

A PROPOSAL FOR INTERSPORT · CHASE FOR BUSINESS

MAIN STREET AMERICA

UNION STATION, WASHINGTON DC

PUBLIC MARKETPLACE + WORKSHOPS · MAY 3-7, 2027

PRIVATE MAINSTAGE · MAY 6, 2027



— ABOUT THIS DOCUMENT

YOU'RE READING THE PDF EDITION.

This proposal also exists as a live page, where the sphere reel and the flythrough play in motion. Interactive moments are marked like this throughout:

▶ CLICK TO SEE IN MOTION

Wherever you see that mark, it links to the moving version.

— 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.

EVERYTHING THIS STREET NEEDS, **IN-HOUSE.**

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

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.**

PROOF · SCENTXPLORE

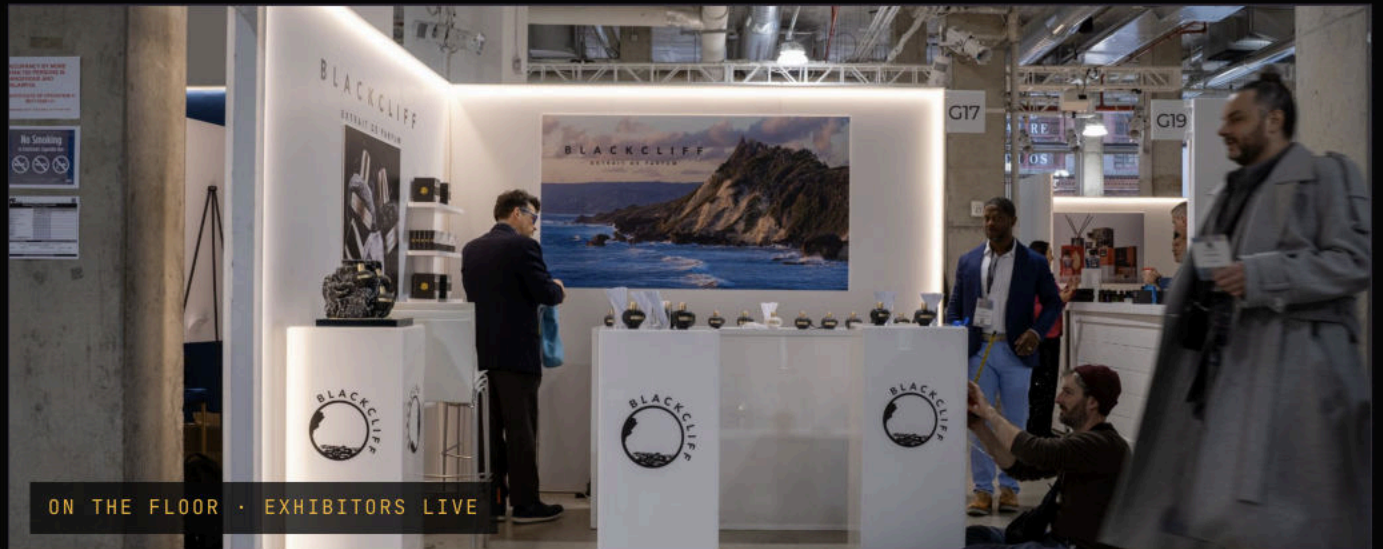
WE BUILD TRADE SHOWS FOR A LIVING.

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 Main Street America.

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.





— 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.

