

Lighting Guide

Entertainment Express can help you make the most of your event lighting. In this guide, you'll find some tips, tricks, and ideas for adding color, life and fun into your event. Before you get started here are some factors to consider:

- ◆ What lighting and effects does your venue allow?
- ◆ Are there large areas of reflective surfaces like windows or mirrors?
- ◆ What practical lighting is already built into the facility, and can it be dimmed or adjusted?

Color Wash vs Up-lighting



Color Wash Lighting - Tends to be mounted overhead, creates a wall-to-wall "wash" of color in the space.



Up-lighting - Fixtures placed on the floor, and shoot color up things like walls, columns, trees, creating a highlight effect better suited for isolated splashes of color.

So, which do you choose?

This depends on your vision and the layout of your venue. Color Wash is great for in-door venues while Up-lights work well for in-door and out-door use, especially when the house lighting is very stylized or ambient. A key factor to keep in mind is that coloring tends to augment the feeling of your space, but isn't always bright enough to be your only source of light.

Choosing your lighting colors



Choosing your lighting colors starts with your theme. You've probably picked a basic color palette for your event with elements such as linens and floral centerpieces. Your lighting color will usually fall within the same spectrum and can even accent smaller color details such as attire or floral.

Quick Reference Color Guide:

LED lights function a little differently than fabrics and flowers, so here's a look at the spectrum of colors an LED light can create.



The hue of every color can also be augmented with white or amber, creating a near endless variety of options.

Spotlighting: How much do you need?

Using spotlighting at your event can be a great way to highlight the important formalities and ensure that you've grabbed the attention of your guests when you need it.



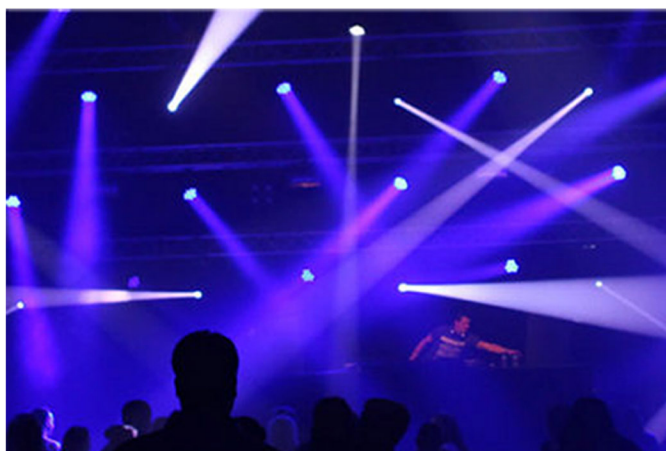
Manual Follow Spotlight - This spotlight is mounted on a mobile rack that a tech can point, following the individual(s) you want lit. Closer to a classical theatrical spotlight, it can help accentuate activities like vocal or dance performances.

Moving Head DMX Spotlight(s) - This form of spotlighting can utilize multiple programmable fixtures from a computer, allowing you to light a space from different angles all at once. These can be programmed to light up different spaces in the venue, like main entrance doors, dance floor, etc. These can also be programmed for dance lighting.

What kind of Spotlight do you choose?

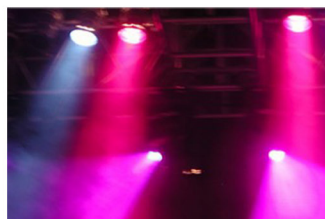
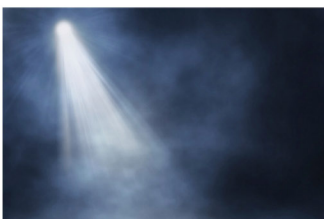
You'll want to consider the way spotlighting will function at your venue. If the venue is outdoor, the spotlighting may not have the desired effect, since there isn't a larger flat surface for the light to terminate against. If you are interested in spotlighting, you'll also want to consider what formalities are happening during your event. A manual follow spot allows for instant adjustments, while moving heads let you to seamlessly light multiple locations and offer more versatility and style.

