



**DMCNETWORK**  
COMPANY

THE DETAILS



**END USER**  
AMERICAN SOCIETY OF  
ASSOCIATION EXECUTIVES (ASAE)

**PROGRAM**  
ASAE ANNUAL CONFERENCE-  
"THE CLASSIC"

**LOCATION**  
ST. LOUIS, MISSOURI

**DATE**  
AUGUST 8, 2011

**ATTENDEES**  
2,000

OUR PLAN

Destination St. Louis, Inc., a DMC Network Company, was honored to be selected to produce "The Classic" event as part of the American Society of Association Executives annual conference in our city. This event, as part of the "Super Bowl" of conventions, challenged our team to create an evening transforming our city's 79-acre Botanical Garden into an elegant location, showcasing the best of our city and region's food, beverage and entertainment options.



2012 ADME  
ACHIEVEMENT  
AWARDS

THE CHALLENGE

We faced a few challenges planning the event, namely determining the best way to maximize the over 79-acres available for the event. We knew we wanted to showcase as many areas within the Garden without losing attendees to scattered event spaces. Sustainability was a huge focal point for us. The venue strives to make sustainable choices through education and demonstration. It was crucial that any activities work within the confines of their sustainability practices and not create a negative footprint. Finally, weather played a defining role in determining the layout and event scope. One of the event's goals was to highlight the beauty of the Garden while ensuring that we provided enough interior space in the event weather required attendees to seek coverage.



OUR SOLUTION



As the Garden glowed and the event came to a close, our team realized the vision we created had truly come to life. Through valued relationships with our local suppliers we were able to exceed our client's expectations. Our client was overwhelmed with the accolades attendees were bestowing on them and we received the highest praise from our client: "From all indications, this was the BEST Classic to date and THE BEST ASAE event to date."

BEST INNOVATIVE EVENT \$100,000-\$200,000