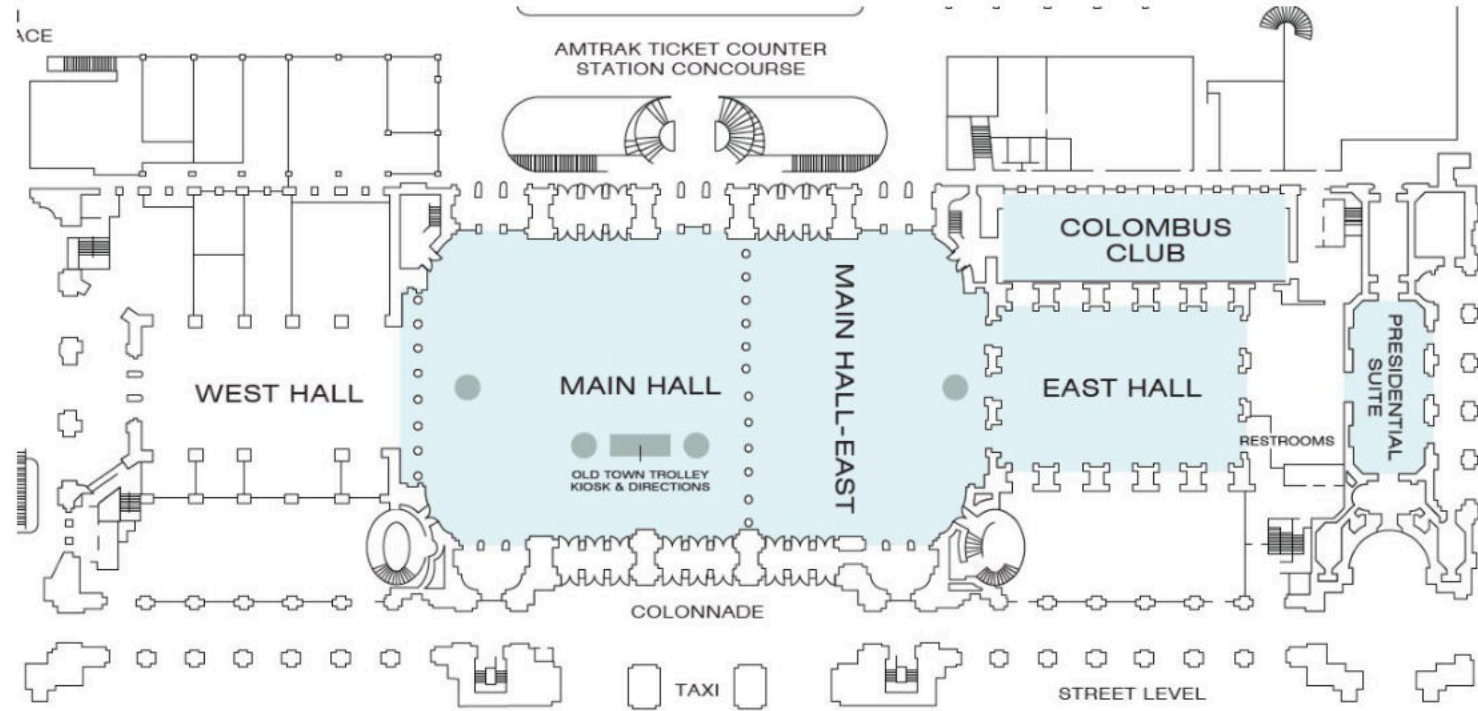
West Hall

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 1,878 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
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▶ CLICK TO SEE IN MOTION — CONTENT REEL · 63S

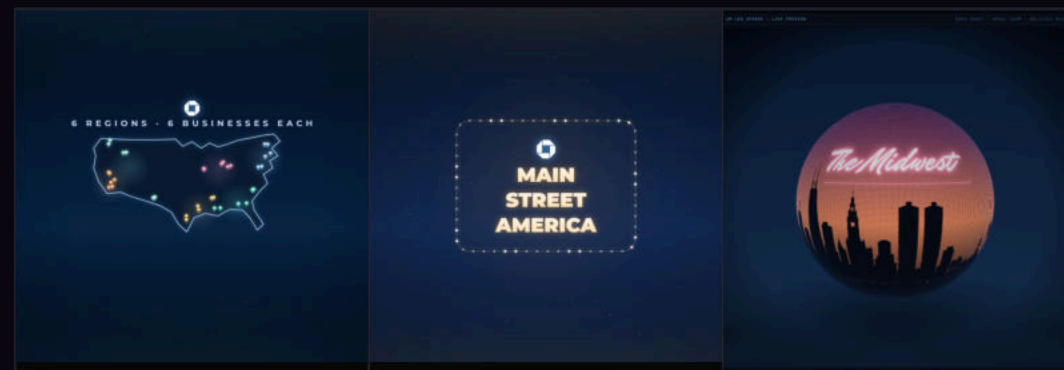


— THE FIRST THING YOU SEE

THE SPHERE.

A two-meter LED sphere floats 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.

