

A PROPOSAL FOR INTERSPORT • CHASE FOR BUSINESS

AMERICAN DREAM INITIATIVE

UNION STATION, WASHINGTON DC

PUBLIC MARKETPLACE + WORKSHOPS • MAY 3-7, 2027

PRIVATE MAINSTAGE • MAY 6, 2027



— THE AUGUST UPDATE

PROJECT UPDATES

These pages respond to Intersport's August direction and assume the June proposal has been read. The full June proposal follows, unchanged, beginning at page 12.

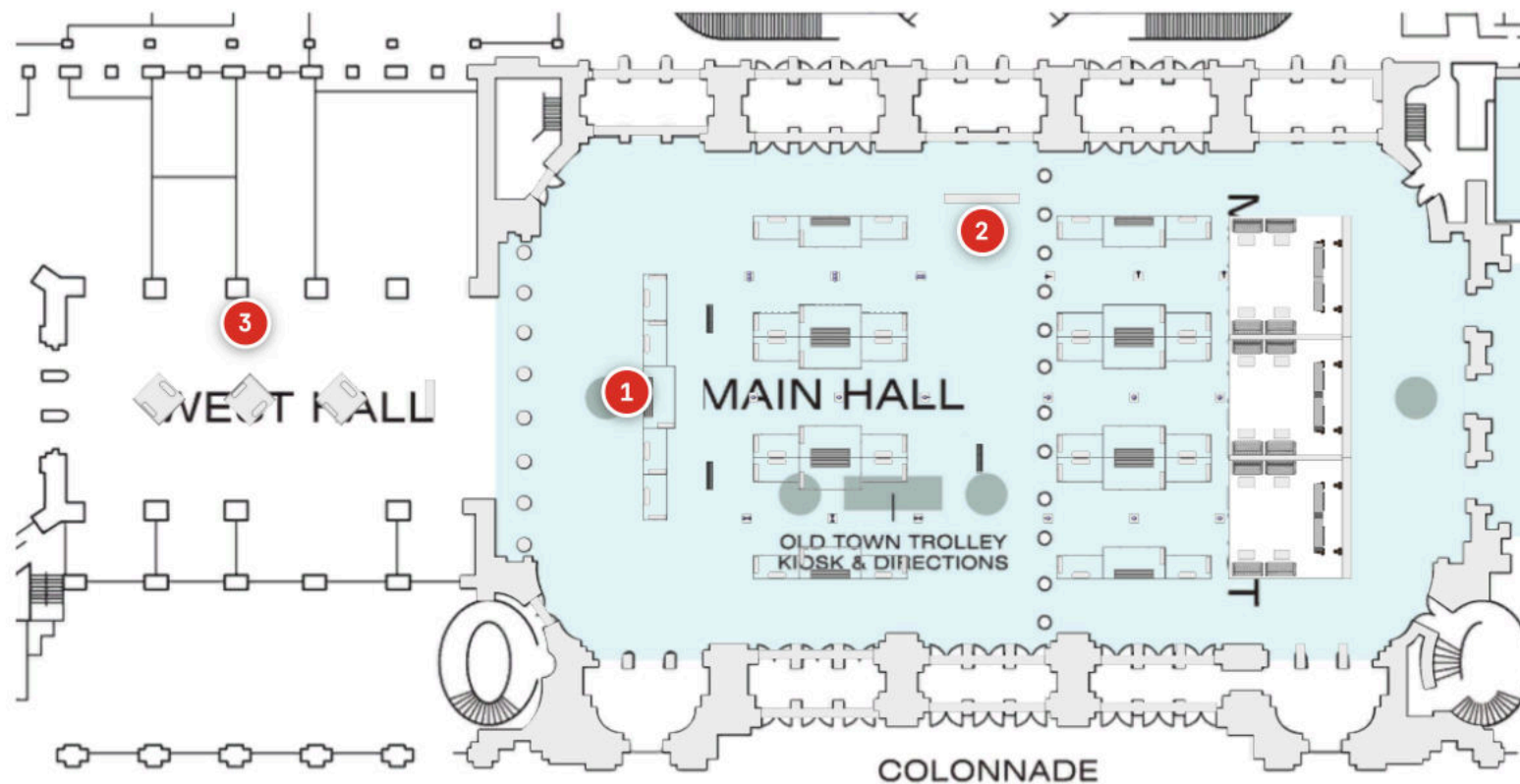
- 03 UPDATED GROUND PLAN — MAIN + WEST HALLS
- 04 THE JPMC LANE — TWO VIEWS
- 06 VIDEO WALL — OPTIONS 1 & 2 IN MOTION
- 07 VIDEO WALL — THREE OPTIONS
- 10 WEST HALL — THREE COACHING BOOTHS

THE AUGUST UPDATE

THE UPDATED GROUND PLAN.

- 1 One end row converts to the **JPMC Lane** — five booths: a standout unit at center, two smaller flanking each side.
- 2 The **sphere repositions with an LED video wall** — three placement options, pages 06–09.
- 3 **West Hall adds three 8'x8' coaching booths** — detail on page 10.

Click the plan to enlarge on the live page.

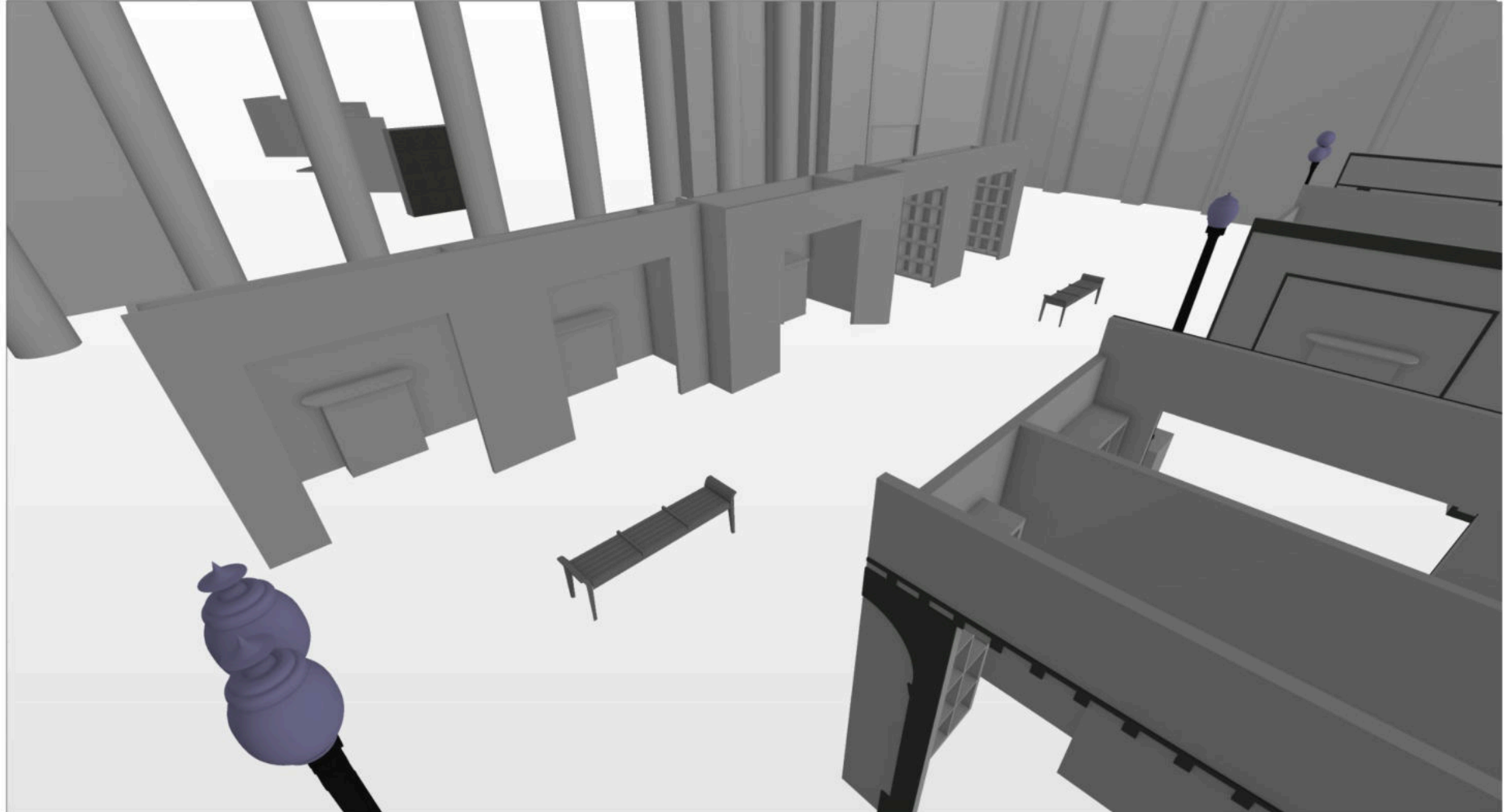


THE JPMC LANE.