Haze & Fog: The Lighting Secret Weapon



Have you ever seen photos of an event where the lights really stand out? Or maybe there's a cool halo effect around the people on stage? That was probably accomplished by what's called a Hazer. It creates a light fog to fill the air around your main stage.

Another great option is a Standard Fog Machine. This is a machine that shoots jets of thicker fog, filling the air around the dance floor. This is a great atmospheric effect that will amplify all of your dance lights and lasers.



For either option, it's always important to check with your venue to ensure they allow for the use of fog machines, and if so, what are the limitations or parameters of the types of fog they allow.



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Dance-floor Lighting: How big do you go?

With Entertainment Express, the sky is the limit in terms of the lighting capabilities for your dance-floor. We utilize professional multi-purpose dance lighting fixtures that can turn any space into the party of your dreams. That being said, you may be looking for a simple backyard hangout or a full-on Vegas Nightclub. Here are the various options Entertainment Express can provide:



Standard Dance Package - Though this is our most basic dance lighting package, the fixtures we provide can accomplish a lot. This includes 2-3 color-changing dance fixtures, and a slow-dance light.

Upgraded Dance Package - This package includes more of the fixtures from the Basic Dance Package, along with added Laser features. This is a really easy way to wow your guests when it's time to dance and party.

Premium Dance Package - This is the ultimate setup for that Vegas nightclub style party you're imagining. It includes more fixtures from the Upgraded Dance Package, as well as Moving Head and DMX capable dance lighting designed just for your event. The size and scale of our Premium Package options are customizable.



Monograms & Texture Gobos: What they are and when to use them

'Gobo' is short for 'Go Between' and describes anything that is mounted over the front of a spotlight to create different visuals. These visuals can be designs that are cut like a stencil onto a disc, allowing light to pass through in the shape of the design. The most popular kinds are Monogram or Texture Gobos.



Monogram Gobo - These gobos are usually used to create a visual centerpiece in the event space. Popular designs include names, dates, initials or logos. They allow for a touch of personalization, making the event space your own while your party is happening.

Texture Gobo - These gobos are used to add an effect of texture to the event space and are often used in multiple locations, utilizing more than one fixture. Designs can range from floral patterns or snowflakes, to leaves and tree branches. Texture Gobos are great for adding a visual theme to a space without bringing in actual props or extra decor.





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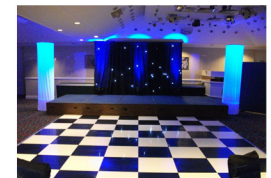
LED Furniture and Decor Elements

Entertainment Express offers some other really great decorative lighting and furniture elements that can help tie together the theme of your event, or take it to the next level, leaving your guests wowed.

LED Cocktail Boxes - Light-up cocktail boxes utilize LED lights to bring a modern visual appeal to your event space. They can correspond with your event color or even change throughout the night!



LED Light-Up Pillars - LED lit pillars can add strong visual points of color into your event space and change color during dancing and party time. The pillars vary in size and are wrapped with white scrim to maintain a clean modern look that adapts with the lighting changes.



The LED furniture elements are a great choice when you're hoping to create a nightclub-style atmosphere. In conjunction with up-lighting and dance-lighting, you can visually transform any venue into a stylized space.

Other Decorative Lighting Options

Another great way to tie together themes and motifs in your event is to implement fun decorative lighting options.



Light Up 'L-O-V-E' Sign - These 4ft tall light up letters are a great addition for weddings, anniversary parties, or other celebrations. Great for in-door or out-door use, these letters add a touch of romance to remind your guests what your event is all about.

Market Lighting - Also called 'String Lighting' or 'Bistro Lighting', this feature is ideal for out-door events. They provide a classic ambience and style, and are also useful as practical lighting especially for alfresco cocktail or dining areas.



LED Ribbon - Color-changing LED ribbon lights are great for illuminating pathways, room borders, or even wrapped around trees or pillars. This feature can be customized in many ways to accent a space including size, color, movement and more.

Lighting your event with Entertainment Express is a great way to transform your event. If you're still not sure where to start, contact us! Our experienced staff will be more than happy to help you figure out what lighting options will work best for you.