



*Martin Designs
& Production LLC*

***Professional CAD and
Rendering Services for
Meeting and Event Planners***

A White Paper

Authored by Doyle Martin

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Executive Summary

As a meeting and event planner/producer, it's essential you create extraordinary events that leave lasting impressions on clients and attendees alike. In today's competitive landscape, crafting impactful proposals and presentations is key to winning new business. Satisfying existing clients requires delivering on their creative vision, down to the smallest detail on the event site. That's where I come in – I provide floorplans and renderings produced using state-of-the-art Computer-Aided Design (CAD) technology. By leveraging CAD tools and producing visually stunning renderings, we can bring your clients' creative visions to life from proposal visuals all the way through to set-up expectations on the day of the event.

When it comes to event and meeting planning, vendors are often relied upon to provide essential site plans and floor plans. However, my services provide a more professional and comprehensive approach that you can take advantage of early on in your project. You'll reap numerous benefits by opting for professional renderings, walkthroughs, site plans, and floor plans at the outset of a project instead of waiting for a vendor once you've been selected. This paper outlines those benefits and explains how my experience and expertise can be made available to you at an affordable price.

Who I Am

I, Doyle Martin, have been immersed in the events and meetings industry since 1984. I began my career in Dallas, TX, where I gained valuable experience designing and executing fashion shows, non-profit gala events, corporate meetings, and exclusive private parties for the elite of Dallas/Ft Worth. I ventured into music touring and more significant corporate events as my skills grew. For many years, I specialized in designing and managing auto manufacturer related dealer meetings, events, and exhibit floors for the nation's premier auto shows. Eventually, I rose to the position of COO within the company for a fruitful 5-year period, during which we expanded our client base and were ultimately acquired by an international entertainment conglomerate.

Due to the unfortunate shutdowns caused by the pandemic that has profoundly impacted our industry, I have taken this opportunity to start my own business. I aim to utilize my extensive knowledge and expertise to assist planners and producers. Unlike many in the industry, I'm not aiming for market dominance or establishing a franchise empire. My primary goal is to forge new friendships while aiding individuals in executing exceptional events and meetings – perhaps even bolstering their businesses.

Acquiring New Clients

As a 35+ year veteran in the events industry, I understand how important it is to deliver a professional presentation that catches the eye of potential clients. That's where my CAD and Rendering services come in handy! With top-notch 3D rendering and CAD designs (floor plans and site plans), you can effectively showcase your ideas to clients in a more captivating way. Accurate plans, renderings and 3D visualizations offer a sneak peek of the whole event setup, giving clients an accurate idea of what to expect from your work. This level of transparency helps gain clients' trust and enhances communication during the entire pre-planning process. Moreover, with the speedy delivery of these services, you can save time and money while achieving a more refined look that sets you apart from competitors. Trust me; quick CAD & Rendering services are bound to help grow your business by bringing in new clients who value professionalism and originality — Cheers to expanding your horizons!

Proof of Concept

Will it all fit? The concept is solid, but can you seat 300 people in the available space? In the early stages of client discussions, it's essential to have a detailed floor plan that shows precisely how every aspect of your event, including seating, F&B, and activations, will fit into the finite space of your selected venue. That's where I come in - as a CAD professional, I specialize in providing you with proof-of-concept layouts that help ensure everything fits perfectly within your allocated space. From seating arrangements to bar setups and banquet tables to stages - rest assured that I'll ensure every item aligns seamlessly for an unforgettable event experience. Allow me to make your life easier by providing you with top-notch CAD services that will help both you and your client visualize the space while catering specifically to your clients' unique demands.

Quality of Service

I absolutely love being an events professional who after a long career now specializes in creating 3D CAD models, floorplans, and site plans for meetings and events. It's such a joy to work with planners and their clients to help them achieve their vision for amazing events and meetings. Unlike typical AV vendors and venue banquet services, I'm dedicated to providing you comprehensive planning that considers every aspect of the event from AV and lighting to décor, attendee seating, and F&B. My extensive experience as a designer and CAD operator means that I can bring your ideas to life with stunning custom designs tailored specifically to each individual event and meeting. Let's work together to create the perfect plans, ones that ensure we don't just meet, but exceed client and attendee expectations.

Enhanced Customization

As a designer and CAD operator, I'm thrilled to offer my expertise to you and your clients. I'm devoted to helping bring your vision to life and creating an unforgettable experience. From the very beginning, I seek to understand your preferences and needs so that I can provide unique customization options for your renderings, site plans, and floor plans.

Using state-of-the-art 3D rendering software and my years of experience in event and meeting design, I'm confident in my ability to help you create a memorable setup for your clients. Unlike other vendors who prioritize equipment and services over personalized consultations and bespoke designs, my top priority is always your satisfaction.

Together, we will work closely to incorporate every aspect of your event into the plan, including decor, seating arrangements, entertainment choices, and more, for a seamless experience that is both beautiful and functional. Let's work together to make your next event a truly unforgettable one!

