

Trendsetters

Hughie's Audio-Visual & Computer
continues its tradition as the leader in
audio-visual equipment rentals and staging





Letter From The President

FOREVER CLIENT DRIVEN

Since 1953, Hughie's has always been a name synonymous with audio-visual rentals in the Cleveland area. What began as a 900-square-foot shop in downtown Cleveland has grown into a nationally recognized company operating out of a 90,000-square-foot building with an inventory of equipment totaling more than \$5 million.

What sets Hughie's Audio-Visual Service Inc. apart from other companies? It is the way we conduct business. The only competitive advantage we have is our knowledge of technology and our superior customer service. I want the first encounter a customer has with us over the phone to be with a live person. From the moment you call our offices, a *live voice* will answer your call. A knowledgeable professional will handle your questions and concerns in a professional and courteous manner and will remain with you until the final curtain falls and the last person has left the stage. Plus, in our hiring process, we make sure that our personnel are customer service oriented. Having a good attitude is not something you can train.

In dealing with our clients, we believe their events are more than one-time transactions. We typically forge lifelong partnerships. Many of the same people whom I dealt with during the

1970s still call me today. The technology has changed. The world moves at a faster pace, but, for us, treating clients in a professional and courteous manner will never fade.

We are a client-driven corporation, in a technology-driven industry. What works today may not be applicable tomorrow. When our clients come in looking for the "latest and greatest" technology or particular piece of equipment, our job is to make it available to them and provide the necessary knowledge to get the most from that technology.

Whether you come to us as a president or CEO, middle manager or a nonprofit organization, your event is handled as if it is the only one, no matter if it's your first or one of many. When doing live events, you do not get a second chance to make it right. That's why, at Hughie's, we deliver the best equipment and personnel, the first time, every time.



David Wheeler
President
Hughie's Audio-Visual Services

Trend setters

HUGHIE'S AUDIO-VISUAL & COMPUTER CONTINUES ITS TRADITION AS THE LEADER FOR AUDIO-VISUAL EQUIPMENT RENTALS AND STAGING.

Since 1953, Hughie's Audio-Visual & Computer has long been considered the one and only source of quality and professional audio-visual equipment in Northeast Ohio. From its inception, Hughie's has always placed the client's happiness and success as its primary goal.

Through the years, Hughie's has achieved this goal by continuing to stay ahead of its competitors with the continuous upgrading and purchasing of new, technologically advanced equipment. It has taken a proactive approach when it comes to the advancements of technology.

Hughie's Flowers and Film Service, as it was originally known, was founded in Cleveland, Ohio, in 1953 by Mr. and Mrs. Hugh Callaly and was located in a small 900-square-foot downtown storefront offering floral services, film processing, and audio-visual equipment rentals.

In April 1994, after 41 years of serving Northeast Ohio, the Callalys retired and sold the business to 18-year employee David Wheeler. Over the next three years, Wheeler invested \$750,000 in new equipment, hired employees with 150 years of industry-related experience, and introduced a one-hour downtown delivery guarantee with a nine-vehicle delivery fleet.

Hughie's then became the recognized leader in Northeast Ohio and across





the country for providing the latest in data/video projection, video equipment, staging, lighting, and audio-visual products. Hughie's technicians are a group of skilled professionals who can deliver, set up, operate, and instruct customers in the proper use of the equipment.

In July 1997, Hughie's opened another office in Akron, Ohio, at the Ramada Plaza Hotel. This office also offers a one-hour downtown delivery promise to Hughie's Akron customers and also provides the latest in audio-visual technology to the Akron/Canton area.

Later that year Wheeler purchased Columbus-based Singer Audio-Visual Equipment Rental Inc. Former employees were retained and equipment was purchased and updated, thus solidifying Hughie's Audio-Visual as the premier audio-visual rental and staging company for all of Ohio with offices in Cleveland, Columbus, and Akron.

More than \$1 million was spent in 2000 for new rental equipment and total revenues increased to more than \$3.3 million. Registration services were also added during the first part of the year.

The year 2001 saw the company solidify its commitment to the Columbus market with the purchase of the 25,000-square-foot building that it had occupied in the area since 1987. Later in October, Hughie's Audio-Visual Cleveland purchased the inventory and re-tained key personnel from Cleveland-based Electrastage Systems Inc., a lighting, rigging, and staging company with a satellite office in Pittsburgh.

In 2002, Hughie's merged with Cleveland-based Prism Entertainment Inc., one of the area's leading complete event design and show management companies. Also during the year, Hughie's purchased and moved into a much larger 90,000-square-foot building in downtown Cleveland that serves as the company's world headquarters.

