full responsibility upon possession for the safe operation of and protection of all rental equipment for the duration of the rental period.
2. It is the client's responsibility to secure the necessary equipment to safely operate all rental equipment. This includes but is not limited to electric circuit load requirements, generators, etc.
3. Client understands and agrees that all equipment must be secured when not in use and protected from weather or other hazards.
4. All equipment must be returned to Ampa in its original working order. Additional charges will be billed for all broken, missing, and damaged equipment.



RENTAL POLICY

RENTAL PICK UP AND DELIVERY

Ampa offers several delivery options:

1. Client pick up at warehouse (rental deposit required)
2. Ampa delivery – drop off at door
3. Ampa delivery – delivered to designated room
4. Ampa delivery with partial installation
5. Ampa delivery with full installation

Note: some items are not available for pick up and must be delivered and installed by our professionally trained staff. Call us to confirm delivery requirements.

Rental pick up options are available the day of the event or the day before the event if special arrangements have been made in advance. Multi-day rental fees apply for orders picked up earlier than the day of the event. Client must return items on the due date to avoid additional charges.

Client is responsible for providing appropriate moving supplies, including, but not limited to moving blankets and tie-downs. In the event of inclement weather, items must be picked up in an enclosed vehicle. We reserve the right to deny a rental pick-up if appropriate supplies are not present to safely and securely transport the rental items.

A separate delivery fee applies to all orders outside a normal weight and delivery radius. Standard delivery fee includes item drop off at the door of your location. All storage bins and packing materials must be returned (regardless of delivery type) or additional replacement fees will be charged.

Items must be gathered and ready for loading in a secure indoor location until the designated pick up time. Same day delivery and pick up is assumed unless otherwise specified in the contract. Additional delivery and/or rental fees are charged for pick up dates other than the day of the event.

Installation and tear down service are offered for additional charge. If you opt to set-up and/or tear down on your own, all rental items must be placed in their proper storage containers and cleaned if necessary. Items returned without the proper containers/boxes and/or packing material could result in extra charges.



MARKETING EVENTS

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Pending schedule review, we offer the following for Marketing Events. These are the highly talked about "...it's great exposure for you, so you should do it for free for us..." type events. Remember, the boss of the hotel's account manager has told them to MAKE IT GREAT, and get it for FREE." The message is simple from the boss - ride your vendors for free stuff.

Ampa Offers:

Total Cost to Venue = 20% of the cost of equipment + cost of delivery/labor + any out of pocket expense. We are not interested in any stand alone marketing event for less than this. Also, if the contact is picky and wants to design the program but takes a great deal of your time, increase the min to 50% cost of equipment. In other words, manage the process so that you are not dragged into a time loss sink hole.



PREFERRED VENDOR AGREEMENTS

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PREFERRED VENDOR AGREEMENTS

These are not to be confused with marketing events. These should be negotiated separately. A marketing event may be a part of the agreement, but should not obstruct the agreement.

Features:

1. start with 20% off as wholesale price on equipment in stock only
2. act as planner producer and do all the work of the event - we will work with the client direct
3. take orders from venue as needed
4. all billing is consolidated through the venue.