Improved Time Management

As someone who plans events and meetings, you're aware of the importance of staying on schedule in order to prepare for your events in a timely manner. However, creating or modifying site and floor plans can be a time-consuming task that can cause delays, especially if you're relying on busy vendors for these services.

I understand that time is of the essence, which is why I will work diligently under tight deadlines to ensure that you receive top-notch service without any disruption to your project timeline. So, sit back, relax, and let me handle all your site and floor plan needs - we've got this!

Cost-Effective

I'm thrilled to offer my expertise in CAD design and consultation services to help you achieve your vision! By working with me, you can save time, money, and headaches. My goal is to make the entire process as smooth and efficient as possible while providing top-notch services that will exceed your expectations. You won't have to worry about extra fees from vendors because I offer affordable pricing options that are often much lower than other methods. Don't hesitate to reach out if you need assistance with renderings, floorplans, or design – I'm here to help!

Conclusion

Planning successful events can be quite a challenge, but with my help, you can rest assured that everything will run more smoothly. I offer CAD and rendering services that are not only top-notch but also personalized to fit your exact needs. No more relying on vendors who might let you down when you need them the most!

By choosing my services, you can enjoy faster turnaround times and high-quality work that will help you manage your time more efficiently. And that's not all - my services can also help you attract new clients and grow your business. I'm always here to offer design consultations and creative support to help you showcase your events in the best light possible.

In short, my CAD and rendering services are the perfect solution for event and meeting planners. With quality service at a reasonable cost, customizable designs, and faster turnaround times, there's no better way to ensure your events are truly exceptional.

Contact Martin Designs & Production, LLC.



*Martin Designs
& Production LLC*

Call & Text: 810-836-4041

Email: Doyle@MartinDesigns.net

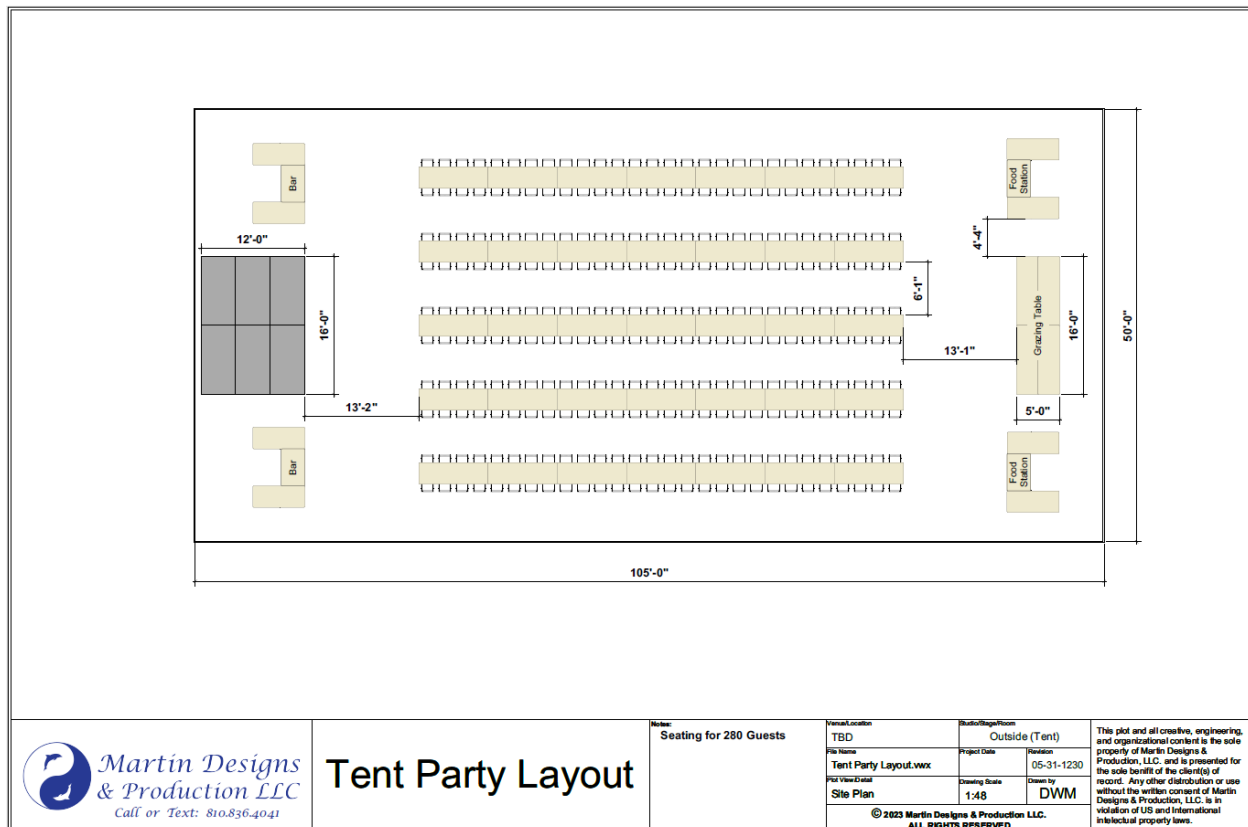
Web: MartinDesigns.net

Appendix

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 - **Full AV Plan**
 - **Lighting and Rigging Plan**
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Proof of Concept