One end row converts to the JPMC Lane in the form of the neighborhood lanes: five booths — a standout unit at center with two smaller booths flanking each side. Facade design is placeholder; the lane does not carry a regional theme.



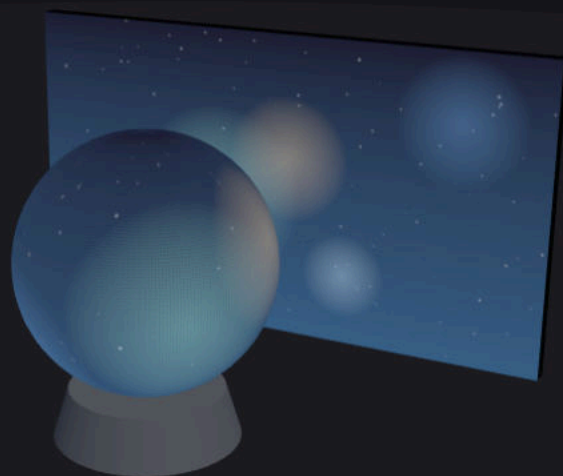
THE JPMC LANE, FROM THE STREET.



OPTIONS 1 AND 2, IN MOTION.

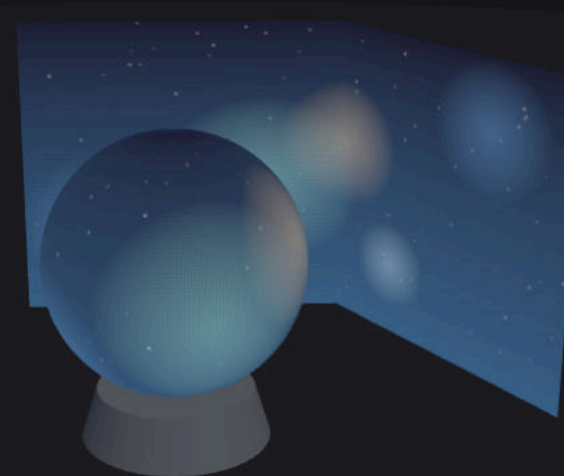
Both walls carry LED on both faces. The next pages show this concept at scale.

▶ OPTION 1 · ORBIT



OPTION 1 · FLAT WALL · LED BOTH FACES

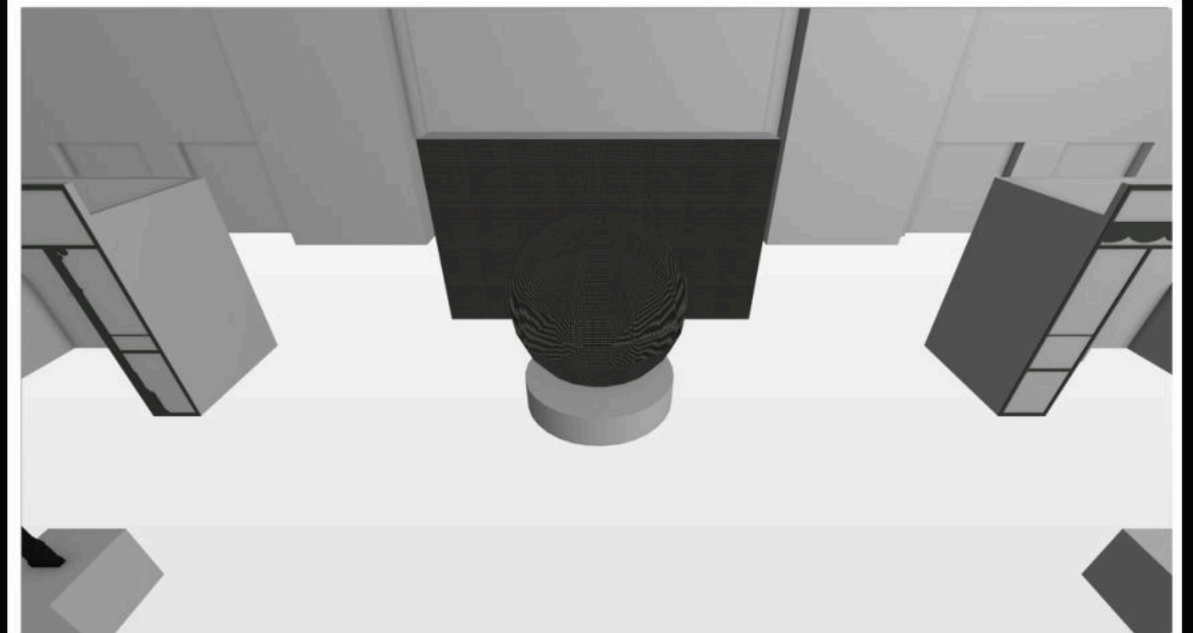
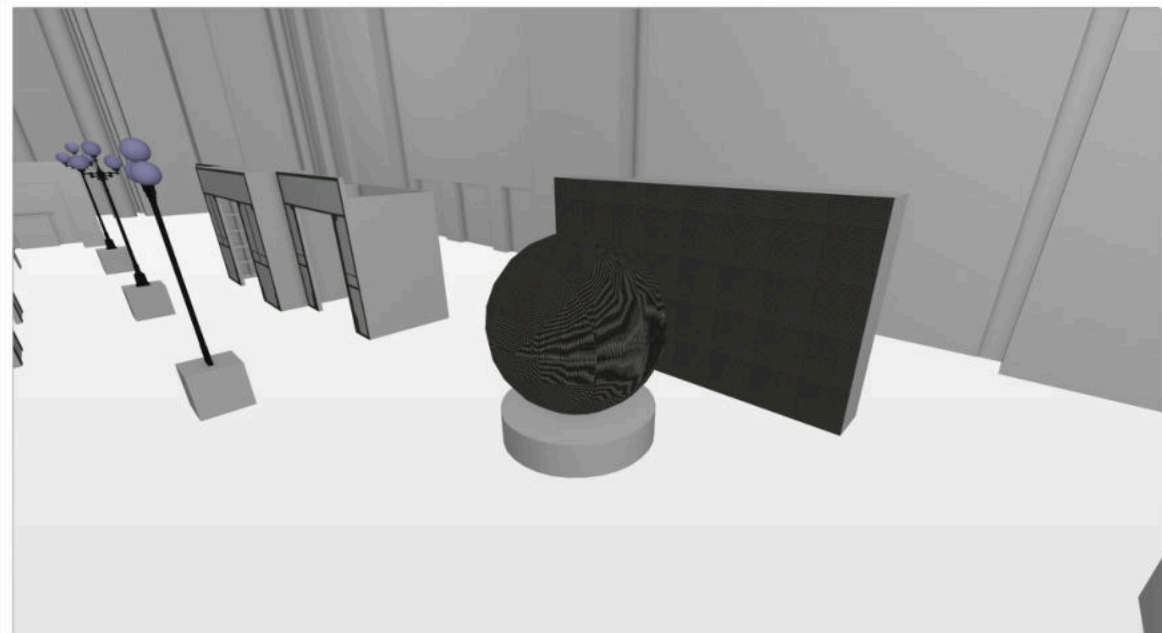
▶ OPTION 2 · ORBIT



