



TOAST

EXPERIENTIAL | EVENTS | ENTERTAINMENT



WHO WE ARE

Over the last decade, TOAST has worked with some of the most iconic brands and innovative professionals to produce custom-designed events and unforgettable experiences. Our team's creativity, passion, technical mastery, and entertainment savvy means our events are meticulously planned, flawlessly executed, and truly inspired. We invite you to take a closer look and see for yourself what TOAST has to offer.



RELATED EXPERIENCE

Whether the occasion is a business meeting, red carpet event, or live concert, we have extensive experience producing large-scale events around the world and know exactly what it takes to be successful. Our body of work includes:

US Weekly | Oscar Rocks

Covergirl | The Top DJ's

Pepsi | Stuff Launch Events

Maxim Magazine | Super Bowl Parties

Rolling Stone | 40th Anniversary Weekend

X-Box | NBA Inside Drive Release Party

Oprah | Live Your Best Life Tour

Rolls-Royce | Variety Studios Press event

Mont Blanc | 100 Year Anniversary

TARGET | Janelle Monae BET Awards

Belvedere Vodka | RED with USHER

Home Depot | Buyer's Rollout

YouTube | Comedy Week

ESPN and Coors Light | Cold Hard Fan Awards

USOC | Sponsor Events at the Winter Olympics

MTV Networks | Creative Launch

Vanity Fair | Launch Party with The Pottery Barn

NCAA | Woman of the Year Awards

InTouch | MTV VMA After Party

LaCroix | The Kentucky Derby

PRODUCTION SERVICES

Several production elements need to be considered when producing successful events. Finding a company that can seamlessly integrate lighting, video, audio, décor, and even special effects can be challenging. The team at TOAST employs their extensive experience, innovative ideas, and passion for perfection to make sure you're covered for every occasion.



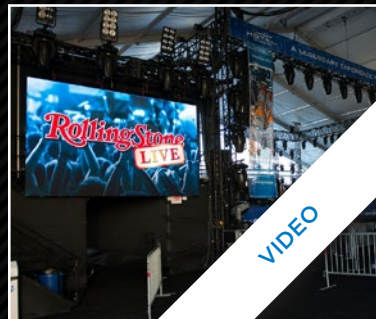
PERFORMANCES



BRAND ACTIVATION



LIGHTING



VIDEO



PROPS



DECOR



EVENT SPECIALTIES

**THEME PARTIES, BUSINESS MEETINGS
AND EMPLOYEE EVENTS**

THEME PARTIES

We like to turn it up a notch or two in our uniquely-themed environments, where almost anything can happen and often does. At most TOAST parties you'll find mind-blowing special effects, interactive showrooms, and of course, legendary live performances. We dream experiences up, and then we create them, ensuring your night is unforgettable.



BUSINESS MEETINGS AND EMPLOYEE EVENTS

Wasting time on seminars that double as sleeping pills won't keep your troops sharp. A TOAST interactive meeting not only informs, but it also inspires and entertains as well. We laser-focus our creative flair on educating your guests and increasing their productivity. No matter what business you're in or what's on the agenda, TOAST creates energizing events that positively affect your audience and your bottom line.



EVENT SPECIALTIES

CHARITY GALAS & WORLD/NATIONAL TOURS

CHARITY GALAS

In order to get people to give up the cash with a smile on their faces, sometimes it takes more than a good cause. TOAST creates dazzling charity galas that are a breed apart from stuffy, run-of-the-mill affairs. We convey the positive message of the cause with emotion, style, and class and merge it with the perfect amount of excitement and surprise to make the evening especially memorable.

WORLD/NATIONAL TOURS

Need a blockbuster event that wows them in 15 major cities nationwide? TOAST dreams up a barnburner of a show, packages it up, and ships it off wherever you need it. Each stop of the junket gets the same insane level of conceptual and practical attention as our “one night only” gigs. Beef up the security, because they’re gonna mob the tour bus at every stop.





EVENT SPECIALTIES

PRODUCT LAUNCHES AND PREMIERES

PRODUCT LAUNCHES

You may have the best new product on the planet, but if your launch doesn't grab major attention, chances are you're toast. Don't worry! We cook up first impression parties that'll have everybody and their uncle talking about you and your product. Using our imagination, technical skills, and attention for detail, we'll have them lined up for blocks to get their hands on whatever you're selling.