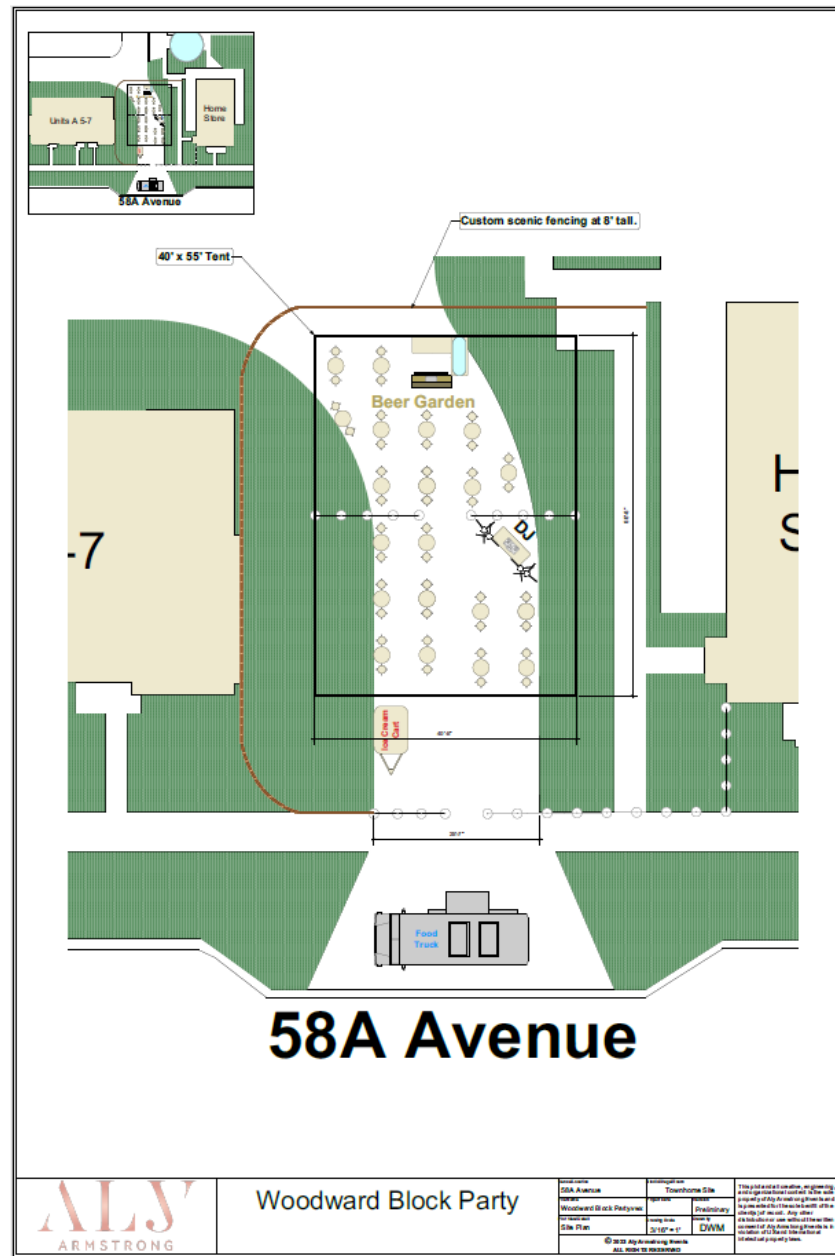
I am humbled to have had the opportunity to create this proof of concept drawing of a wedding reception for a client event planner. It was important to the client that all elements fit within the allocated budget and tent space, and I was able to provide this drawing for a cost-effective price of under \$150. Knowing that I could bring her peace of mind by delivering a detailed layout drawing that can be shared with various stakeholders such as the band, AV provider, catering team, and most importantly, her client, is truly fulfilling.



To retrieve a full size PDF of this plan please [click here.](#)

