

IMEX AMERICA- RUGBY SEVENS WORLD CUP



RUGBY
WORLD CUP™
SEVENS
SAN FRANCISCO 2018

KEYevents

USA RUGBY

DON'T MISS OUT ON THE CHANCE TO SEE 40 MEN'S AND WOMEN'S TEAMS COMPETE FOR THE RUGBY WORLD CUP SEVENS TITLE

The fastest, most fun team sport in the world will be at the AT&T Park, home of the San Francisco Giants baseball team.

San Francisco 2018 will be the seventh edition of the global tournament and the third to feature both men's and women's competitions.

The first tournament was held in Murrayfield in 1993 and took place every four years up to 2013. The tournament was then moved to 2018 to fit in the middle of the Olympic cycle and will continue on a four-year cycle.

New Zealand are the defending champions in both events after their successes in the Luzhniki Stadium in Moscow in June 2013.



AT&T BALL PARK



EVENT HIGHLIGHTS



EMBARK ON ONCE IN A LIFETIME EXPERIENCES



TOUR OPTIONS

IDEAS AT A GLANCE

Option	Activity	Timeframe
1	Visitation Rights to the Rock – Alcatraz Tour	3-4 Hours
2	The Ultimate Food Tour - Cable Car Dine Around	3 Hours
3	Sail the San Francisco Bay	3 Hours
4	Tour in Style – Golden Gate Park Segway Tour	3 Hours

TOUR OF ALCATRAZ ISLAND

Alcatraz Island rises up from the deep, dark San Francisco Bay. Known as “The Rock,” to many of the convicts who called it home, Alcatraz was America’s premier maximum security prison during its penitentiary years. Today, it is home to the abandoned prison, the site of the oldest operating lighthouse on the West Coast of the United States, early military fortifications and natural features such as rock pools and a seabird colony. Bird watchers, military buffs, gangster enthusiasts, students of social protest, amateur historians, and garden loving green-thumbs can all find something of intrigue on Alcatraz.

Guests are transported to the island via ferry and welcomed by the park rangers that now are the caretakers of the island. Tours of the grounds and the prison cells via an audio tour are not to be missed.



BIKE THE GOLDEN GATE BRIDGE, EXPLORE SAUSALITO, AND FERRY RIDE BACK TO SF

Imagine the thrill of riding a bike over the waters of the bay on the Golden Gate Bridge! A local and knowledgeable guide will lead you on the ride of a lifetime pointing out the best photo spots for spectacular views of the bay along the way. They'll also share entertaining and educational historic information en route.

After crossing one of the most iconic bridges in the world, cruise downhill into the charming bay-side town of Sausalito. Wander into the small shops, visit art galleries of local artists, and grab a well deserved drink by the water.

Return to San Francisco by sailing across the bay! Float along the Golden Gate Bridge, get a close up of Alcatraz Island, and be welcomed by the city at the famous Fisherman's Wharf.

Guests will enjoy three amazing experiences in one unforgettable trip from all sides of the Golden Gate Bridge!



ULTIMATE SAN FRANCISCO CITY TOUR



San Francisco is well-known as one of the world's most charismatic and cosmopolitan cities. Her world famous landmarks and her hidden treasures are the highlights of this fascinating tour. Spectacular scenery, the city's diverse cultures, and a wild and colorful past, are brought to life through the dynamic narration of our knowledgeable guides. Enjoy lush parks, sparkling waterfronts, pristine shop windows, classic San Francisco landmarks, and unparalleled views, all while learning about the unique history of the city by the bay.