PREMIERES

Your premiere is like a first date with the potential to make you millions of dollars. No pressure, right? Not for TOAST. Major film studios and TV networks call TOAST to create the kind of first impressions that people don't forget. From the pre-show to the after-party, TOAST gets every detail right. After a TOAST premiere, you won't have to ask anyone, "What did you think?" You'll know. Everybody loved it.

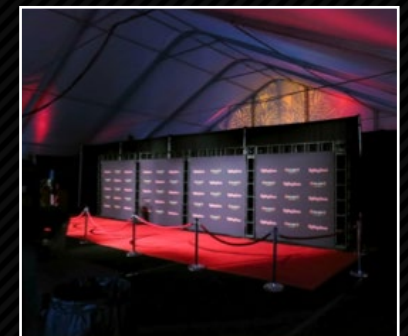
EXHIBIT DESIGN AND MANAGEMENT

Planning on exhibiting at a trade show, co-sponsoring a convention or even activating at a Music Festival? TOAST has your back. We've navigated the often intimidating seas of Exhibition Management more than most. And it takes seasoned vets to know the ins and outs of topics like Drayage Yards, Union Laws, Rigging Limitations, Convention Center restrictions, etc. We've managed it all. And when it comes to design, we definitely think out of the typical Trade Show booth "box", we create a vision based solely on your brand, not what other cookie cutter booths look like. And with custom fabrication shops on both coasts, there is nothing we can't design, build, transport and install.



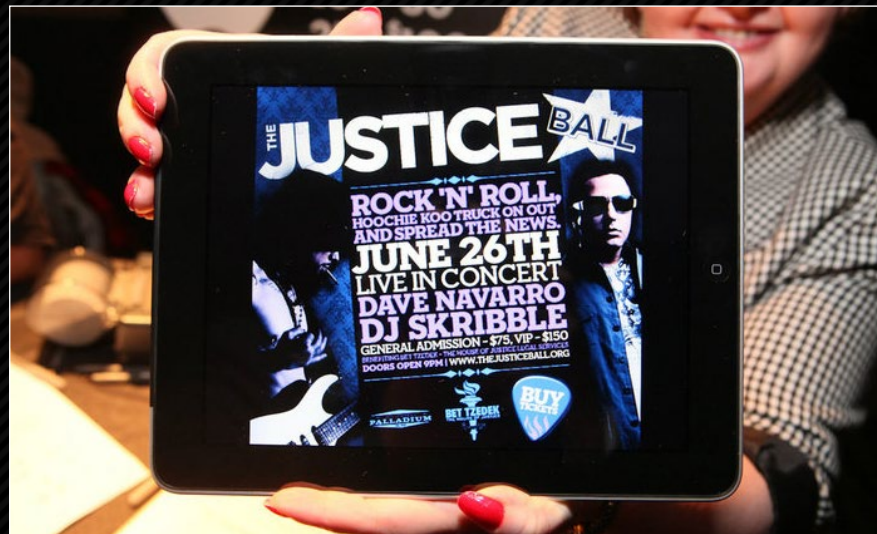
RED CARPET ARRIVALS

A strong public relations strategy is a vital ingredient at every event. Red carpet arrivals attract the media while also lending an element of exclusivity. TOAST's network with the nation's top media outlets is extensive. Whether the medium is broadcast, print, or web, we have our events covered. Our ties in music, fashion, entertainment, and professional sports benefit us so that we can entice coveted stars as guests to your special occasion.



GRAPHIC DESIGN

An invitation is a guest's first impression of your event. The signage has to reflect the brand and theme of the event. Our art department creates imaginative graphics that incorporates all elements for any occasion, effectively tying all branding into a polished package.



ELECTRONIC PRESS KITS

TOAST can produce, shoot, and edit an EPK of your event and distribute it worldwide directly from the venue! Below are some examples of overnight distribution.

Be sure to click the pic to see the video clips!