OPTION 2 · CHEVRON WALL · LED BOTH FACES

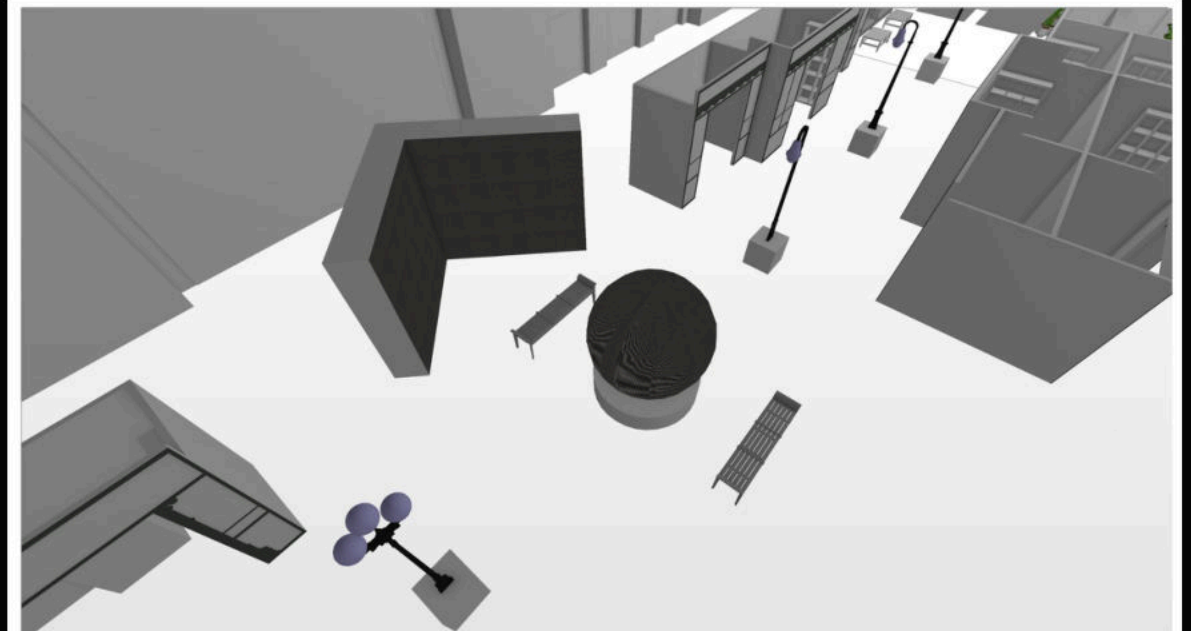
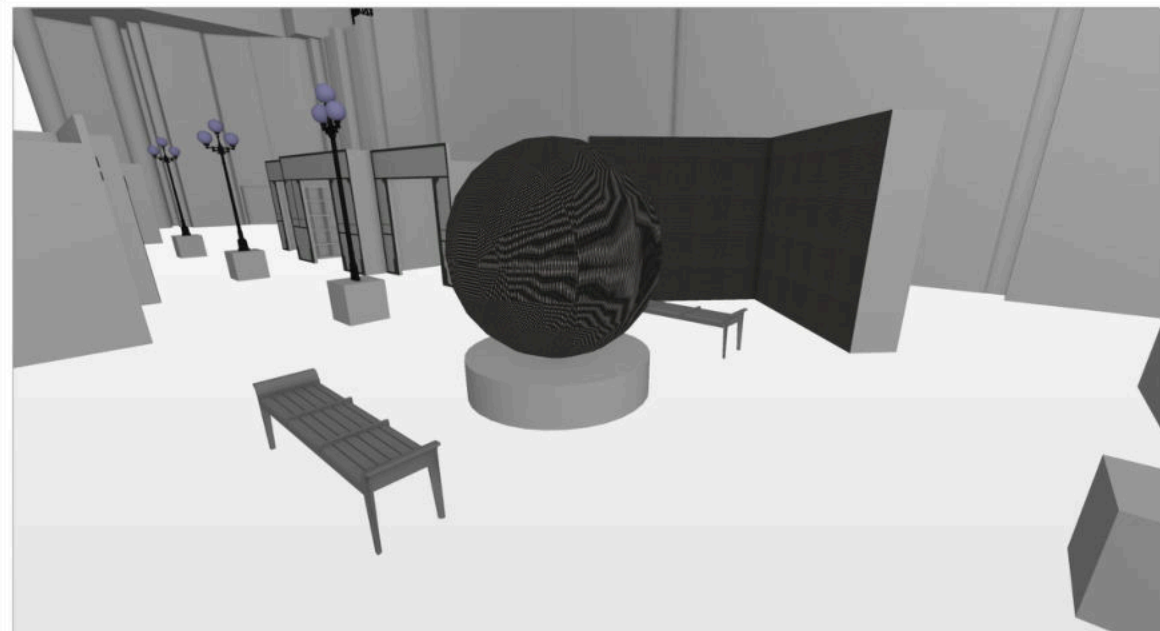
OPTION 1 — SPHERE NORTH, FLAT WALL.

The sphere moves to the north end with a 16'w × 9'h double-sided LED wall behind it.



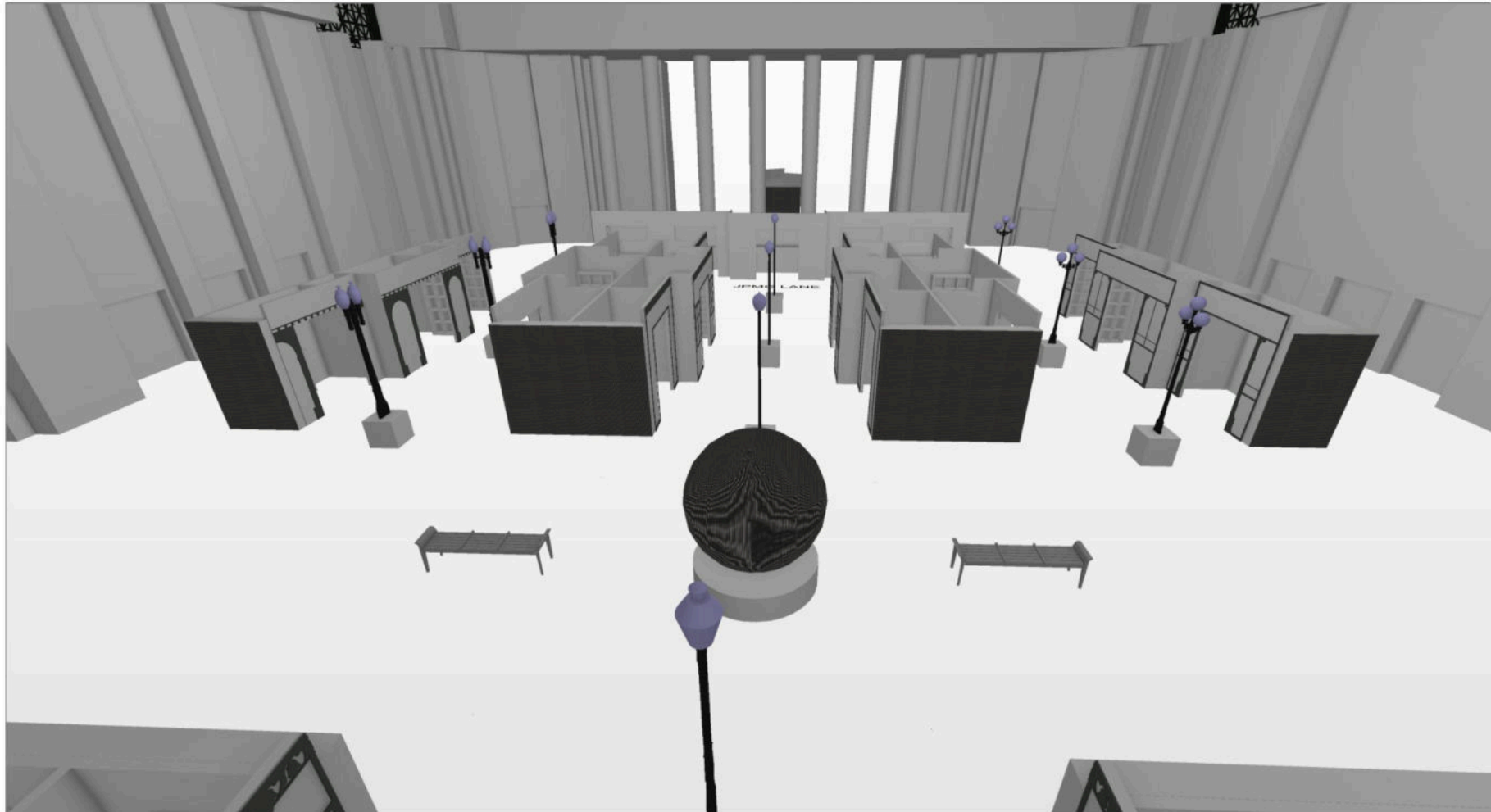
OPTION 2 — SPHERE NORTH, V WALL.

The sphere moves to the north end with a V-shaped double-sided LED wall wrapping behind it.



OPTION 3 — SPHERE CENTERED, LED END CAPS.

The sphere holds the town-square center; the exhibitor rows are end-capped with LED walls.