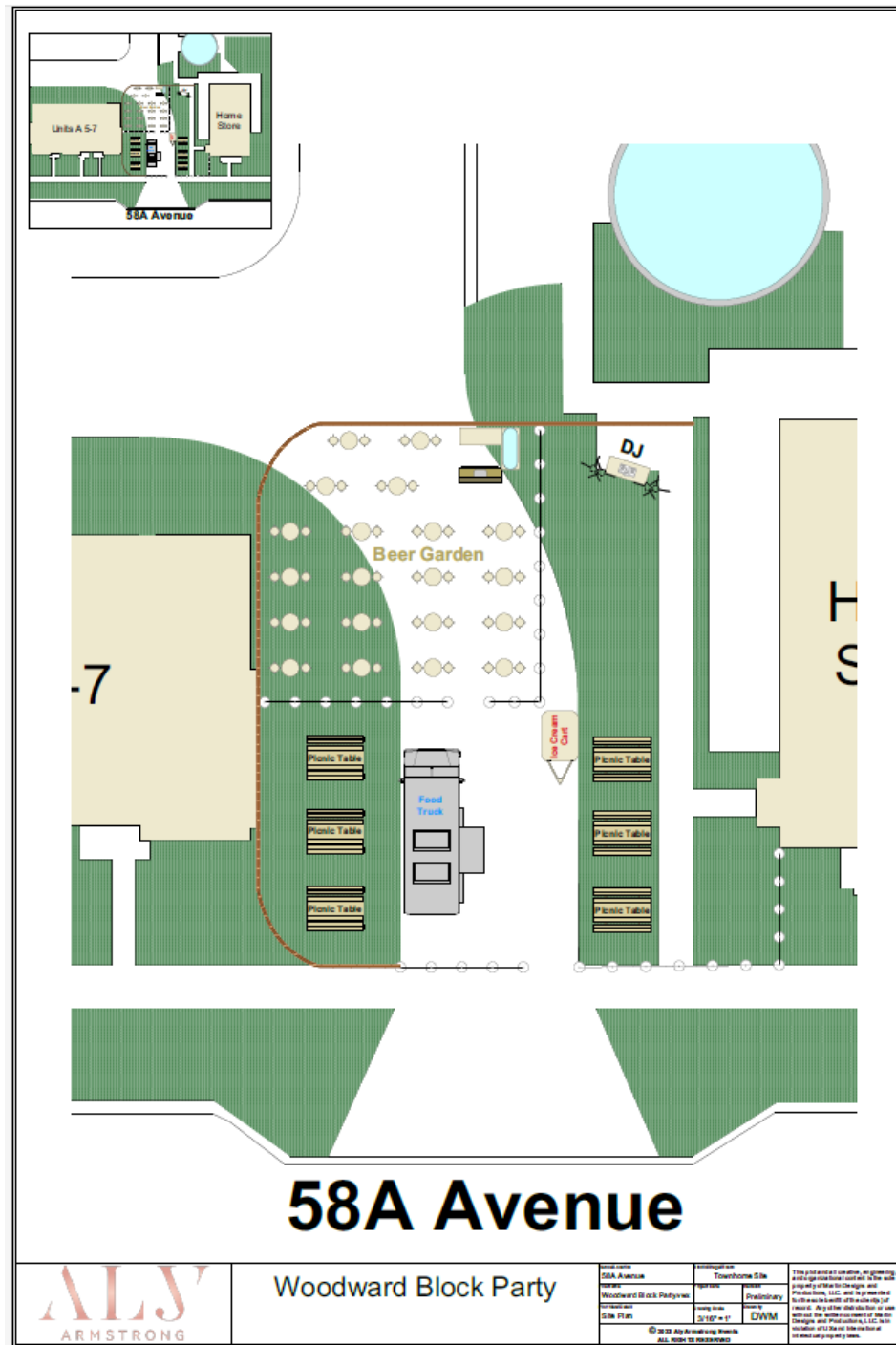
Site Plan Example

I am pleased to present to you three illustrations showcasing the evolution of a site plan for an open house event at a newly built condominium development. This project underwent eight revisions over a period of one and a half months, demonstrating our commitment to ensuring perfection. What's truly remarkable is that we were able to accomplish this entire endeavor at a cost that was well below \$450, all in service of our esteemed client.