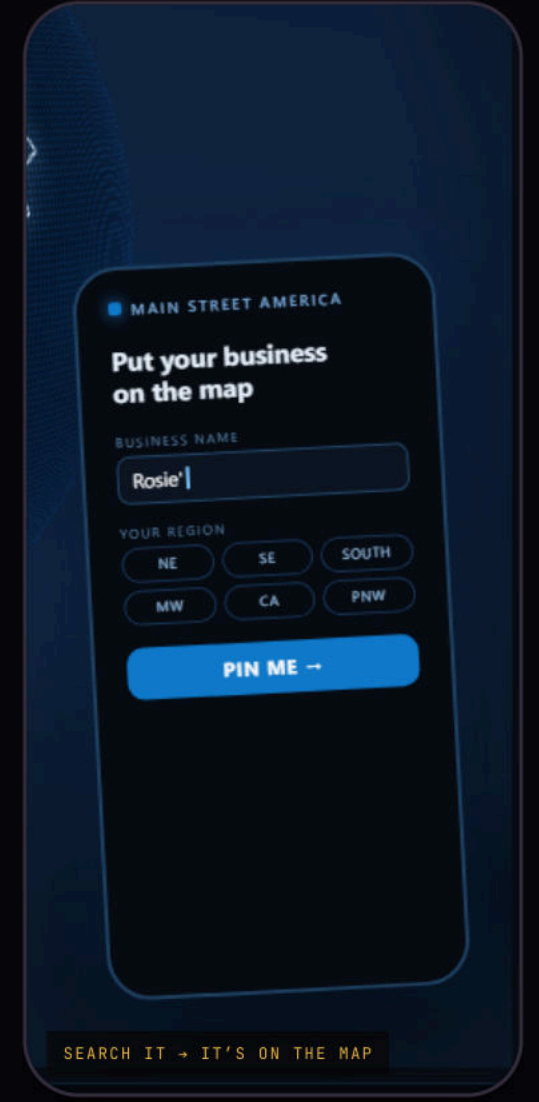
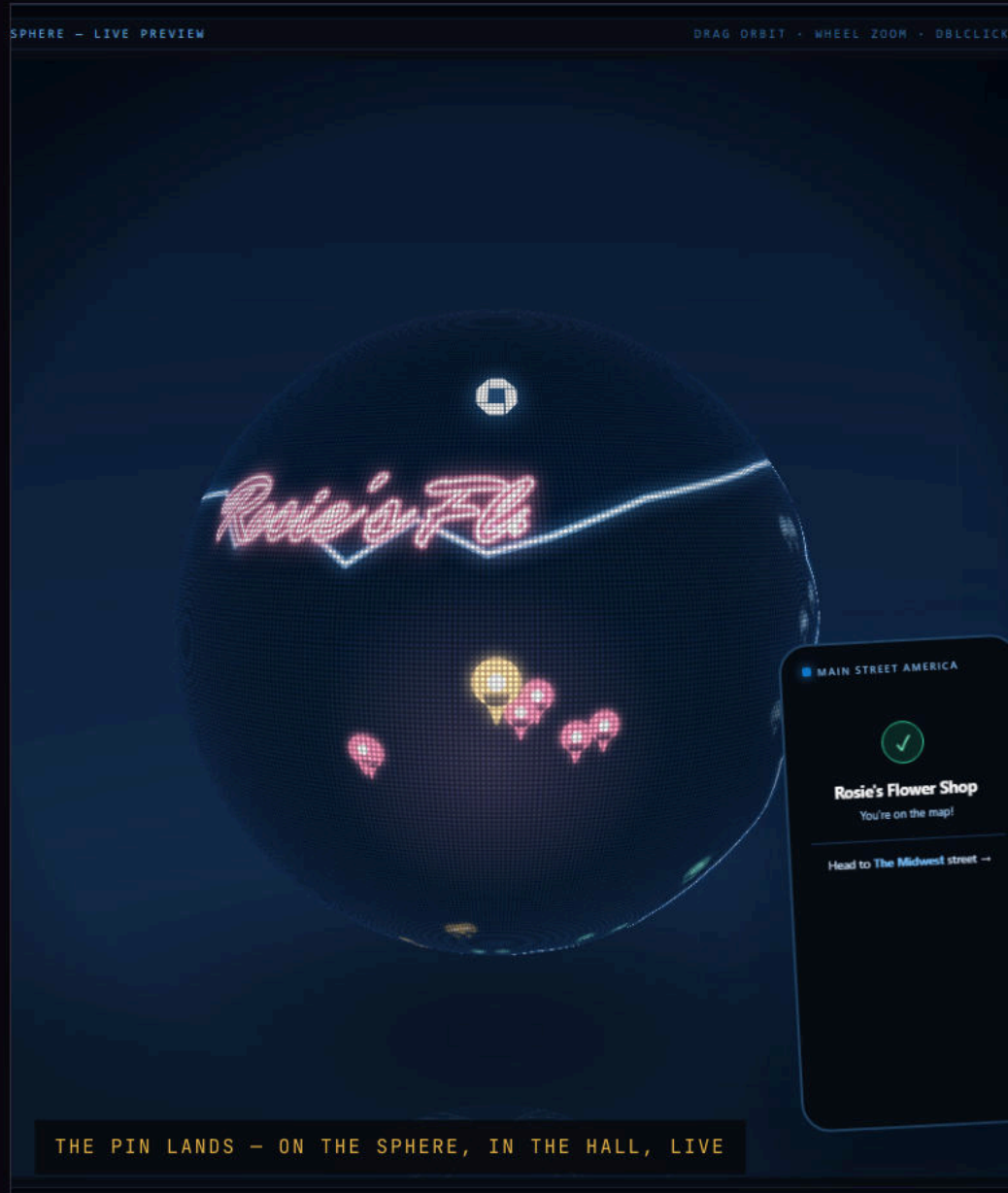
INCLUDING THE GENERAL PUBLIC.

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.

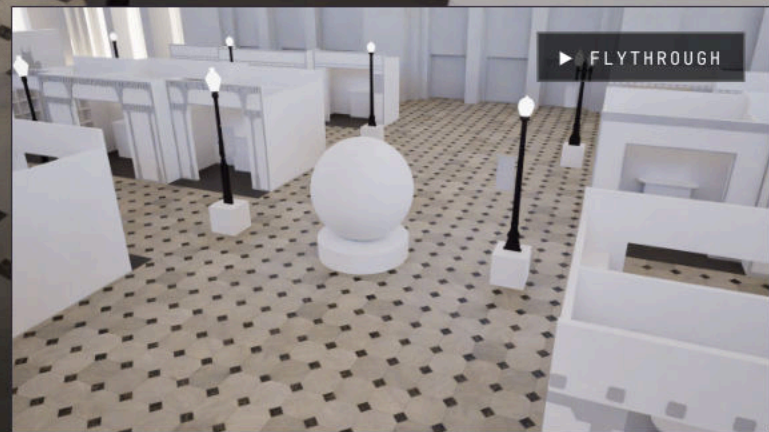
CONTENT TEMPLATES + PIXEL MAPS INCLUDED ·
CAMPAIGN CONTENT IS CLIENT-SIDE PER THE BRIEF