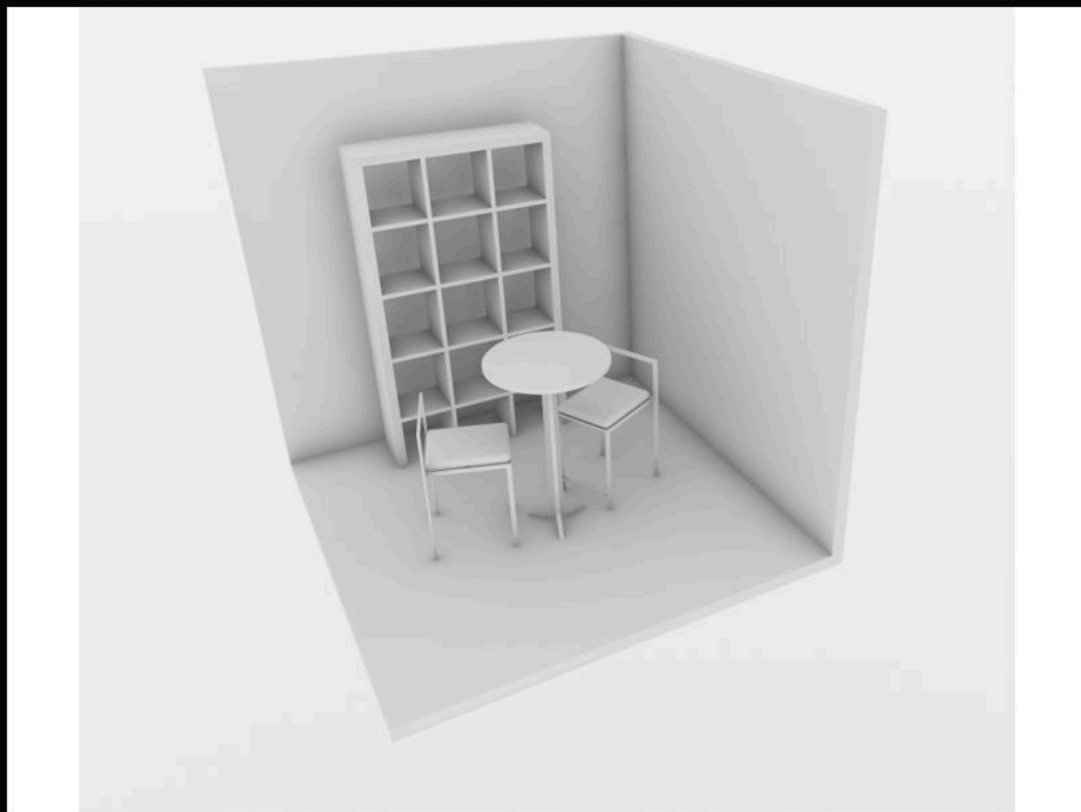


WEST HALL — THREE COACHING BOOTHS.

Three stand-alone 8' × 8' booths for one-on-one and one-on-two sessions, placed in the 12' × 60' usable zone.

8'×8' DOUBLE-SIDED LED

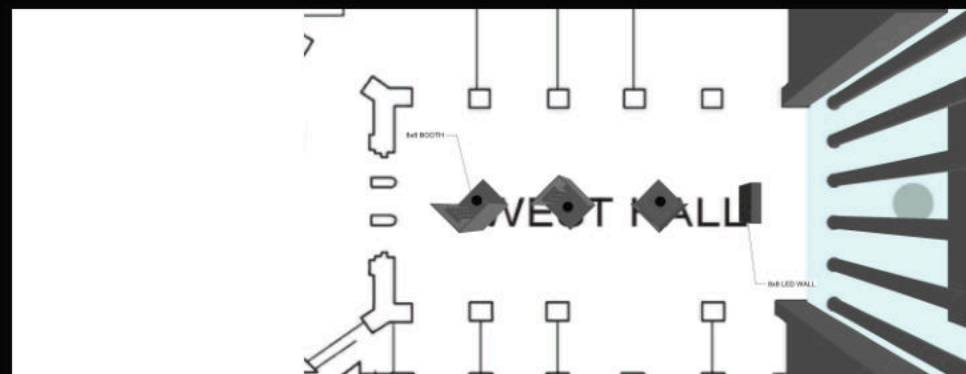
Runs motion graphics that carry the Main Hall's visual language into West Hall — the surface that connects the two rooms elegantly, without replicating the street.



THE COACHING BOOTH • 8'×8' • ONE-ON-ONE / ONE-ON-TWO



MODEL VIEW • LED WALL AT THE HALL ENTRY



2D PLAN



THE ORIGINAL PROPOSAL • AS SHARED JUNE 2026 • UNCHANGED

AMERICAN DREAM INITIATIVE

Everything from this page forward is the June proposal exactly as it was shared, kept here for reference.
The August updates end at page 10. Updated pricing is in formation and follows separately.

— ABOUT THIS DOCUMENT

THIS PROPOSAL EXISTS IN TWO EDITIONS.

A PDF for filing, printing, and email — and a live page, where the sphere reel, the flythrough, and the soundscape play in motion. Page numbers are identical in both.

Interactive moments are marked like this throughout:

▶ [CLICK TO SEE IN MOTION](#)

In the PDF, that mark links to the moving version. On the live page, it plays where it sits.

— PROJECT BRIEF

THIRTY-SIX REAL BUSINESSES ON ONE STREET THROUGH AMERICA'S FRONT DOOR.

A commerce-based attraction inside America's grandest station: thirty-six small businesses doing real business, organized as six regional neighborhoods down a built Main Street, with a two-meter LED sphere as its town square. One production company delivers everything in these pages, **designed once and engineered to return in 2028 and 2029.**

36

WORKING STOREFRONTS

6

REGIONAL NEIGHBORHOODS

— WHO WE ARE

THREE TEAMS, ONE PRODUCTION COMPANY.

Wizard Studios, VOX Productions, and Empire Force operate as **one bicoastal production company across the United States** — we've produced countless shows together, from national landmarks to national conferences. For all practical purposes, we are one company: creative, scenic fabrication, production technology, and show operations under one roof, on one contract.

No seams and no hand-offs at load-in. The team that designs the street is the team that builds it and calls the show.



Creative direction, scenic fabrication, and production technology — the design and the build under one roof in New York.



West-coast brand activation and technical production — one company with Wizard since 2024, coast to coast.



Event production, planning, and logistics — preferred production at Ellis Island and the Statue of Liberty.

— THE PEOPLE ON YOUR CALLS



Matthew Saravay

PRESIDENT • WIZARD STUDIOS

Founder and president — decades of complex event production, and the experienced hand that keeps big builds coordinated and on standard.



Shawn Cooper

CRO / PARTNER • WIZARD STUDIOS

Nearly three decades of experiential production and large-scale event execution — executive oversight on every facet of this project.



Rebecca Abernathy

DIR. TECHNICAL PRODUCTION • WIZARD STUDIOS

Leads the technical team across AV and lighting — expert logistics coordination for a smooth, hassle-free setup and strike.



Paul Vassallo

PRODUCTION MANAGER • WIZARD STUDIOS

A decade of touring and production experience — a reputation for seamless execution on complex, high-expectation shows.



Jennie Onisk

DIR. CRS PRODUCTION • WIZARD STUDIOS

Directs creative-services production across arts, design, and fabrication — the highest-quality execution from drawing to show floor.



Betsy Clarke

SR. ACCOUNT COORDINATOR • WIZARD STUDIOS

Client services and asset organization — clean, constant communication for your team and all 36 exhibiting businesses.



George Quan

PRODUCTION DESIGNER • WIZARD STUDIOS

Experiential and exhibition designer — the street, the sphere, the booths, and every drawing in this proposal.



Shawn Sedlacek

FOUNDER / EXEC PRODUCER • VOX PRODUCTIONS

40 years of brand activation and technical production — immersive, high-impact builds for the world's most discerning audiences.



Sara Sedlacek

CFO • VOX PRODUCTIONS

Executive operational discipline across live events — the systems that keep a seven-figure program on budget and on schedule.



Stefan Looft

DIR. OF PRODUCTION • VOX PRODUCTIONS

Operator and technical designer across audio, video, lighting, and LED — preps the work and runs the crews on site.



Rob Hulsmeyer

EXECUTIVE PRODUCER • EMPIRE FORCE

40+ years of event production — CSEP, DMCP, CMP; BizBash Event Producer of the Year; design-thinking applied to logistics.



Jaclyn Bernstein

PRESIDENT • EMPIRE FORCE

The planner's planner — five industry hall-of-fame honors and decades of flawless civic-scale events in New York and beyond.

WE CAN MANAGE **EVERYTHING** FOR YOU.

/ 01 Creative Services Concept, narrative, environment design — the story before the first flat is cut.	/ 02 Scenic Fabrication CNC-milled facades, skyline crowns, lampposts — built in our shop, built to tour.	/ 03 Video & LED LED walls, the 2-meter sphere, playback and show control.	/ 04 Audio Line arrays to lamppost soundscapes — six districts, one cue stack.
/ 05 Lighting Theatrical rigs and the warm band of light that holds a 96-foot room human.	/ 06 Custom Printing Dye-sub, vinyl, awnings — 36 storefront identities, one print pipeline.	/ 07 Pre-Production Engineering, venue submittals, full test-fit in the shop before trucks roll.	/ 08 Production Management One PM, daily comms, show-calling — and an overnight flip run like a broadcast.

35+ PARTNER VENUES TRUST US AS PREFERRED	We know how to operate in historic landmark buildings. Ellis Island, Liberty Island, Rockefeller Plaza, the Intrepid Museum, Aspire at 1 WTC, the Whitney Museum, Tavern on the Green, the Russian Tea Room — institutions with strict vendor requirements name us preferred and bring us back. Between that and the trade-show work on the next page — production support, logistics, exhibitor and client management — the point is simple: you are in good hands at Union Station.
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— PROOF · SCENTXPLORE

WE BUILD TRADE SHOWS FOR A LIVING.

ScentXplore is a multi-year Wizard trade-show partnership: we develop the floor plan, coordinate **34 unique exhibitor brands** per show, fabricate the booths, run power and infrastructure, and manage install through strike — end to end, year after year.