As Hughie's business has grown, so has its reputation. The company has



A Hughie's team member runs a music event.

traveled worldwide, fulfilling a variety of audio-visual, computer, staging and lighting needs. Hughie's has become much more than just another audio-visual company. The advancement of the computer industry has changed the way we all do busi-

ness. With that in mind, Hughie's is continually advancing its computer and related technology. Using flat-screen monitors as well as plasma screens and the computers that drive them, Hughie's has increased its inventory ten-fold to meet

its clients' demands. Hughie's also has the equipment, technology, and knowledge for all of the Web-based needs of its customers. Plus, with the wide range of uses for Web connections, it has geared up to meet these demands as well.

Hughie's believes in a team approach toward projects and productions. Its people are its strength. Staff members bring with them wide ranges of experience and knowledge. Hughie's has always stated that equipment is nothing if you do not have the support/service staff to understand and operate it.

Service is what sets companies apart. Hughie's realizes this and is committed to offering the best service in the industry along with superior, state-of-the-art equipment. With all of its resources, years of knowledge in the industry, and cutting-edge technology, you can rely on Hughie's working closely with your organization to ensure many successful events.

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In Their Own Words

LONG-TIME CLIENTS DISCUSS HUGHIE'S UNPARALLELED SERVICE AND DEDICATION

"They're very dependable and they're also very flexible. We had one occasion where we needed a wireless microphone. We didn't realize we needed it, so we called Hughie's and they brought it out to the location and we had it in time for our event. Those are the types of situations that really mean the most when you're trying to put an event on and they're there for us regardless of the situation. They definitely exceed the customer's expectations."

— **Diane Talboo**
Manager-Constituency Relations
SBC-Ohio

"Hughie's helps us with our audio-visual needs for all of our private functions and special events at the Garden — whether it's a small wedding or a big benefit with hundreds of people. They've helped us with anything we need to do. They're wonderful. There are never any problems, and if something needs to be fixed, they're right out here fixing it, or adjusting it or helping us with it."

— **Candace Connor**
Marketing Coordinator
Cleveland Botanical Gardens

"They worked one on one with us. They assigned one person to our account and he has been with us from the beginning, all through the planning stages to the closing night of the event. It's hands on. They've been very timely and always been right there through the whole process."

— **Barbara Walker**
Chief of Staff
City of Warrensville Heights

"They treat us like we're their only customer, which is nice. They're very responsive and they're always willing to work with us on what our needs are and our budget, which is very important for a nonprofit. We think they have great people and they've helped us as far as consulting about the types of audio-visual and sound equipment we would need in our new building."

— **Lisa Foster**
Communications Coordinator
Cleveland Food Bank

"They are a pleasure to work with. They're professional, they're creative, they offer good advice and suggestions and help us see possibilities that we may not normally have seen. I never have to worry about those parts of my event when I have Hughie's on board to handle it."

— **Michael Bennett**
Executive Director
Jewish Community Federation

"We have 12,000 square feet of meeting space, so we do hundreds of events every year, and we use Hughie's for every single one of them. Their service is outstanding and their equipment is state-of-the-art. Any need we have, they're there, and we really consider them part of our team. We have been extremely pleased."

— **George Iannacone**
General Manager
Hilton Garden Inn Cleveland Downtown



The Big Day

HUGHIE'S STATE-OF-THE-ART EQUIPMENT AND TECHNICAL EXPERTISE BRING EVENTS TO LIFE.

From vice presidential debates to outdoor rock concerts, Hughie's has been the audio, video, and technical foundation for events large and small across the country. Here is a sampling of some of the major events Hughie's has helped bring to life. 🌐

PEARLE VISION 2003 & 2004 National Franchisee Meeting

VENUES: Boca Raton Resort and Club, Boca Raton, Fla.
Monterey Conference Center, Monterey, Calif.



The Fest 2004

VENUE: The Center for Pastoral Leadership, Wickliffe, Ohio



Youth Jam 2001-2004

VENUES: John S. Knight Center, Akron, Ohio
Cleveland Public Hall



Kent State University Commencement Ceremony 2001-2004

VENUE: Kent State University,
Memorial Athletic and Convocation Center,
Kent, Ohio



The Race at Case Vice Presidential Debate 2004

VENUE: Case Western Reserve University,
Cleveland



Kent State Flashfest 2001-2004

VENUE: Kent State University



MCPc 2003 National Sales Conference

VENUE: Renaissance Grand Ballroom,
Cleveland