Sample of Itinerary:

Stops and Sights Customized Based on Timing & Interest

1. Pick Up at Desired Location – Guide Greets Guests with Wine & Beer on Cable Cars
2. The largest Chinatown outside of Asia and oldest in North America
3. The tourist must see - Fisherman's Wharf
4. Home of the largest Italian population at North Beach
5. The famous "crooked street" Lombard Street
6. Historic and beautiful Palace of Fine Arts
7. Majestic Golden Gate Bridge
8. Return to Desired Location





SEGWAY THROUGH GOLDEN GATE PARK

Within Golden Gate Park's 1,017 acres guests will discover another world separated from the city's hustle and bustle. This beautiful landmark is a journey and experience for all interests. To capture Golden Gate Park's entirety, step onto a Segway and be led through the 7 mile park that runs through San Francisco on a private guided tour! Along the way, guides share tidbits and trivia about the park's historical transformation from bleak sand dunes to today's lush vistas.



EXPLORE SAN FRANCISCO



DINNER OPTIONS

IDEAS AT A GLANCE

Option	Restaurant	Cuisine
1	Bartlett Hall	American
2	One Market	Californian
3	McCormick & Kuleto's	Seafood
4	Alexander's Steakhouse	Steak

BARTLETT HALL

Bartlett Hall captures the essence of San Francisco in the form of food, drink and good times. Situated amid the hustle and bustle of San Francisco's Union Square, the gastropub and brewery fuses the city's historic elements with its present day lively personality—serving as an authentic reflection of San Francisco where quality, comfort and craft reign supreme. An eating and drinking establishment like no other that attracts to visitors and locals alike to enjoy house-brewed beers, barrel-aged cocktails, and uniquely crafted bites from lunch to late night. Bartlett's team of seasoned Chefs have designed a seasonally-driven menu that's both approachable and forward-thinking. In the true San Francisco fashion, the beverage program runs the gamut of traditional and innovative offerings, including local craft and house-brewed beers, artisanal cocktails, and California-focused wines.



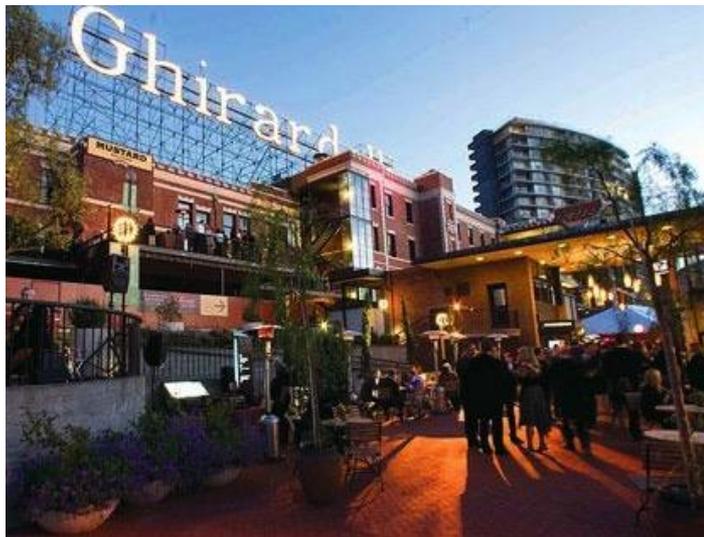
ONE MARKET

One Market has become the standard for sophisticated dining in the city. The current incarnation features the Michelin Star winning farm-to-table food of Chef Mark Dommen, who ably follows in the footsteps of One Market's celebrated founding chef and principal, Bradley Ogden. The restaurant features an open exhibition kitchen with a special "Chef's Table," a wood-fired grill, private dining rooms, and a luxurious bar. Add a top-notch staff and there's little wonder why One Market has been a preferred destination for dining from the opening day. Tonight you will be in the Wine & Wall private dining space – a unique venue, attached to the restaurant, for showcasing wine and art.



MCCORMICK & KULETO'S

McCormick & Kuleto's, located on the waterfront in historic Ghirardelli Square, serves the freshest quality seafood available. The restaurant features a warm, classic ambiance created by a 3-tiered dining room design and a rich decor of deep mahogany woods, unique lighting fixtures and classic brass accents. The expansive windows overlook the San Francisco Bay, Aquatic Park, Alcatraz, Angel Island and Marin. McCormick & Kuleto's is part of a 35 year-old family of classic seafood restaurants that has its culinary roots in the Pacific Northwest and its philosophy grounded in a reputation for quality and a respect for tradition.