Exhibitors choose **standard, elevated, or custom** booths — the same tier model this proposal brings to the American Dream Initiative.

FLOOR PLANS · EXHIBITOR COORDINATION
POWER + INFRASTRUCTURE · CUSTOM FABRICATION
VENDOR MANAGEMENT · INSTALL / STRIKE

Also in the portfolio: Adweek's national conference program — Brandweek main stages and 2,000-guest general sessions, produced annually.



CUSTOM BUILD · DELIVERED



ON THE FLOOR · EXHIBITORS LIVE



— THE AUDIENCE EXPERIENCE

WALKING IN THROUGH THE DOORS ON MASSACHUSETTS AVENUE.

THE MAP

UNION STATION TRAIN HALL.

Main Hall + Main Hall East

The regional marketplace + the six workshop zones — public, May 3-7, open all five days.

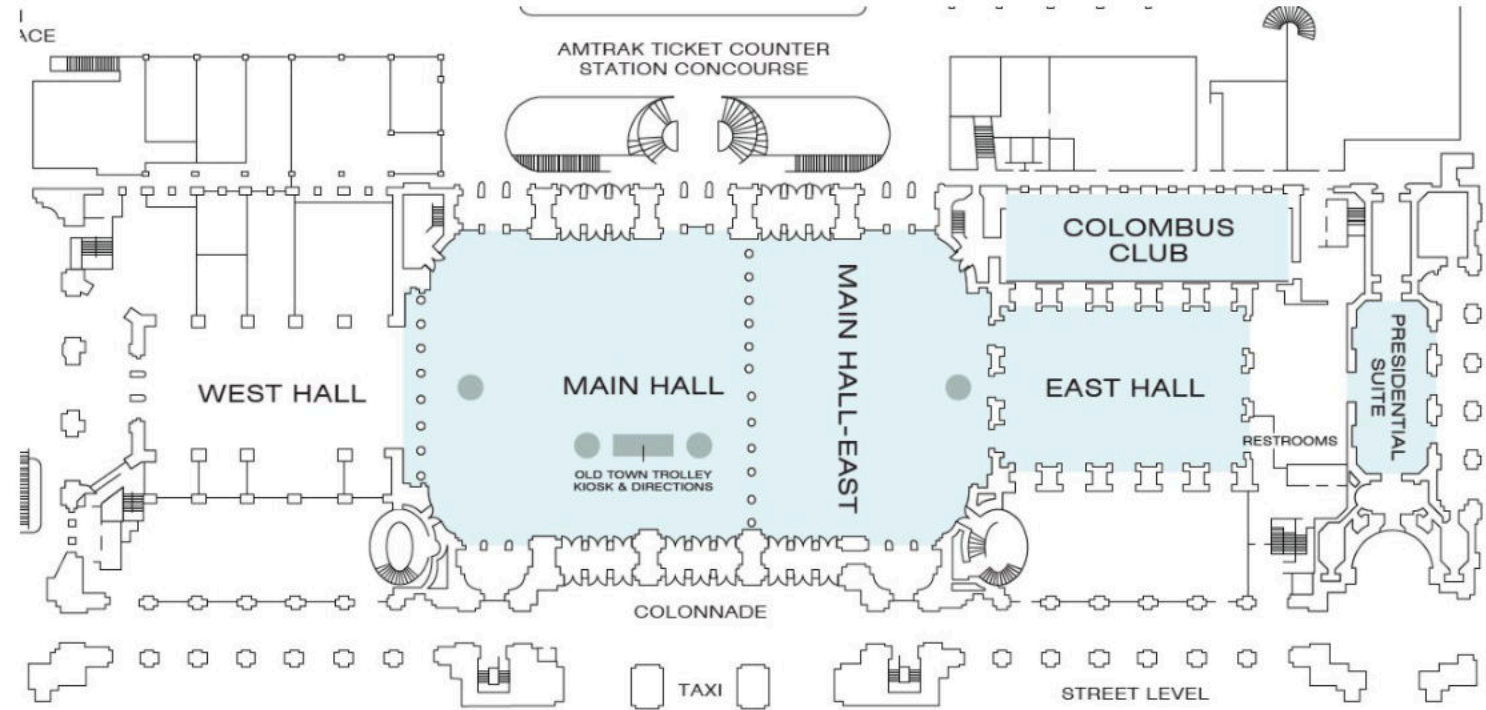
West Hall

Brand moments and signage.

East Hall

The private mainstage, May 6 — its own room. **The marketplace never closes for it.**

Columbus Club — back of house · Presidential Suite — holding



MAIN HALL
238' X 125'
2,200 SEATED
5,000 STANDING

MAIN HALL-EAST
238' X 125'
660 SEATED
1,876 STANDING

EAST HALL
100' X 64'
440 SEATED
826 STANDING

COLOMBUS CLUB
31' X 100'
180 SEATED
291 STANDING

PRESIDENTIAL SUITE
30' X 73'
130 SEATED
350 STANDING

► CLICK TO SEE IN MOTION — CONTENT REEL • 63S

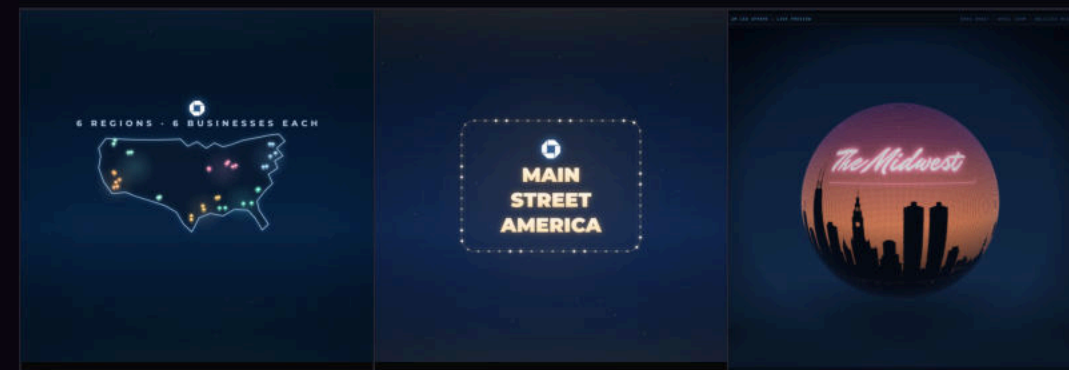


— THE FIRST THING YOU SEE

THE SPHERE.

A two-meter LED sphere sits at the center of the hall — the impact media surface, visible from two hundred feet, legible from ten. It carries Chase's small-business story in the round: **36 pins on the map of America, one for every storefront on the floor.**

Call and response: the sphere focuses on a region — that district's lamppost answers, and its soundscape fills the hall. The street and its centerpiece are one instrument.



A TWO-METRE LED SPHERE IS PROVEN, AVAILABLE HARDWARE — WE KNOW HOW TO BUILD CONTENT FOR IT AND HOW TO SUPPORT IT SAFELY • **GROUND-SUPPORTED ON AN ENGINEERED TOTEM BASE — NO VENUE RIGGING REQUIRED**

— THE INTERACTIVE MOMENT

EVERY BUSINESS ON THE MAP.

