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Event excellence

When Microsoft threw a party to celebrate the long-anticipated launch of its Vista software last November, Microsoft called on the creative talents of Portland-based West Coast Event Productions.

The WCEP team designed an unforgettable gala event hosted in two oversized parking structures. It featured WCEP's unique water screen video wall and a mile of lighted white chiffon forming elegant walls. Eight ultra-lounge areas were customized with eight-foot-long sofas in the Vista colors of blue, green, orange and yellow.

Although memorable for a short timeline and challenging weather elements, the Microsoft launch was just another day at work for the production company, which has offices in Portland, Bend and Las Vegas that reach into Seattle, California and other areas of the country. WCEP's staff produces about 10,000 events each year, including corporate-themed events, groundbreakings, product launches, unveilings, award banquets, galas, weddings, bar and bat mitzvahs and private parties.

"Our multiple locations enable us to assist many of our clients with annual and one-time events across the United States," says co-owner Duane Smith. "We produce events of any size with no minimum budget and offer affordable excellence with products competitively priced in any market."

The company employs more than 100 full-time workers, including 20 full-time designers and sales executives companywide with more than 300 years of combined event experience.

West Coast Event Productions was honored in October of 2006 by Special Events Magazine for being one of the top 30 event



Pat and Duane Smith, owners of West Coast Event Productions, help oversee one of their product launch tradeshows.

rental companies worldwide. Its 100,000-square-foot of showroom space allows for "one-stop shopping" of the company's 20 divisions, which contain more than \$8 million dollars of unique rental inventory. Every year, WCEP designers and buyers travel to trade shows and gift markets across the nation, investing more than \$300,000 in new industry products.

The company's library contains 100,000 digital photo images taken at the thousands of events it has produced since 1980.

"Our strong concept development skills and vast product lines give us the ability to act quickly, and we have a great group of staff with an 'I can do it' approach to every job," says co-owner Pat Smith.

"We pride ourselves on remaining fresh and creative under the most challenging deadlines, and on creating an impressive visual experience for our customers that they will treasure for years to come."

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