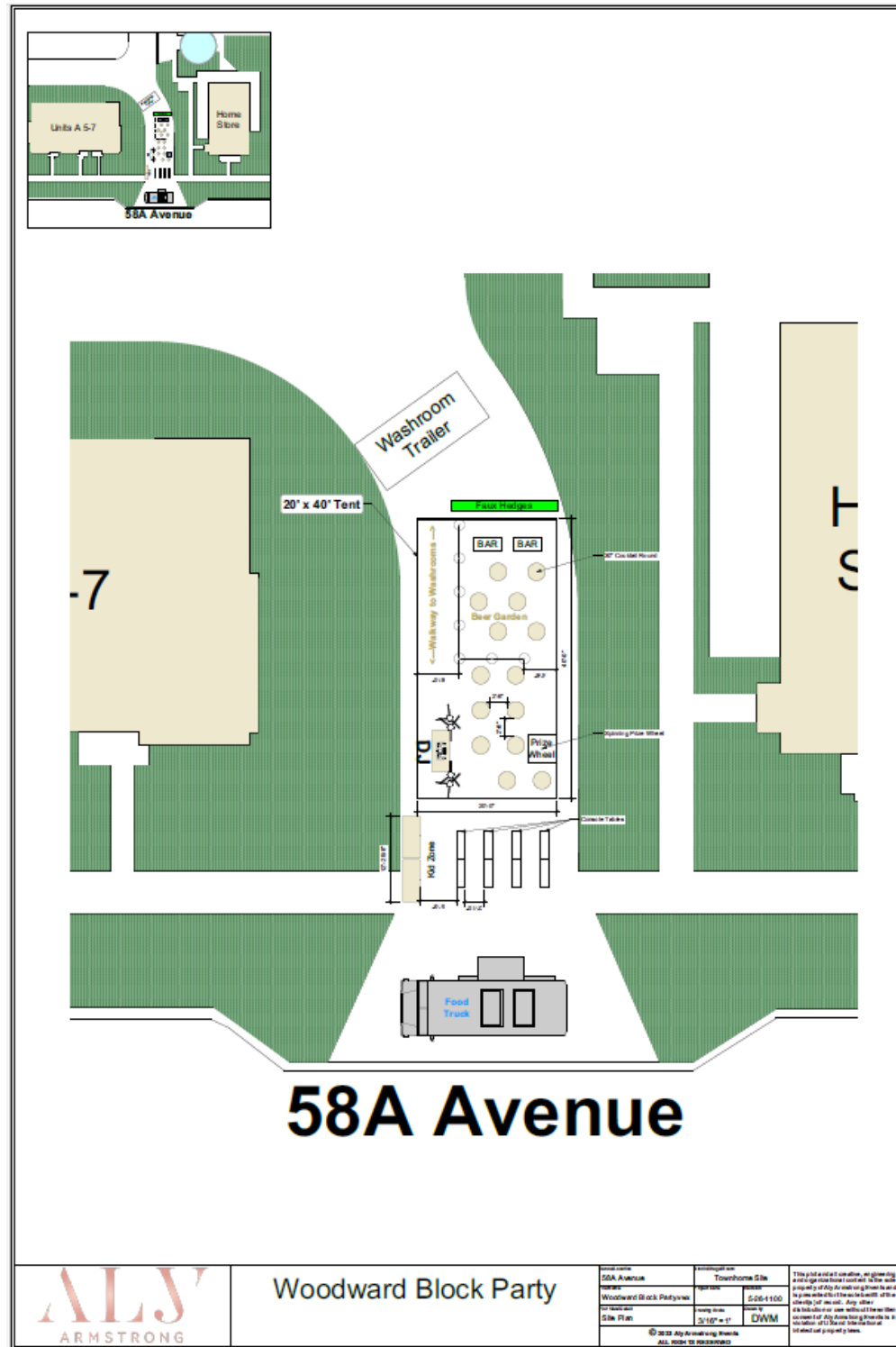
To retrieve a full size PDF of these plans please [click here](#).

Site Plan Example Revision #2



To retrieve a full size PDF of these plans please [click here](#).

Site Plan Example revision #3



To retrieve a full size PDF of these plans please [click here](#).

Example Study Show Summery

The following is an example show that does not reflect any actual show or client. It is drawn to the specifications of the Lone Star Ballroom in the Sheraton Dallas Hotel. The floorplans and renderings included in this package have been meticulously designed using VectorWorks with RenderWorks and Spotlight.

In a genuine working show, there would be additional drawings for various departments and overall layouts. When collaborating on a meeting or event, we would provide you with a detailed technical specification that outlines all the necessary materials.

To ensure seamless collaboration with vendors, we would share files in their native working CAD format. This allows their engineers and technicians to work directly with the actual source file, which I would update based on their input as needed.

For those interested in my workflow, I have thoughtfully included screenshots of the Design and Sheet Layers used in this study show. Please bear in mind that a working show typically involves more Sheet Layers and potentially more Design Layers than what is depicted here.

Visibility	Design Layer	i ^	Sheet Number	Sheet Title	i ^
x	Rendering	1	RNDR-1	Renders	1
x	Cable Paths	2	✓ Sht-1	Seating Layout	2
⊙	Power & Distros	3	Sht-2	Fire Marshal Plan	3
⊙	Green Room	4	Sht-3	Full AV Plan	4
⊙	Back Stage & Production	5	Sht-4	Lighting and Rigging Plan	5
⊙	Lighting	6	Sht-5	Rigging Plan	6
⊙	Rigging	7			
⊙	Audio	8			
⊙	Video	9			
⊙	✓ Scenic	10			
⊙	Banquet Set Up	11			
⊙	Seating	12			
⊙	Staging	13			
x	3D Ballroom Ceiling	14			
x	3D Ballroom Steel	15			
⊙	3D Ballroom Walls	16			
x	3D Ballroom Floor	17			
x	Sheraton Dallas Lone Star Ballr...	18			