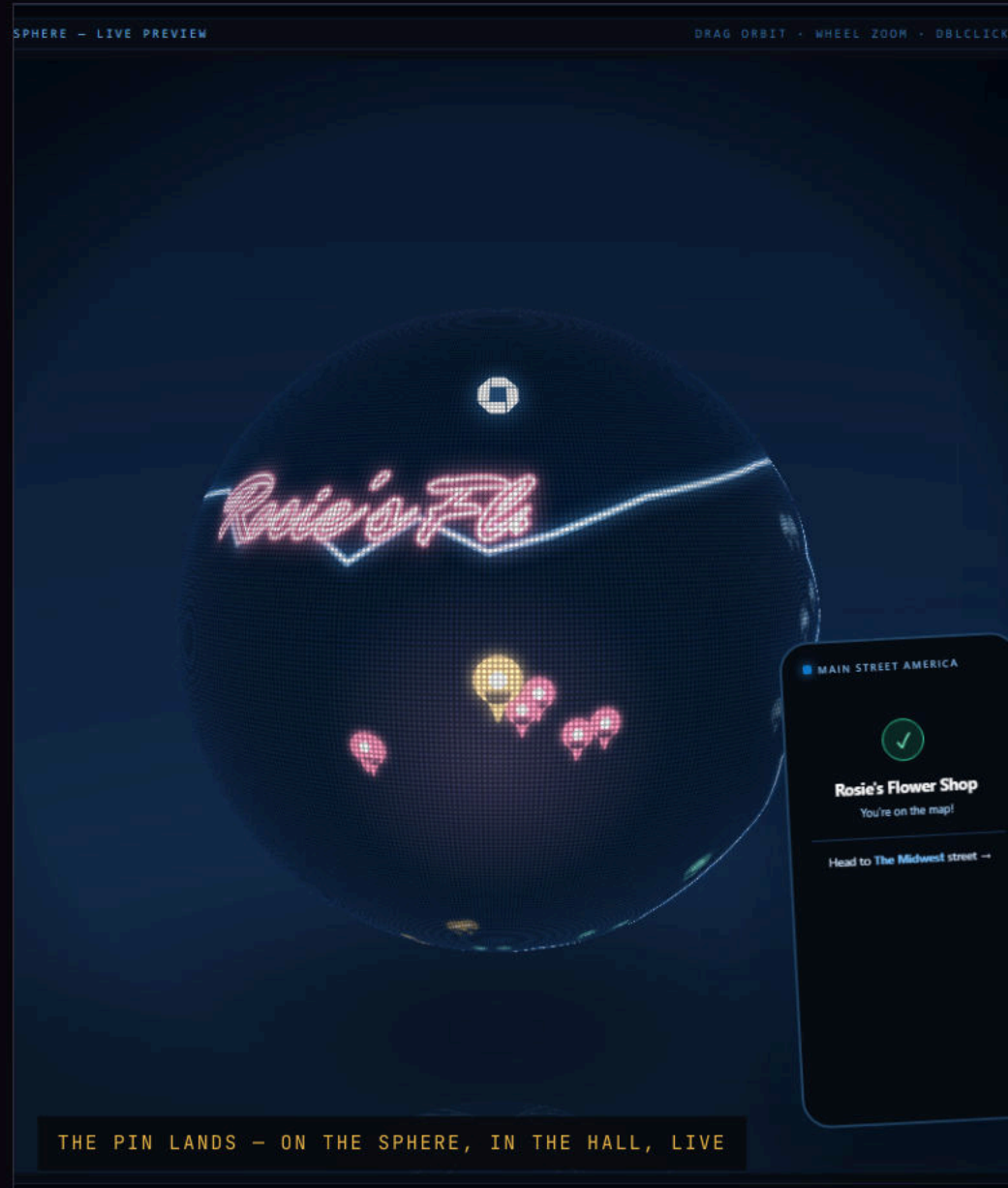
INCLUDING THE GENERAL PUBLIC.

The reel's finale belongs to the guests: **search for your business as it's listed on Google Maps, and it joins the map of America** — live, in the hall, on the sphere. Thirty-six featured storefronts seed the map; every visitor with a business adds theirs.

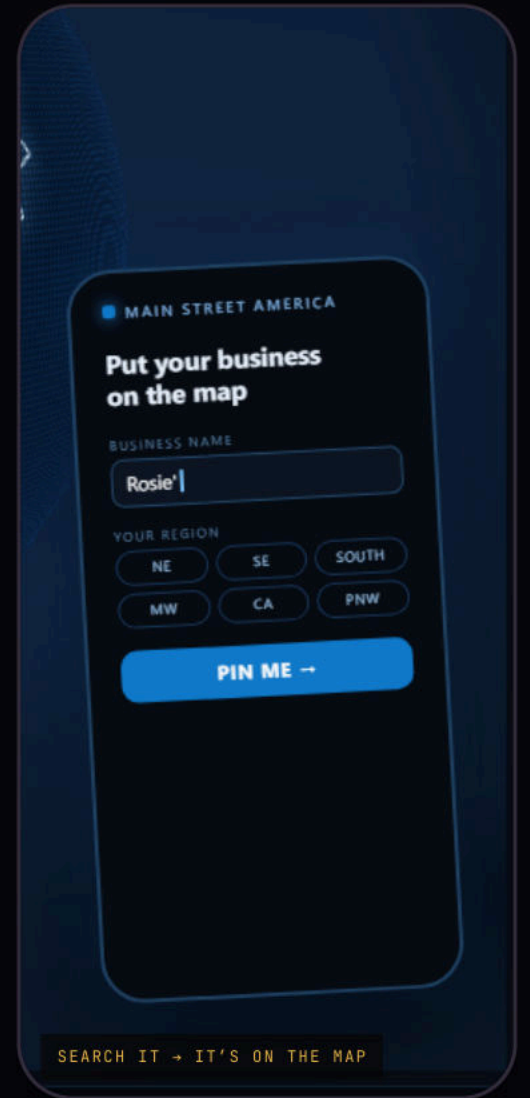
Entries are selected from live listings, so every name on the sphere is a real, verified business.

Built to receive a **national campaign before the event** and to keep collecting all five days.

CONTENT TEMPLATES + PIXEL MAPS INCLUDED +
CAMPAIGN CONTENT IS CLIENT-SIDE PER THE BRIEF



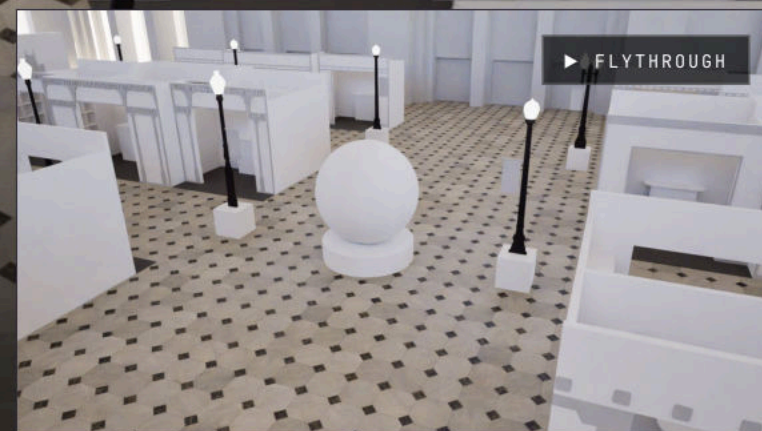
THE PIN LANDS — ON THE SPHERE, IN THE HALL, LIVE





— THE STREET

SIX NEIGHBORHOODS. ONE BOULEVARD.



— THE BOOTHS

EXHIBITOR TIERS.

Every storefront starts as a professional rental chassis — clean walls, integral counter, power drop, general lighting. **Choose a footprint:**

STOREFRONT

STANDARD FOOTPRINT

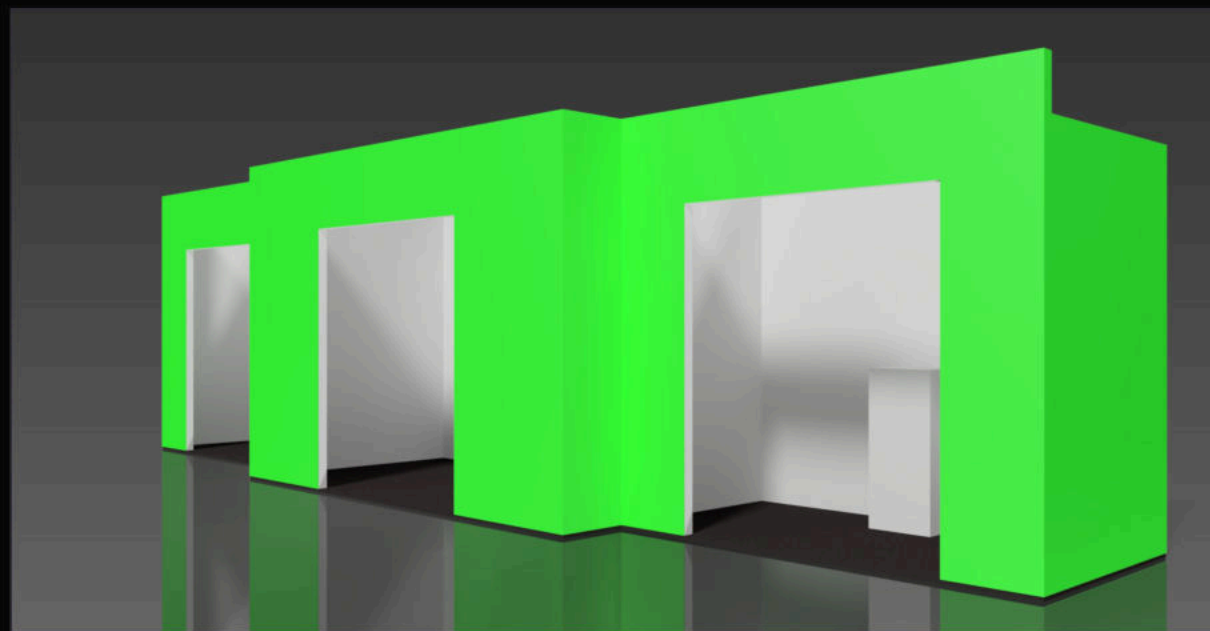
10' × 10' open-front shop — walk in, browse, buy. Rental counter, power, lighting included.

