



**Event:** Atlantic City Night  
**Date:** Thursday, September 7, 2006  
**Location:** Pennsylvania Convention Center, Philadelphia, PA  
**Attendees:** 1,350  
**Timing:** 9:15 PM – 11:00 PM – Board Walk Reception, Grand Hall  
**Designer:** GEP Philly  
**Photo Credit:** Simon Jon Photography  
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**Highlights:**

Brooks/Eckerd Pharmacy held their 2<sup>nd</sup> Annual Managers Meeting in Philadelphia - a 3-day conference presented by their senior management team for their field operations management and store managers. On the closing night, after a seated dinner in the Grand Ballroom, guests were led downstairs into the Grand Hall of the Pennsylvania Convention Center. The space was transformed into “Atlantic City” for a casino style evening that would prove to be a night of entertainment along with a way for Brooks/Eckerd Pharmacy to raise money for their favorite charity, The Children’s Miracle Network.

The Atlantic City Casino area consisted of various gaming tables with Casino trained dealers, and each table branded with custom felt logos. Illuminated Casino signs dotted the perimeter and Cigar girls handed out custom poker chips and “funny” money printed with the client logo. The entire space featured sophisticated lighting effects that changed throughout the evening and was choreographed with the DJ and the casino-themed play list. The Atlantic City Lounge area was transformed into the “Rat Pack’s” old stomping ground featuring furniture and tables finished in black lacquer with red velvet and zebra print accents. Guests watched plasma screen TVs playing black and white video clips of the Rat Pack while lounging.

A 96’ boardwalk with railing was custom built to highlight The Atlantic City Boardwalk. Guests literally walked on the boards that featured old time games in decorative booths such as Milk Bottle Bowling, Frog Catapult and other popular favorites. The Boardwalk was finished with a mini arcade, with Skee Ball of course, old rattan carts and giant postcards of classic Boardwalk and Steel Pier images including the Diving Horse and the first Miss America competition. A photo beach area was created to allow guests to get photos with colleagues and the five entertainers on hand including Rat Pack impersonators and Liza Minnelli.

**Food:**

Food vendor booths included dessert treats on the boardwalk such as a Fudge Shop, Penny Candy Shop and Salt Water Taffy where guests could sample and take home goodies in custom boxes and bags featuring The Children’s Miracle Network logo. Food carts were spread around the space with vendors handing out mini Cotton Candy cones, Fresh Popcorn, Fudgiscles and Creamiscles!!



## Event Photos