ALEXANDER'S STEAKHOUSE

Located in the SOMA district of the city near AT&T Park, Alexander's Steakhouse is a welcome addition to the city dining scene offering a fine dining interpretation of the classic American steakhouse with hints of Japanese influence throughout the menu. Featuring a variety of classic cuts such as Porterhouse, T-bone and New York, they specialize in Prime Certified Angus Beef grain-fed from the Mid-West. The restaurant also highlights dry-aged steaks and offers the finest and most luxurious products available including a tasting menu and an award winning wine list designed by Master Sommelier, Eric Entrikin.



A GREAT DMC SUCCESS STORY

MASTER PLANNING AND PREMIERE CONNECTIONS FOR ELITE INCENTIVE GROUP

WHAT: Automotive executive incentive group experiences San Francisco and the Napa Valley.

WHO: C-level executives and spouses.

HOW: A request from well traveled executives tasked our team with re-imagining every dining experience and entertainment component to fit this unique group. The program resulted in not only a high-end taste of the local lifestyle, but a whimsical five day excursion into the most elite experiences. No detail was left to the standard incentive offering. A single dining experience was tailored to the group's specifications, often pushing our restaurant partners to the very brink of their exclusive offerings. Each location not only offered top notch cuisine but had local acclaim as the new and trendy gem within the highly competitive San Francisco culinary scene. Beyond offering top menus with fresh Northern Californian fusion cuisine, menus were tailored specifically to the group. The restaurants catered to dietary restrictions and taste preferences, combining sauces and platters never before offered.



“The preparation you have had to do is out of this world, and the team has gone above and beyond”

SINCE 1990 - 27 YEARS OF EXCELLENCE



1990
Key Productions
is founded
as a lighting and
décor company

1994
Key Events is
born as a full service
event planning
company

2001
Wins "Best
Corporate Event"
ISES Westie Award

2004
Wins "Best
Logistical
Achievement"
ISES
Westie Award

2006
Key Meetings
is created as
a full service meeting
company

2012
Produce its largest
single
event to date for
Silicon Valley client

2015
Key celebrates 25
years in the
industry

COMMITTED TO SUSTAINABILITY



Greening your event can be an opportunity for creative design and thoughtful material usage. We can use several techniques to reduce carbon emissions and lower the impact on the environment. From certified green vendor options to hybrid and flex-fuel transportation, we take pride in our ability to take care of your event with respect to the global footprint.

COMMITTED TO DIVERSITY



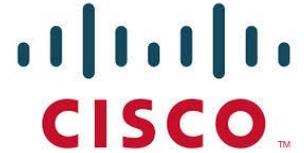
Diversity is more than a priority at Key Events; it's the way we do business. As a certified women's owned business, we understand the value in connecting with clients and suppliers that represent a breadth of perspectives. Working together, we continually focus on awareness, inclusion, and respect in the workplace.



EXPERIENCES DESIGNED FOR



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The Power of Dreams



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TERMS OF PROPOSAL

- This is a sample proposal for IMEX America. Key Events will produce a revised proposal and costing based on actual scope and final event components once Key Events has been selected as a contracted service provider.
- Any program described may be revised to fit the special requirements of your group.
- This proposal is based on current 2017 pricing. Pricing and availability will be confirmed upon the confirmation of the program.
- All pricing in this proposal reflects a cash discount of 4%. If paying by credit card, the cash discount is waived.
- As soon as you have decided which options you would like, a Contract, Deposit Schedule and Confirmation of Services will be sent to you for your approval and signature.
- This proposal contains proprietary information, which may only be shared with representatives, attorneys and accountants of the intended recipients.

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POWER YOUR IDEAS