— THE 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

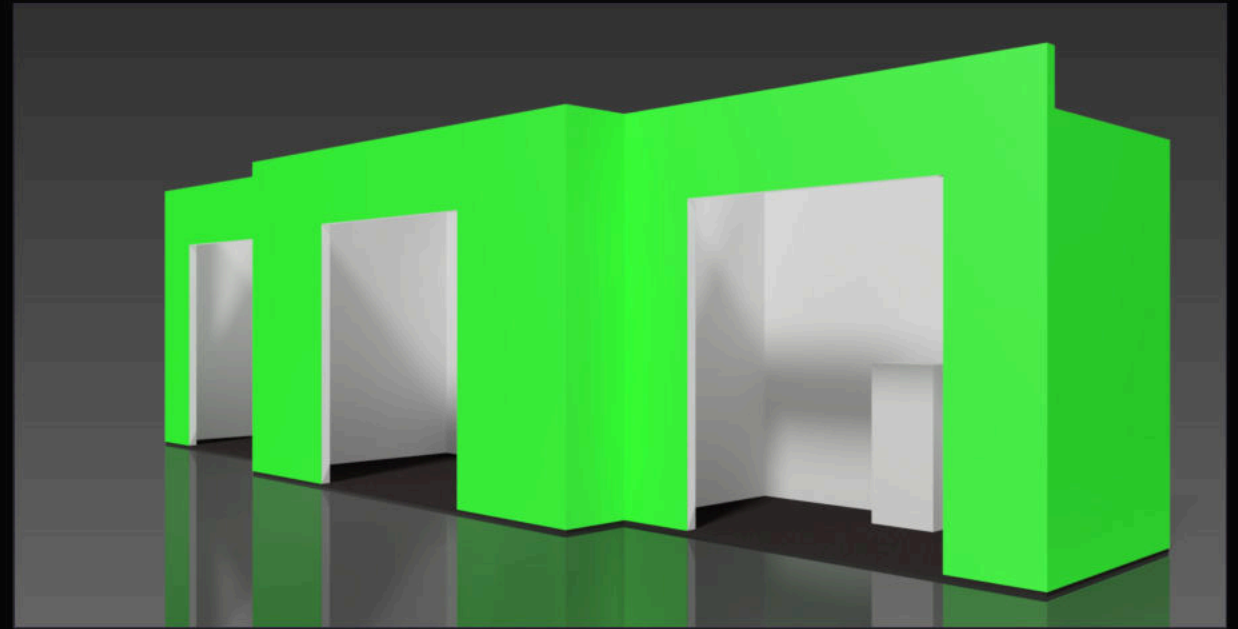
10' x 10' open-front shop — walk in, browse, buy. Rental counter, power, lighting included.

MERCHANT

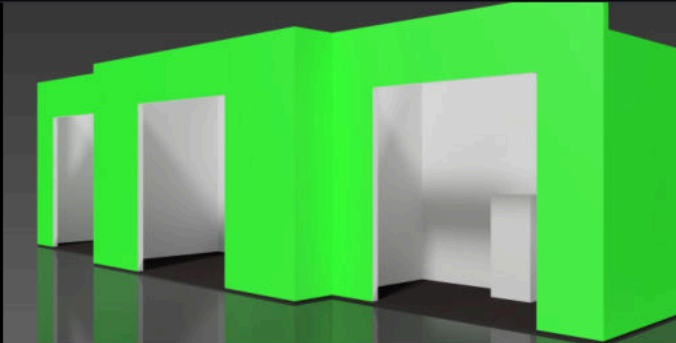
LARGE FOOTPRINT

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.



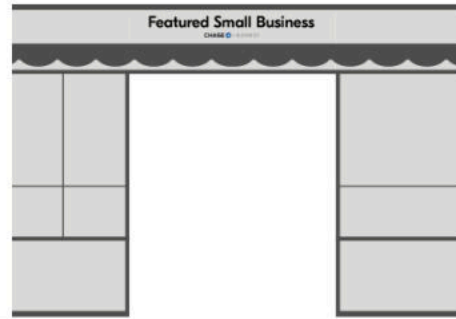
FROM PRINTED GRAPHICS TO FULL PROP-OUT.



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

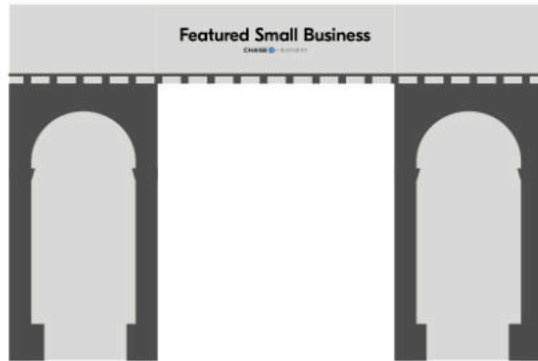
Scenically built storefronts: real awnings, ironwork, glazing, practical fixtures, dressed displays — the photo-op corners of every district.

