

Super Bowl XLII:

Top 5 Event Innovations

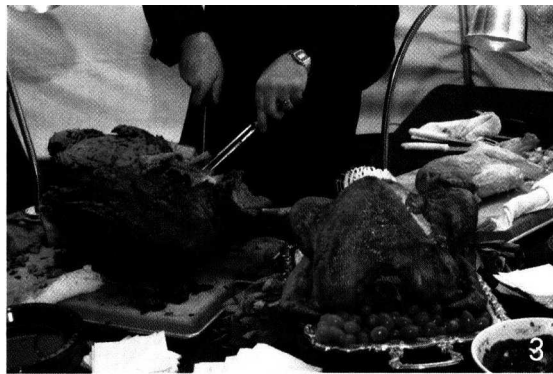
Super Bowl XLII impressed fans and event insiders alike. Here are our picks for the top event ideas to come out of the big game and the festivities surrounding it.



Photos: Aubrey Blankenship

1 Ask not what your customer can do for you: Putting its audience's needs front and center, *944 magazine* made sure that no guests ran out of juice at its 6-Year Anniversary Party — cell phone charging stands were scattered throughout the space, providing plugs for virtually every phone model — and that they remembered who provided the service.

2 Make it about them: Tracy Kessler of TK New York designed *Maxim's* party so that as guests entered, they had their picture taken in front of a green screen. As they continued forward through a tunnel of 48 Samsung flat-screen TVs, they could see their image walking on the moon, in water, in fire or in a snowstorm.



3 No country for calorie counters: Youth Lifeline America's Red Carpet Event catered — literally — to its demographic with massive roast turkeys carved before guests' eyes, prime rib carved off the bone and other carnivorous treats.

4 Let them choose: Kessler let guests at the *Maxim* party choose the takeaway that suited them, from purses and talking pens to *Maxim*-branded T-shirts with slogans like "Blondes vs. Brunettes" and "New York vs. New England."



5 If you've got it: Why hide an existing structural feature when you can flaunt it? For *ESPN The Magazine's* Next event, Event Eleven built a tent atop the fountains of the Scottsdale Center for Performing Arts and allowed the water to become part of the event design as it shot up into the party area into clear tubes decorated with chains.