Study Show Renderings

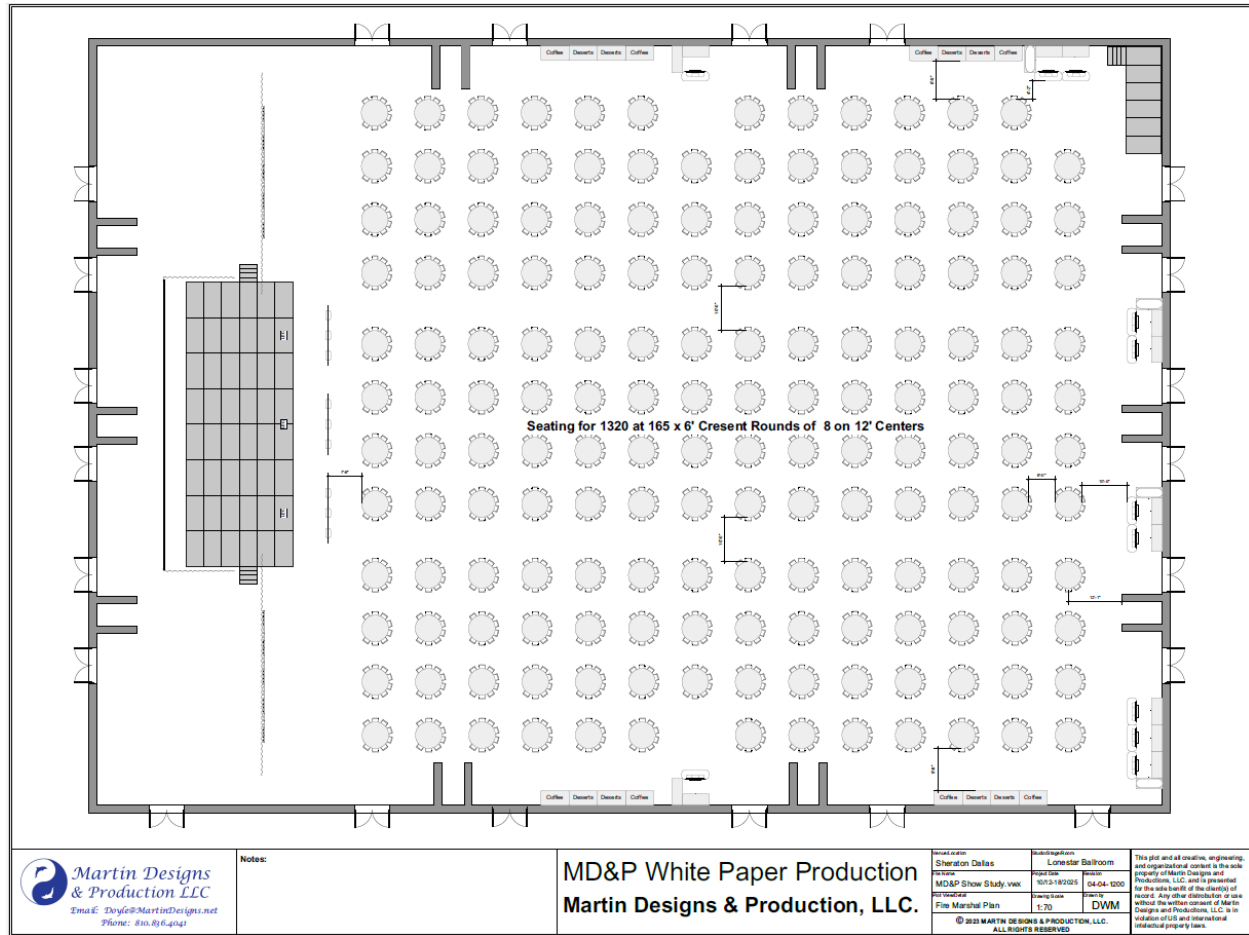


Full Stage and Set Rendering



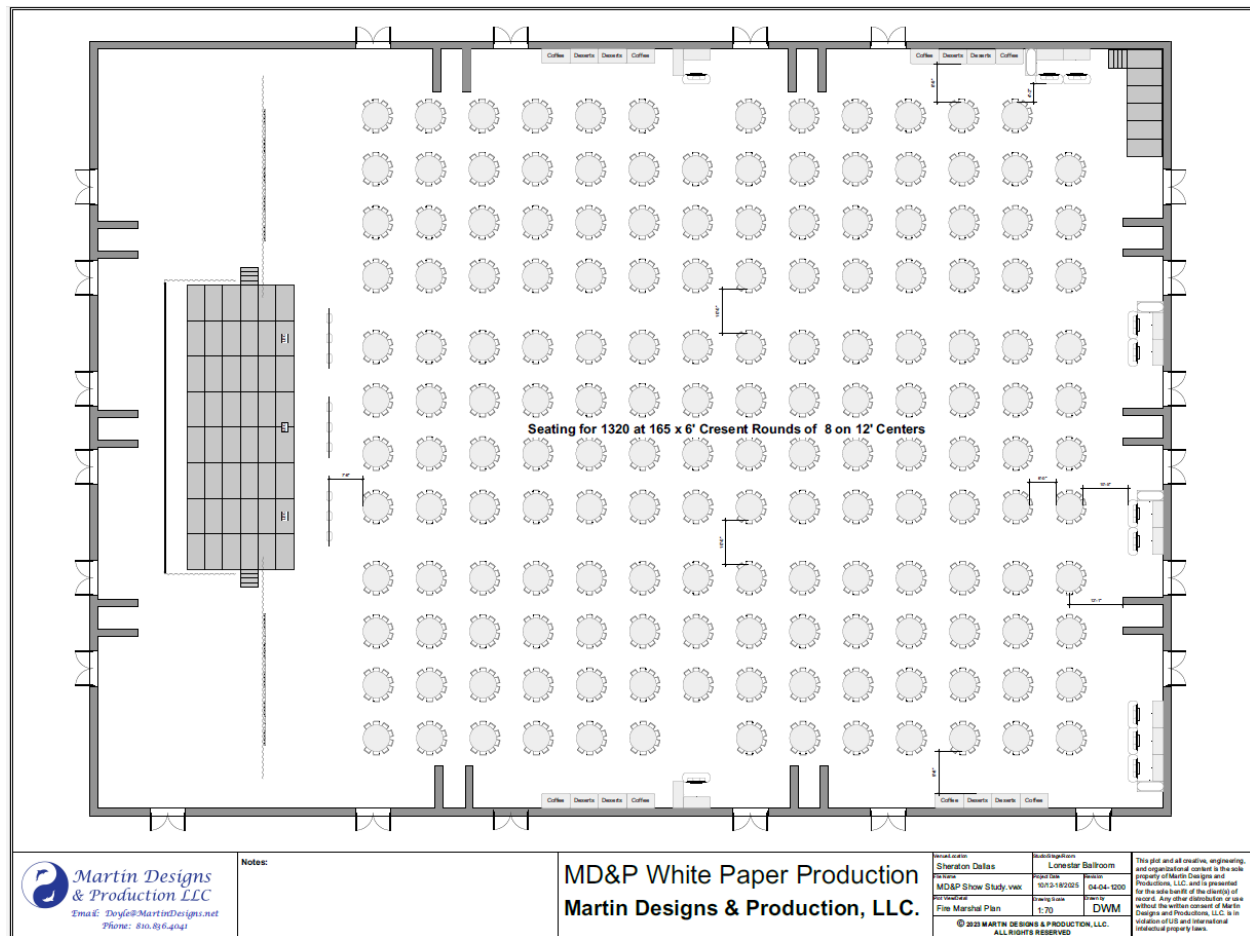
Stage View with Presenters