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.**

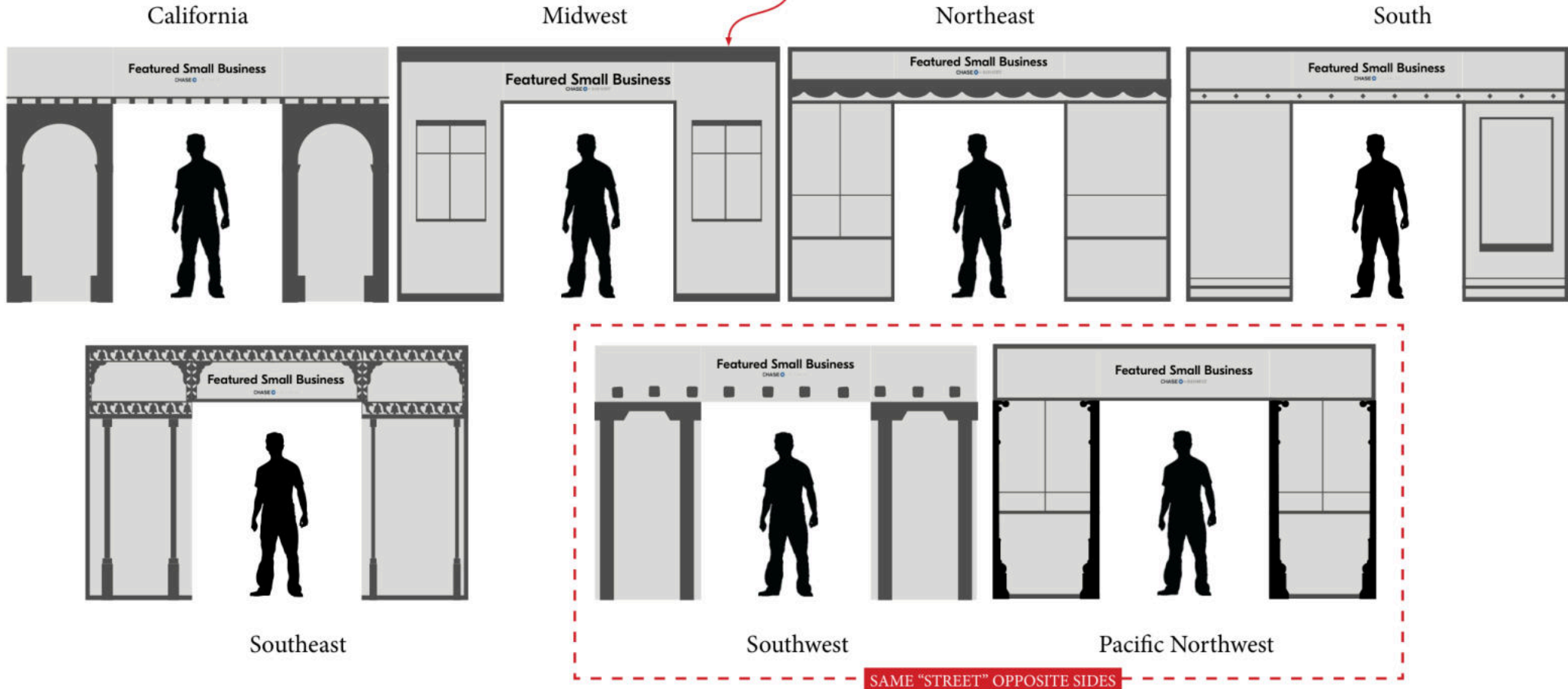
NORTHEAST – CHASSIS → APPLIQUÉ → FULL PROP-OUT





LARGE BOOTH CNC MILLED APPLIQUES

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



INCLUSIONS PER BOOTH: RENTAL COUNTER · POWER DROP · GENERAL LIGHTING – SHELVING RUNS, PEDESTALS, SEATING & WINDOW DISPLAYS PRICED AS ADD-ONS PER BUSINESS



— THE QUIET WORKHORSES

THE LAMPOSTS DO A LOT OF WORK.



They declare the street.

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



They mark the regions.

Each is chosen for its home district — guests always know which corner of America they're in.



They play the soundscape.

Programmable, with embedded speakers — when the sphere calls a region, **its lamppost answers.**



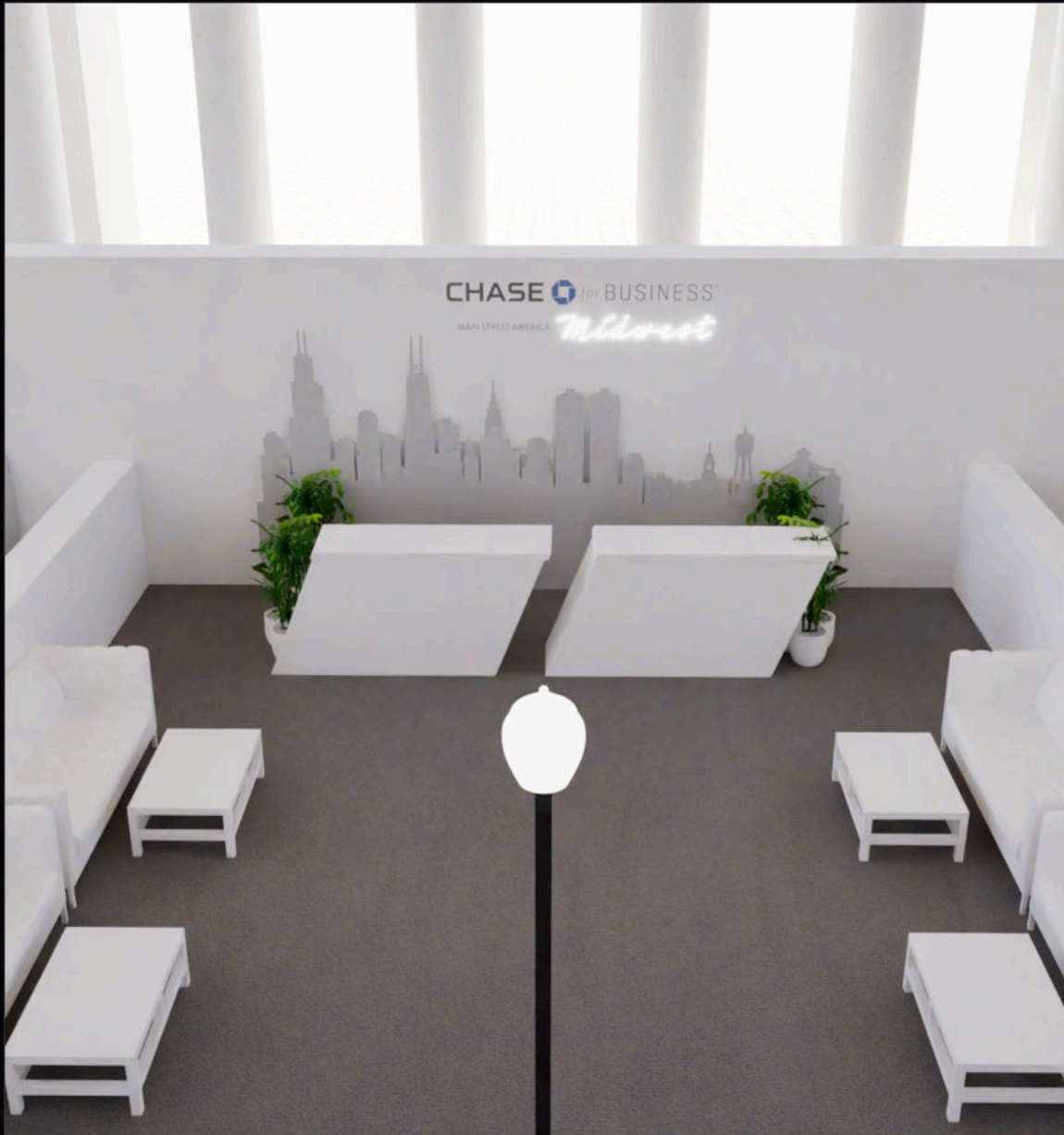
CHASE  for BUSINESSSM
MAIN STREET OF AMERICA. *California*

