



## A Frighteningly Awesome Attendee Experience

### The Marriott Halloween Party

**FREEMAN**  
AUDIO VISUAL | CANADA



**Opportunity.** The annual Marriott Halloween party brings together more than 200 government officials, association members, corporate attendees, and Marriott employees for a vibrant evening of costumes, treats, and spooky tunes. A local tradition for the meetings and events industry in Ottawa, this highly-anticipated Halloween party has grown in production value and attendee expectation over the years. The organizers were tasked with creating an engaging experience under the theme *Studio 54 Haunted Disco*, with Freeman trusted as the audio visual partner to bring it all to life.



**Formulate.** The event would occur in a newly-renovated meeting space in Marriott's Ottawa property complete with freshly installed luxury chandeliers. Any lighting solutions would have to be produced around the chandeliers and without any traditional rigging points. This meant that any additional lighting would need to be ground-supported with truss – taking up more space and posing a challenge to the aesthetics of the event.



**Build.** Taking a design thinking approach, we opted to use the aesthetically-challenging lighting, rigging and truss to our advantage and further tap into the seasonal motif. We built a vivid, giant truss apparatus to create a creepy Halloween environment and employed more than 70 assorted LED light fixtures in varying colors to change the atmosphere of the meeting room. Mini LED moving lights created a motion in the room and bounced off disco balls to produce that "70's" feel, enhanced by bubble machines and smoke jets, as well as LED blinders placed behind go-go dancers.



**Debrief.** Throughout the evening, attendees were immersed in a 70's themed disco and danced the night away under the large truss apparatus. One attendee stated the truss looked just like a giant spider," embracing the Halloween spirit. Post-event, photos continued to circulate on social media showcasing the party's unique décor. One Marriott organizer stated that our creative use of the truss produced one of the spookiest atmospheres they have ever had at their annual party.