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The Event Resources team who makes customers feel like they're on cloud nine (from left to right): Lori Buckman, Arnold Berman, AJ Judge, Swain Wallace, Carol Frances, Brendon Woodward and Edward Woodward.

## Successfully Producing Events, Delivering Peace Of Mind For Over 20 Years

**T**here's no need for you to worry about the devil in the details — Event Resources is on top of things so you don't have to be.

Event Resources, Inc. has been in the business of planning special events for more than 20 years. It has all the essential equipment — staging, lighting, drape, sound systems, etc. But all that equipment doesn't mean much if it's not backed up

We provide our customers with a level of comfort and a lack of worry that allows them to sleep the night before their event.

by an experienced and professional staff whose most important mission is to reduce your stress and to give you peace of mind while ensuring that your event runs smoothly and ends memorably.

"Customers who hire us do so because of our reputation," says Arnold Berman, founder and president of Event Resources, Inc. "They've heard how we provide our customers with a level of comfort and a lack of worry that allows them to sleep the night before their event."

Event Resources' customer testimonials reveal the real reason why the company has been a success.

"Not one testimonial talks about the equipment we provided. What really stands out for our clients is how calm and relaxed we made them. They valued our input in making things run smoothly. They valued how much they didn't have

to worry about our part in their event."

Calmness in the face of what can be a stressful situation — planning a special event — comes from many years of experience. Event Resources has been in the event planning industry since 1989, helping its many clients, whether they are large corporations, small businesses, or non-profit agencies, host special events. It is critical that business meetings, awards ceremonies, conferences, grand openings, or fundraising events all go off without a hitch.

"It is their big day," said Berman of his company's clients. "There are always a million little things to worry about. All those moving parts can make it very stressful, even for someone who's used to hosting such events, but for Event Resources, that's simply what we do."

"We do all types of events, all day, every day, so we come into it with a sense of calm that rubs off on our clients. After twenty years of threading all the pieces together, it just comes naturally to us."

The end result is that their clients get much-needed peace of mind.

"Creativity, resourcefulness, and turn-key focus are what set Event Resources apart from its competition," says Berman. While the type of equipment provided is important, so much more is involved in making the event a success.

"We could just make a list of all the equipment we have," said Berman, pointing out that he has a 30,000 square-foot warehouse full of the 'stuff' that are tools of his trade. "We have a lot of competitors, when it comes down to 'stuff,' " he said. "But we don't focus on the 'stuff.' We are providing a relaxed event experience. We are a company that knows how to produce events. We are selling a sense of calm, security, and peace of mind."

The end result of that experience and calm demeanor? A wildly satisfied client and a problem-free event. ■

### Event Resources, Inc.

**Address:** 333 Park Avenue, East Hartford, CT 06108

**Phone:** 860-528-1343

**Fax:** 860-528-1393

**Web Site:** [www.eventresources.com](http://www.eventresources.com)

**Number of Employees:** 15

**Top Executives:** Arnold Berman, President; Edward Woodward, General Manager

**Product or Service:** Event management and behind-the-scenes logistical and technical support for events of all types and sizes.

**Year Founded:** 1989

**EVENT  
RESOURCES  
INC**