



**We've helped make
the Toyota Grand Prix of Long Beach the
premier event
of its kind in America.**

**We can do the
same for you.**





INTRODUCING....

GPALB Special Events

Since the race's inception in 1975, GPALB Special Events has been responsible for the multi-dimensional operational aspects of the famed Toyota Grand Prix of Long Beach, universally recognized as the nation's premier street race.

GPALB Special Events has fenced in the race circuit to build a city within a city. Built grandstands and other structures for more than 200,000 race fans. Installed tents of all shapes and sizes for race teams and hospitality groups. And, cleaned up after them.

That same turnkey event expertise is now available to you.

Venue Services

...doesn't begin to describe our many capabilities.

From the seed of an idea to finished product, no Southern California company is better equipped to provide turnkey event services than GPALB Special Events, a division of the Grand Prix Association of Long Beach (GPALB).

Beginning with in-depth feasibility studies to development of operational plans to on-site management, GPALB Special Events delivers a worry-free environment that leaves you more time to concentrate on what's REALLY important: The success of your event.

As Southern California's complete event operations company, GPALB Special Events includes a staff of experienced employees available to guide a variety of events from blueprint to on-site operations. That includes a number of special tasks in between, such as:

- ┆ Event operation management logistics,
- ┆ Total/partial event fencing,
- ┆ Grandstand construction and take-down,
- ┆ Complete tenting services,
- ┆ Platforms and viewing stands,
- ┆ Temporary power distribution,
- ┆ Design of crowd control and traffic ingress/egress patterns and
- ┆ Event site and layout.



Venue Services

From Oscars to Roses...GPALB Special Events has provided its unique variety of services to such prestigious national and regional events as:

Pasadena's annual Rose Parade,
Hollywood's annual Academy Awards,
ESPN's "X Games,"
Important PGA golf tournaments such as the AT&T Pebble Beach National Pro-Am,
Nissan/LA Open and PacBell Senior Classic,
Reno (NV) Air Races,
Miramar Air Show,
2000 Democratic National Convention,
Orange County Fair,
Mazda Raceway Laguna Seca,
Long Beach Aquatics Festival,
...and many, many more!





Bring it all together

...with one phone call.

We'll be happy to show you how GPALB Special Events can take you from "ground zero" to finished product with unmatched efficiency and cost-effectiveness, delivering an event that not only fits your needs and budget but – most importantly - exceeds your expectations.

On a consulting basis, GPALB Special Events has been instrumental in the staging of Grand Prix races in Detroit, Denver, Del Mar (CA), St. Petersburg (FL) and the Meadowlands in New Jersey.

And, to better help prospective event sponsors grasp the full potential of their projects, GPALB Special Events conducts in-depth feasibility and evaluation studies for both the public and private sector on events far removed from the world of motorsports.



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(GPALB Special Events is a division of the Grand Prix Association of Long Beach LLC, a wholly-owned subsidiary of Aquarium Holdings, LLC.)

Ask about

...fast-lane marketing from start to finish.

The marketing, advertising and public relations arm of the GPALB is a virtual full-service agency specializing in ushering an idea or event from concept to “happening.”

The same proven marketing and promotional strategies that have vaulted the annual Toyota Grand Prix of Long Beach – and, by association, the City of Long Beach itself – to international prominence are now available to assist you in:

- acquiring and maintaining sponsorships,
- producing exposition and/or trade shows,
- managing corporate sales and hospitality,
- developing complete public relations and media relations programs and
- generating extensive graphics support and print and broadcast concepts, including brochures, press kits, advertising and more.

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