CHASE  for BUSINESSSM
Pacific Northwest
Southwest

— 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

EVERY ZONE ARRIVES SHOW-READY.

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 **baseline template** — it covers the wall, the floor, the furniture, and the skyline. Every region is unique, and we'll collaborate on tailoring each zone's program and dressing at R2.

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



THE BACKDROPS, ALL SIX DISTRICTS

10' x 20' WALLS · CNC SKYLINE + SINTRA LOCKUPS · NEON SCRIPT REGIONAL LABELS · SCALE FIGURES 6'-0"



— 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'

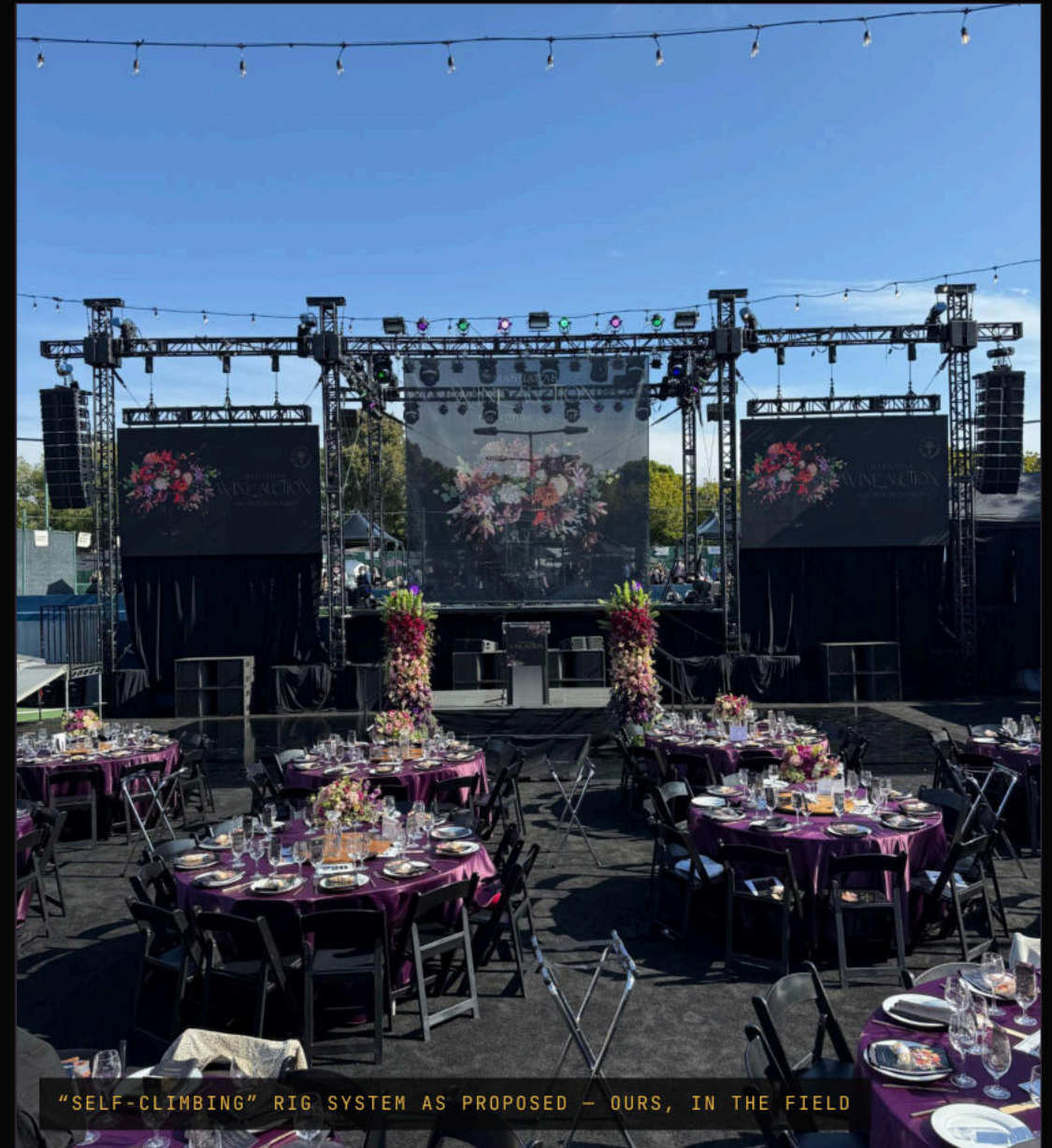
STAGE DECK

3 × LED

16' × 9' WALLS

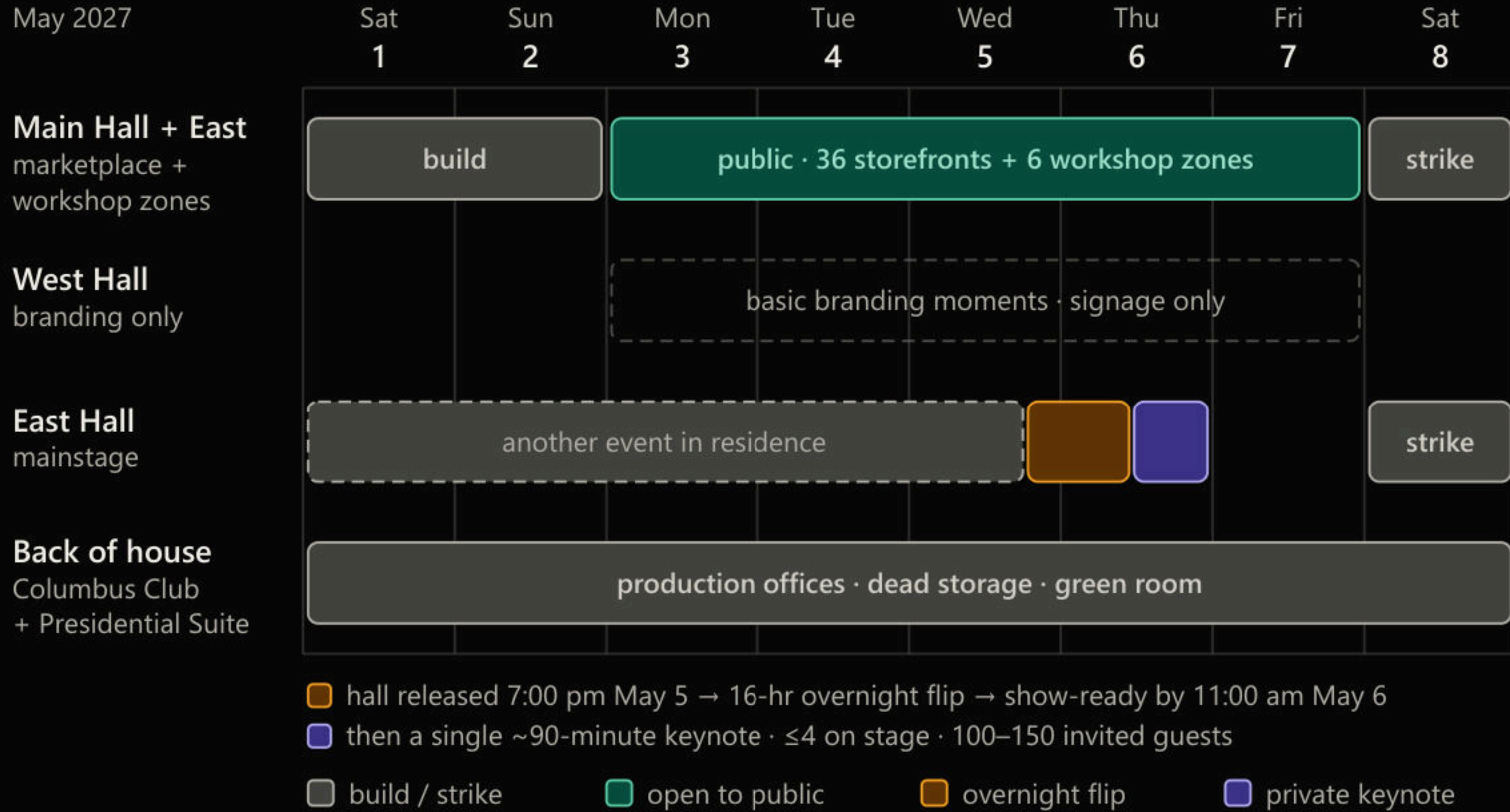
7PM → 11AM

THE OVERNIGHT BUILD



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

FIVE PUBLIC DAYS, ONE PRIVATE MORNING.



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

BUDGET FIGURES AND RANGES.

Presented in the two buckets from our May 22 conversation — fabrication, and stage production + impact surface — so this sheet compares cleanly against any alternative. Every line states what it covers and what it's waiting on.

THE BUDGET

~\$1.2M fabrication (per your June 3 note, now fully committed to May 2027) alongside the ~\$500K stage production + impact surface bucket from the May 22 call.

BUDGET CONTROL

Anything tracking past \$2M is flagged immediately. Ranges are set conservatively and re-stated at each design round.

