



BIG GAMES. BIG SCREENS. BIG FUN. SUPER BOWL 52. 2020 EXHIBITS SUPER BOWL CELEBRATION

When thinking about the biggest football championship of the year and planning for what would be 2020 Exhibits annual corporate client Super Bowl Party Extravaganza, the Global Events team knew it was time to go big or, as they say, go home. Starting with a blank event canvas, the team huddled and made plans for a colorful experience of the senses that guests would celebrate, and remember.

It seemed almost no coincidence that Pantone's 2018 Color of the Year is Ultra Violet (or, more specifically, Ultra Violet 10-3838). What better color to celebrate a year, a musical icon and his beloved city than the royally smart-looking color purple.

Combining the best of Purple Rain, the Frosty Twin Cities, Philadelphia, and Boston, 2020 Exhibits Global Events Team designed and delivered an unforgettable experience that was one for the playbooks. Adding that wintry feel of the host city, Minneapolis, a life-size ice sculpture of the Lombardi Trophy was front and center for all to see and enjoy.

Team 2020 Exhibits wove in local hometown flavors of the Eagles and the Patriots, with the menu and vibe satisfying even the most rabid of sports fans. Tasty treats included Lob-stah rolls made from fresh-off-the-boat (flown in the night before!) Boston lobster, rich and gooey Philly cheese steak sandwiches and, for that added stadium feel, the Wing Man food truck handing out wings galore, parked only steps away from the comfortable, cozy game-day seating.





Despite Super Bowl LI's host city's reputation as being one of the coldest cities in America, 2020 Exhibits wrapped guests in a warm embrace, greeting them with the sights, sounds, and flavors of a luxe Super Bowl extravaganza.





Scoring big with massive video walls and screens galore, the 2020 Exhibits game day experience highlighted the big game, commercials and half-time show from every angle. Whether guests tucked into the local Cheers pub or crossed over to the Liberty Bell Bar, this rich game day experience was celebrated from every angle.





Guests felt right at home, hunkering down in any number of seating and viewing areas, ranging from real stadium seating to cozy lounge areas. While the final score upset some, the real winner was Team 2020 Exhibits who got to enjoy an afternoon with their clients and friends, enjoying this immersive, sensory-rich experience was a winning experience that will live on past the game's final score.