Mont Blanc
at the Oscars



InTouch at
the VMA's



OUT
Magazine



Belvedere at
The Grammy's



SuperDraft

OUR TEAM

KIMBERLY KROUSE

DIRECTOR OF TALENT RELATIONS/PARTNER

In this business, celebrity attendance and strong media relationships can make or break an event. Kimberly Krouse has spent the last decade building a wide network of contacts. As it turns out, her diverse background of international business, Internet marketing, and high-end fashion were all important building blocks for creating the perfect red carpet quarterback! A former model herself, she oversees red carpet arrivals and celebrity wrangling efforts and serves as our press agent with the entertainment media. In addition, Kimberly works closely with several of the top public relations agencies in the world, producing electronic press kits that are distributed internationally following the conclusion of our events. She has interviewed some of the biggest names in entertainment, including Oprah, Usher, Jennifer Lopez, and Yoko Ono. Prior to joining TOAST, she was the senior vice president of business development for About.com. Kimberly graduated from the University of Southern California where she majored in international relations and marketing. She also received her Certificate of Mandarin from the Beijing Language and Culture Institute, Beijing.

TODD COOPER

EXECUTIVE PRODUCER/PARTNER

Todd Cooper loves what he does and it shows. It is a pretty cool gig. He produces and directs large scale, interactive events for some of the biggest brands in the world, including MTV, Rolling Stone, MAXIM, Pepsi, Coors Light, ESPN, Oprah, NASCAR, and Vanity Fair. From celebrity product launches to red carpet premieres to live concerts, Todd has the adept ability to design and manage a successful event for 200 or for 20,000. His background in video and film production has influenced many of the interactive special effects experienced at most TOAST events. Todd often integrates live music into events and has worked with artists like Kanye West, Nelly, Snoop Dogg, Flo Rida, Pitbull, LL Cool J, Ludacris, Camp Freddy, Run DMC, Wyclef Jean, L.M.F.A.O, Lupe Fiasco, Gym Class Heroes, Blake Shelton, LoCash Cowboys, Jane's Addiction, and The Roots. Todd graduated from the University of Central Florida with a Bachelor of Arts in Radio/TV.

AMANDA PIERCE | PRODUCER

Amanda Pierce has been involved in the planning industry for the past six years and brings her unique ideas and passion for creativity to all events. Amanda and her art department understand that every event has a concept that deserves its own personal, one-of-a-kind style. That style has previously gained her rave reviews at a CoverGirl launch event and the In Touch Weekly VMA Bash.

OUR TEAM

RYAN NOWLYN | PRODUCTION MANAGER

Ryan has been producing high-profile and red-carpet events, corporate meetings, and theme parties for the better part of two decades. Since joining TOAST in 2005, his creative direction and unique insights have made him an integral part of the team. His talent for integrating interactive ideas and concepts gives him an edge when serving as production manager for events that include Rolling Stone Super Bowl parties. Previously, Ryan was an account manager for an international themed event company specializing in set design and event logistics. He loves to be deep in the mix on all of his projects, making his expertise and focus a fundamental part of TOAST's planning process and event execution.

DAN PARENTE | PRODUCER

As special events director at Maxim Magazine, Dan Parente helped create what would become "The Maxim Party." Over the years, he has designed and managed iconic Super Bowl and Hot 100 parties. Since leaving Maxim in 2006, Dan has been an integral part of the TOAST team, producing a variety of projects, including some for Mont Blanc, Belvedere, InTouch, and Rolling Stone. Dan has consulted with brands such as Elle Décor magazine, Club Monaco, Svedka Vodka, Mary Kay Cosmetics, Hard Rock Casino, Carnegie Hall, Gotham Magazine, and The Discovery Channel.

DANIELLE O'CONNOR | ART DIRECTOR

Originally from Germany, Danielle came to the U.S. in 2001 to pursue a degree in visual communication at California State University of Long Beach. Since joining the TOAST team, she has proved herself to be a valuable asset, producing innovative designs and demonstrating an ability to work magically and seamlessly with every brand. She prides herself on her ability to partner with TOAST's clients and fully understands their goals and challenges. With over 15 years of experience in the design field, Danielle knows how to take a project from concept to final delivery. Her German conscientiousness and organizational skills ensure that budgets and schedules are being kept tightly on track.

ERICA LAKE | PRODUCER

Erica is the straw that stirs the drink for TOAST. She plays a vital role in every project, from working with the creative team on the initial sales pitch to supervising the load-out. Erica coordinates a variety of elements in our programs, including venue selection, stage management, and talent direction. In her time at TOAST, she has already co-produced events for Rolls Royce, Coors Light, the NCAA, The United States Olympic Committee, SuperDraft, and The Justice Ball. Her multi-faceted background in TV (*Dr. Phil* and *The Doctors*) makes her an asset to every TOAST event.



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