MERCHANT

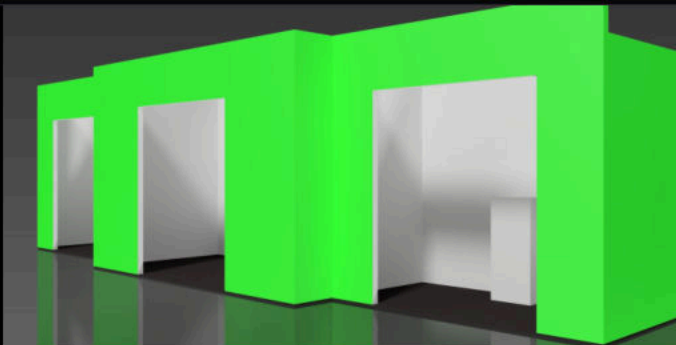
LARGE FOOTPRINT

Wider and deeper — presses into the street for double frontage and room to demo, seat, and sell.

★ **Flagship, by conversation:** district-anchor corners can become fully bespoke mini-activations — treated as their own design project, scoped with you before showtime.



FROM PRINTED GRAPHICS TO FULL PROP-OUT.



LEVEL 1 — INCLUDED

2D BRANDING

Exterior and interior walls take full-coverage printed graphics — each business's brand, the district's palette, and the "Featured Small Business" awning lockup.



LEVEL 2 — UPGRADE

CNC APPLIQUÉS

Dimensional regional architecture — cornices, arches, trim — CNC-milled and applied over the chassis. Shown in dark gray; printed faces at full color.



LEVEL 3 — UPGRADE

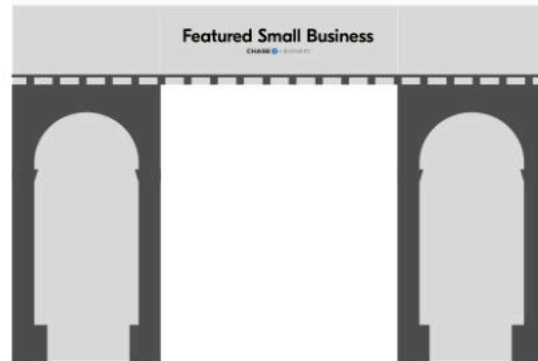
FULL PROP-OUT

Scenically built storefronts: real awnings, ironwork, glazing, practical fixtures, dressed displays — the photo-op corners of every district.

TURNKEY FOR EVERY VENDOR

Wizard runs trade-show operations for a living: power and infrastructure, vendor relations, logo and brand management, load-in scheduling for every guest business. **Your 36 vendors get one point of contact and an existing workflow — you get none of the operational noise.**





DARK GREY = 1/2" BLACK SINTRA WITH PRINTED FACE



27 / 40

— THE QUIET WORKHORSES

MORE THAN JUST SET DECORATION.



They declare the street.

A lamppost says *storefronts on a marketplace street* — not booths in a hall.



They mark the regions.

Each lamppost design was inspired specifically by the region it belongs to — guests always know which corner of America they're in.



They play the soundscape.

Programmable, with speakers embedded in the pedestal base behind a mesh facing for passthrough — we will craft custom soundscapes of the regions they represent.



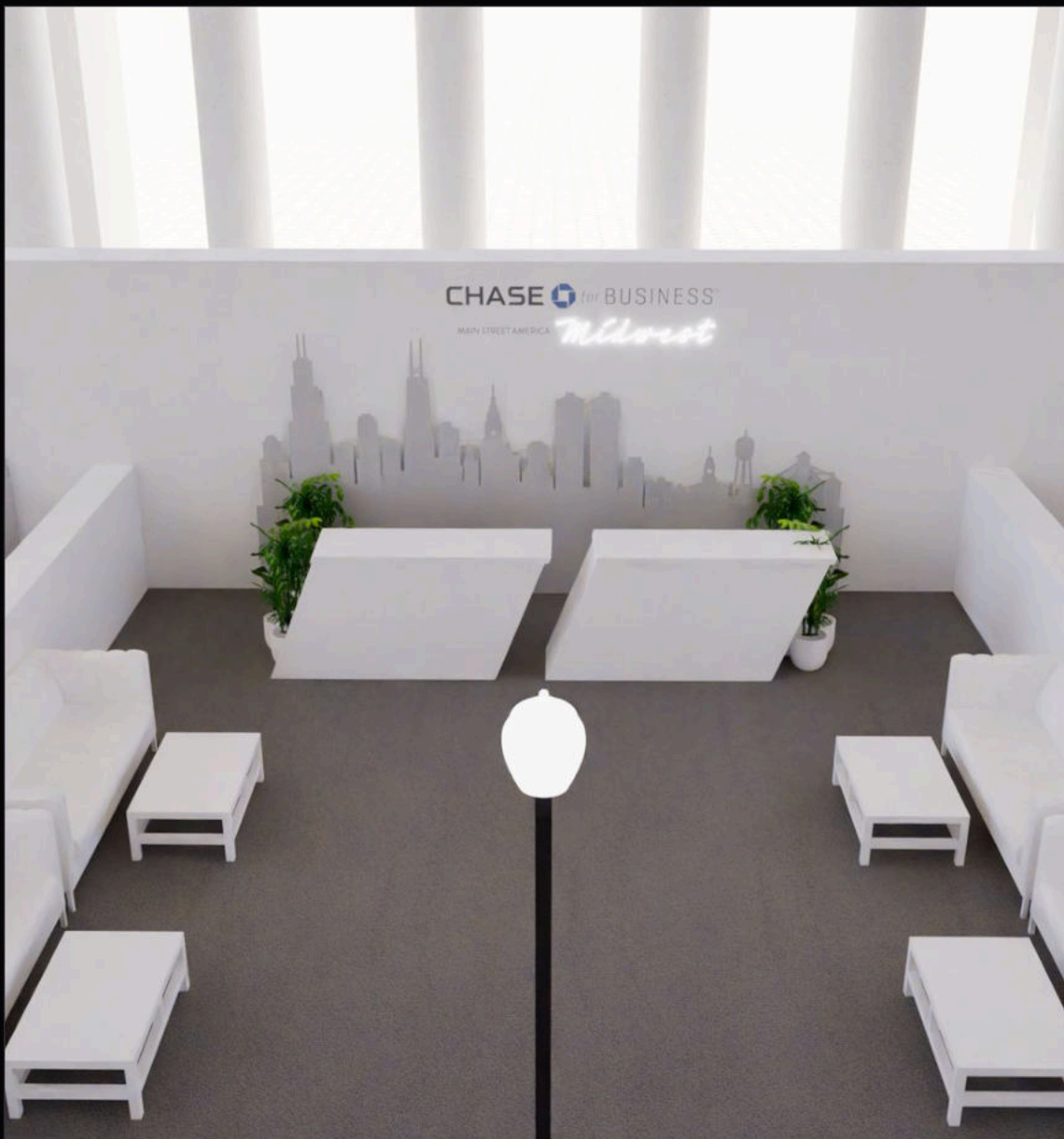
REQUIRES SOUND ON



— THE WORKSHOPS · IN THE MARKETPLACE

SIX REGIONS, SIX ROOMS TO TALK SHOP.

Six regional workshop zones in soft seating — each closed by a **massive backdrop** carrying its district's skyline in dimensional silhouette, with Chase for Business featured prominently and the regional label treated in faux-LED neon. The same skylines that crown the street, speaking at conversation volume.



— THE BASELINE — THEN WE TAILOR

REGIONAL WORKING SPACES.

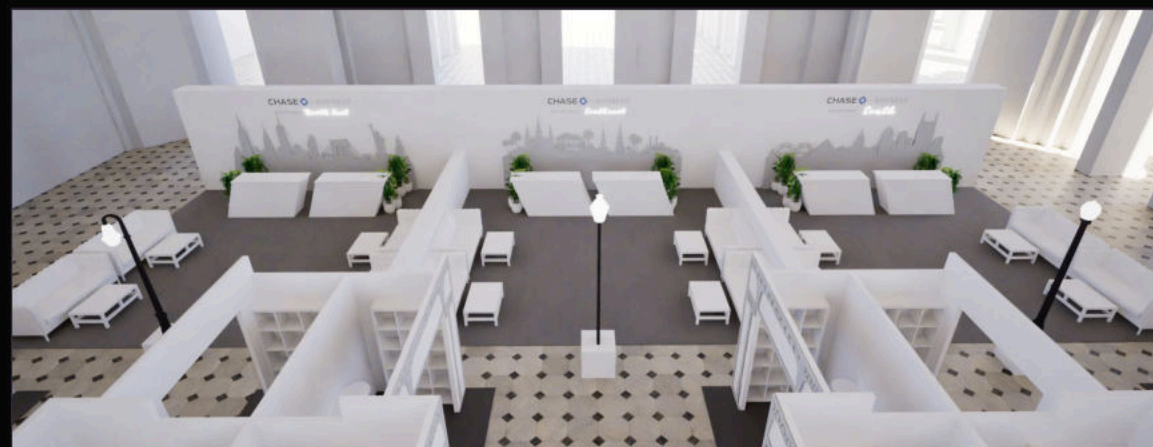
PER ZONE — SIX ZONES

BACK WALL + SKYLINE SILHOUETTE
PONY WALL ENCLOSURE
FELT FLOOR • CHARCOAL / GRAY
4× SOFA • 7× COCKTAIL TABLE
BAR + BAR BACK • GREENERY
POWER + GENERAL LIGHTING

CURRENT DELIVERABLE

This is the **general baseline** — it covers the wall, the floor, the furniture, and the skyline. Every region is unique; each zone's program and dressing get tailored to its region in the design rounds that follow.