Study Show Seating Plan



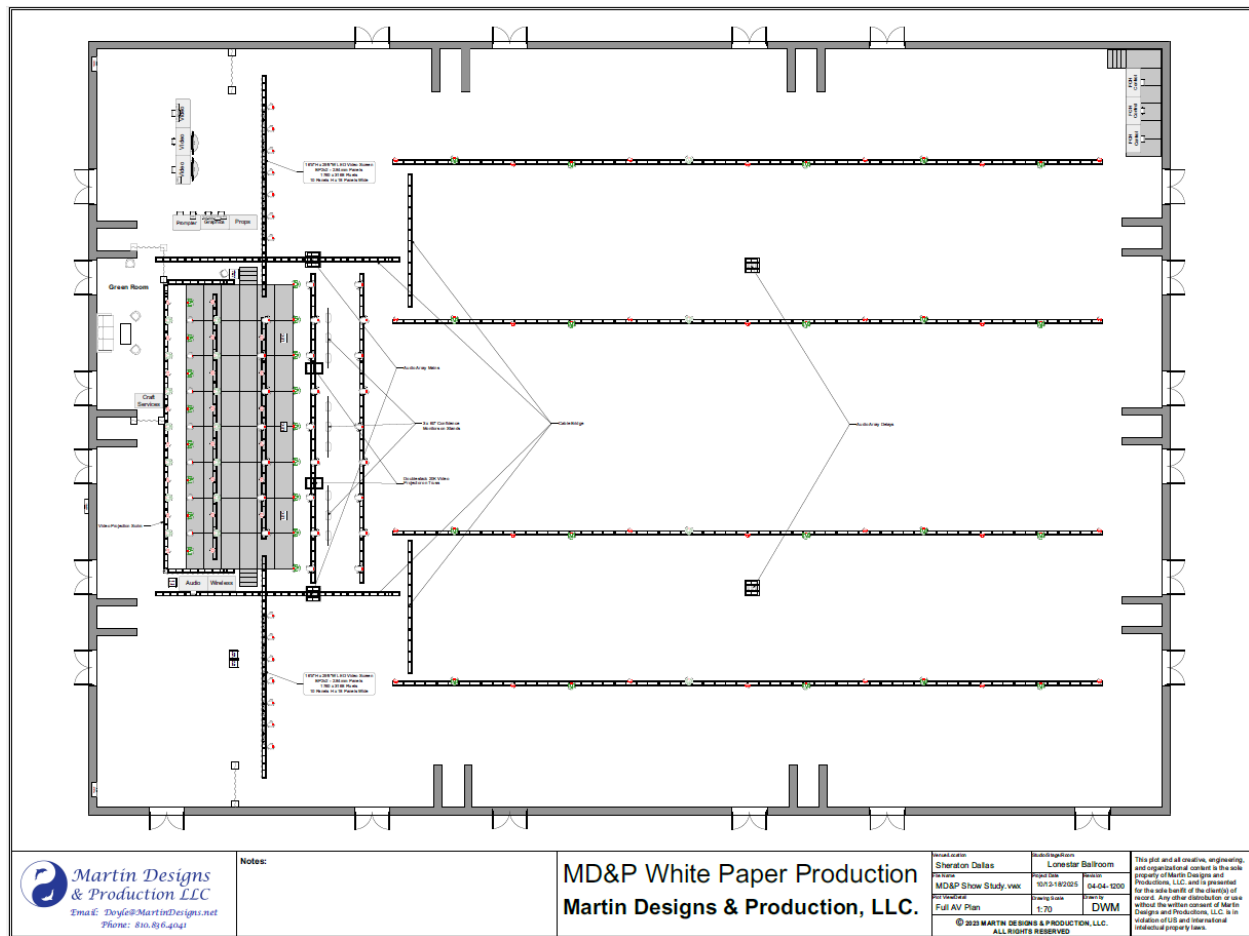
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Study Show Fire Marshal Plan