BASIS

CLIENT CALL 5/22 · CLIENT NOTE 6/3 · VENDOR ESTIMATES 6/9-6/10 · LIVE SPHERE QUOTE · ALL FIGURES 2026 USD

ITEM / WHAT IT COVERS		LOW	HIGH	NOTES
A THE STREET — SCENIC FABRICATION				
36 storefronts · 12 three-booth sets	Rental chassis + CNC-milled regional facade kits (½" Sintra, printed face) + awning lockups x36	\$450,000	\$650,000	Chassis rents twice; facades are the owned, returning asset
Six skyline crowns	CNC profile skylines crowning each district block, edge-lit	\$60,000	\$95,000	Same profiles re-skin as workshop backdrops
Six regional lampposts	Fabricated, programmable, embedded audio — wayfinding + soundscape + show control	\$48,000	\$90,000	Show-control integration in Production bucket
Mainstage scenic portal	The town-square proscenium wrapping the LED canvas	\$90,000	\$160,000	Returns 2028/29; engineered for the overnight flip
Workshop zone walls	Two wall packages — ≈58 ft of 10' wall each, finished faces front + back, with two sets of 47" pony walls per package	\$51,100	\$51,100	Estimate 6/11 (\$25,550 × 2); graphics, CNC skylines & neon labels priced separately
Fabrication site supervision	Two shop supervisors, install through strike	\$4,000	\$7,000	Install labor itself lives in B7
Subtotal — The Street — Scenic Fabrication		\$703,100	\$1,053,100	
B MAINSTAGE PRODUCTION & AV				
Audio	Console, line-array PA w/ subs, 8 wireless mics, comms	\$7,500	\$15,000	Range rides on system complexity
Lighting	Console, movers, wash, upright package	\$7,500	\$15,000	2026 market factor included
Video & LED	Switcher, playback, DSMs, clickers, timer; (2) hung + (1) ground 16'x9' LED walls	\$34,000	\$38,000	Market factor included
Rigging	Self-climbing box truss w/ wings — or truss spans + pick points if house steel cooperates	\$1,200	\$8,000	Venue rigging review decides
Staging	16' × 12' × 2' stage deck	\$1,350	\$1,600	Market factor included
Power	Feeder + site distro (East Hall's new 220V/110V runs)	\$4,000	\$6,000	Market factor included
Installation & strike — all elements	Full crew through load-in, show, overnight flip, and strike — every AV and fabricated element	\$70,000	\$86,000	Consolidated estimate; non-union venue
Subtotal — Mainstage Production & AV		\$125,550	\$169,600	

ITEM / WHAT IT COVERS		LOW	HIGH	NOTES
C THE SPHERE — IMPACT SURFACE				
2m LED sphere package	GOB LED sphere(s), processor, control, support case — rental	\$65,000	\$78,000	Basis: current vendor pricing
Sphere freight, travel & LED engineer	Dedicated LED engineer through show + strike, freight, travel	\$15,000	\$23,500	DC service window TBD
Content — excluded	Impact-surface content is client-side per your direction; pixel maps and templates included	—	—	Content production excluded from this scope
Subtotal — The Sphere — Impact Surface		\$80,000	\$101,500	
D SOFT GOODS & FF&E				
Felt carpet, ~6,800 sq ft	Charcoal felt for the street, light gray heavy felt at workshop ends — supplied + installed	\$26,500	\$26,500	Estimate 6/10; excludes removal; sales tax excluded
Furniture & greenery — street + workshops	24 sofas, 42 cocktail tables, 48 bar units, 72 shelf units, greenery — booth interiors AND workshop zones	\$167,800	\$167,800	Rental schedule estimate 6/10
Zone audio (open-plan)	Per-zone session audio for six simultaneous workshops — no drape	\$8,000	\$25,000	Headset count drives the top end
Subtotal — Soft Goods & FF&E		\$202,300	\$219,300	
E LOGISTICS & STORAGE				
Delivery & trucking, all elements	Scenic semi + production trucks, DC cross-dock to box trucks for the East Lower dock	\$20,000	\$25,000	The dock constraint priced in
Storage & asset management	Hero pieces stored + condition-managed toward 2028/29	\$12,000	\$30,000	Annual; scope set by the reuse plan
Misc fees	Disposal / recycling, fire certificate	\$3,000	\$8,000	Allowance; finalized with venue paperwork
Subtotal — Logistics & Storage		\$35,000	\$63,000	
F DESIGN & MANAGEMENT				
Project management	Designated PM & primary POC, named at award · 11-month calendar · (3) site inspections · (8) on-site days · vendor + fabrication management · APM final 60 days	\$150,000	\$175,000	Full scope incl. travel + accommodations
Technical production management	Production-technology direction across street, sphere, and stage	\$25,000	\$35,000	Incl. standard travel
Graphic design & production	Design development, production, delivery, final production review	\$45,000	\$95,000	Three rounds on locked dates

Fabrication bucket (A + D + E + F)	\$1,175,400	\$1,660,400	~\$1.2M envelope — your 6/3 note
Production + impact surface bucket (B + C)	\$205,550	\$271,100	~\$500K envelope — 5/22 call
FINAL ESTIMATED RANGE — May 2027, all scopes	\$1,380,950	\$1,931,500	vs. ~\$1.7M combined envelope · flag line at \$2M

BASIS — FABRICATION ESTIMATES 6/9-6/10 · PRODUCTION RANGES 6/5 · LIVE 2026 SPHERE QUOTE · FLOORING + FURNITURE ESTIMATES 6/10 · 2026 UNION STATION VENUE GUIDELINES · CLIENT CALL 5/22 + CLIENT NOTE 6/3 · ALL FIGURES 2026 USD

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.**

— MAIN STREET AMERICA · UNION STATION · MAY 2027

THANK YOU.