OPEN-PLAN AUDIO PER ZONE AVAILABLE FOR SIMULTANEOUS SESSIONS — NO DRAPE REQUIRED





— THE MAINSTAGE · EAST HALL · MAY 6

A KEYNOTE ROOM, BUILT OVERNIGHT.

A private, fully-produced ~90-minute session for 100–150 invited guests — director, show caller, and full crew. The stage proposal is real, specified hardware: a **16' × 12' stage deck**, **three 16' × 9' LED walls** (two hung, one ground-supported), theatrical lighting, and a **self-climbing rigging system** where the house steel can't help.

Around that hardware, the fabrication scope wraps a **scenic town-square portal** — so the stage looks and feels like the rest of Main Street, not a rented ballroom rig. No interactive tech on stage; touch belongs to the sphere. Content is yours; the canvas is ours.

16' × 12'

STAGE DECK

3 × LED

16' × 9' WALLS

7PM → 11AM

THE OVERNIGHT BUILD



"SELF-CLIMBING" RIG SYSTEM AS PROPOSED — OURS, IN THE FIELD

— HOW THE WEEK WORKS

FIVE PUBLIC DAYS, ONE PRIVATE MORNING.

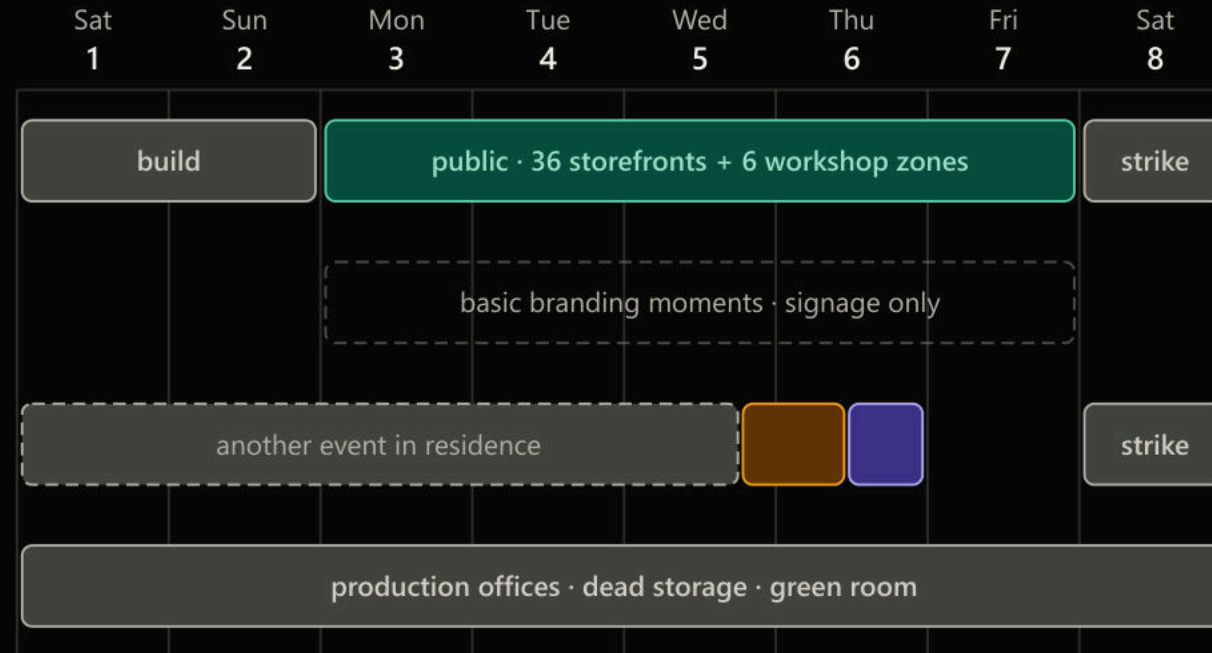
May 2027

Main Hall + East
marketplace +
workshop zones

West Hall
branding only

East Hall
mainstage

Back of house
Columbus Club
+ Presidential Suite



■ hall released 7:00 pm May 5 → 16-hr overnight flip → show-ready by 11:00 am May 6

■ then a single ~90-minute keynote · ≤4 on stage · 100–150 invited guests

■ build / strike

■ open to public

■ overnight flip

■ private keynote

BACK-TIMED FROM A FEBRUARY 12, 2027 PRODUCTION LOCK.

A protected ten-week fabrication window before trucks roll April 26 — three site inspections, three design rounds with locked approval dates, and a fully managed exhibitor program for all 36 businesses.

7/30/26	Production partner selected — Intersport / JPMC
9/15–16	Initial site inspection
10/22/26	Design round 1 presented — structure & layout · notes due 11/5
11/17–18	Follow-up site inspection — round 1 validated against field conditions
12/10/26	Design round 2 presented — structure + details · notes due 12/18
12/15/26	Exhibitor roster + region assignments confirmed (36 businesses) — the one upstream dependency for the exhibitor program
1/11/27	Exhibitor welcome packet + customization forms open · onboarding call 1/13
1/14/27	Design round 3 presented — fabrics, finishes, look-and-feel · notes due 1/28
2/3–4/27	Tie-down site inspection — near-final drawings, power + rigging confirms · exhibitor forms due 2/5
2/12/27	Final sign-off on all elements — production lock · fabrication begins 2/16
2/19+3/19	Exhibitor art due → awning proofs issued 3/5 → approvals 3/19 → print production
3/26/27	Shop visit — first-article review of a storefront cluster (client welcome)
4/26–30	Pack-out + trucks roll — DC cross-dock for West Coast freight · move-in schedule published 4/16
5/1–2/27	Load-in & installation · exhibitor check-in + product dress 5/2 PM
5/3–7/27	Event — public marketplace · overnight East Hall build 5/5 · private mainstage 5/6
5/7–8/27	Strike & load-out (begins after marketplace close) · post-mortem 5/14

THE SIX DATES WE ASK YOU TO PROTECT

- 11/5/26** Round 1 notes — keeps round 2 on schedule
- 12/15/26** **Exhibitor roster (36)** — every downstream deadline hangs on it
- 12/18/26** Round 2 notes — clears the year-end break
- 1/28/27** Round 3 notes — last creative gate
- 2/5/27** Exhibitor forms returned — we chase; your help escalating
- 2/12/27** **Production lock** — protects the ten-week build window

Each design round closes with a single consolidated notes deadline. When those dates hold, the production lock holds — and so does opening day. Your 36 featured businesses get one point of contact and a deadline chain we run on your behalf.

EVENT DATES MAY SHIFT UP TO ONE WEEK WITH VENUE CONFIRMATION — THE CALENDAR SLIDES INTACT

— INVESTMENT · PRICING UPDATE

UPDATED PRICING IS IN FORMATION.

These figures are being restated. Please check back soon for the current numbers.

— INVESTMENT · PRICING UPDATE

UPDATED PRICING IS IN FORMATION.

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These figures are being restated. Please check back soon for the current numbers.

THE PLANNING ASSUMPTIONS BEHIND THESE RANGES.

Each note ties to a scope decision that finalizes during the design rounds.

- **Every figure is a planning range, not a quote.** Formal quotes follow the R1 design lock on the agreed calendar.
- **Ranges are set conservatively** and are re-stated at each design round as scope decisions close.
- **2026 market pricing throughout;** 2027 figures re-state at contract. Production and AV lines carry this year's market factor.
- **The venue is represented as non-union.** Union calls or venue-mandated labor, if any materialize, pass through at documented cost.
- **The East Lower dock accepts box trucks and vans only;** long-haul vehicles cross-dock in DC. That transfer leg is priced in section E.

- **The sphere is ground-supported on an engineered totem base.** No rigging from the venue fabric is assumed or required.
- **Impact-surface content creation is client-side** per your direction; pixel maps and content templates are included.
- **Carpet pricing excludes removal;** sales tax excluded throughout.
- **May 2027 dates may shift up to a week;** ranges hold and the calendar flexes accordingly.
- **Furniture and greenery are rental;** substitutions of equal specification may occur as 2027 inventories settle.
- **The overnight East Hall flip is included as scoped** within the installation and strike line.
- **If the combined program tracks past ~\$2M, it is flagged immediately.**

— AMERICAN DREAM INITIATIVE · UNION STATION · MAY 2027

THANK YOU.