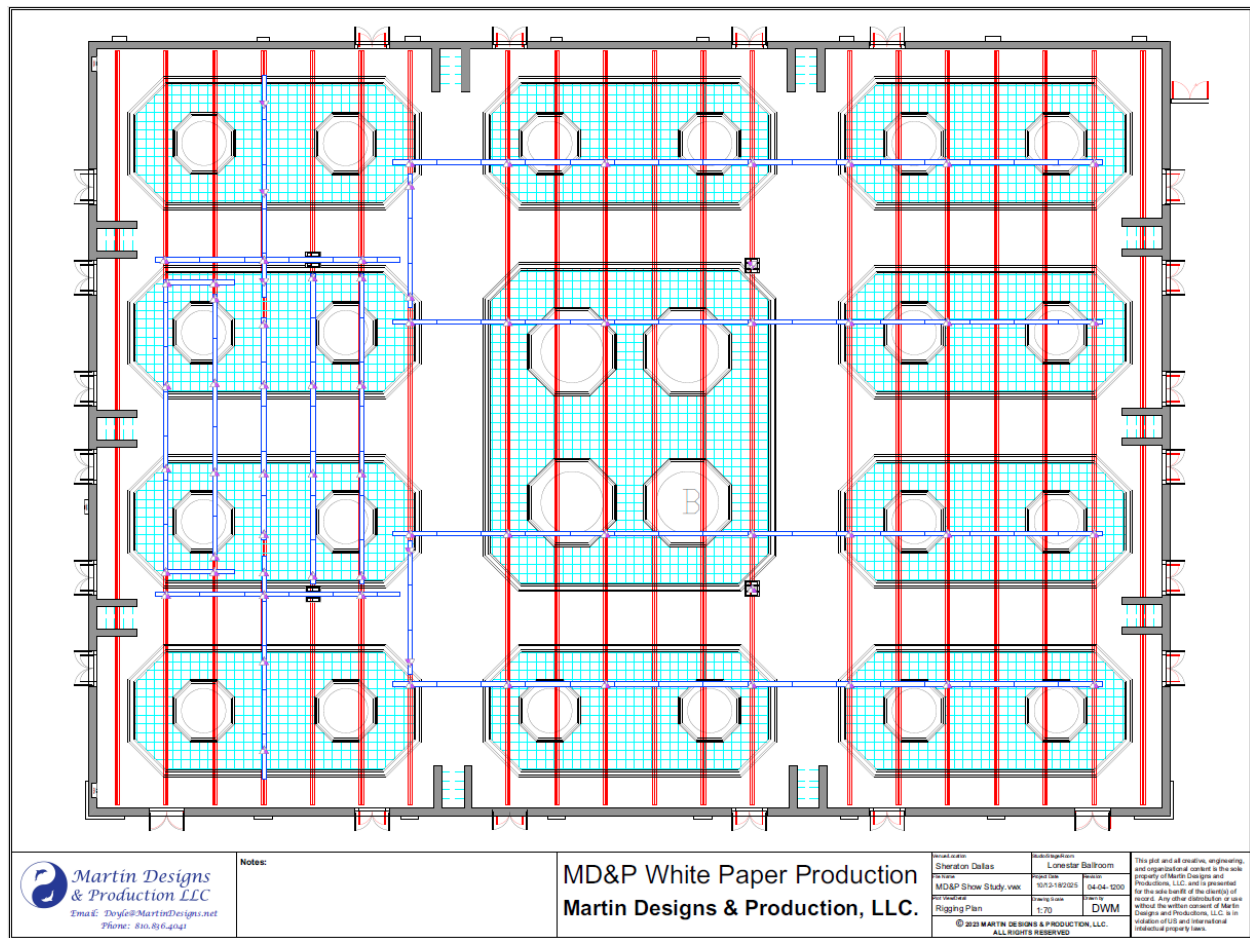
To retrieve a full size PDF of these plans please [click here.](#)

Study Show Full AV Plan



To retrieve a full size PDF of these plans please [click here.](#)

Study Show Rigging Plan (for submission)



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