

## NEWS RELEASE

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### Ultimate Ventures Wins 2 ILEA Esprit Awards

#### *Top Dallas Events Company Earns International Awards for Best Corporate Event & Design*

Addison, Texas – Dallas-Fort Worth corporate event and destination management company, Ultimate Ventures®, is honored to have won two 2020 ILEA Esprit Awards. Award wins include: Best Event Design/Decor \$25,000-\$75,000 and Best Corporate Event \$75,000-\$150,000.

The Esprit Awards, produced by the International Live Events Association (ILEA), is an internationally recognized awards competition designed to recognize creativity and innovation in live events. The awards were announced during ILEA's Awards Celebration that took place virtually on Friday, August 21, 2020.

Ultimate Ventures' President, Laurie Sprouse, beamed, "To receive these awards during this otherworldly time for our company and industry is like a ray of sunshine." She continued, "It's a reminder of the beauty of special events and what's possible when a team comes together to create a magical experience for others. This good news was so very welcome after all we have been through over these past five months. I'm exceptionally proud of our team!"

Both award-winning events were part of a pharmaceutical sales conference that spanned multiple days at the Hilton Anatole Hotel in Dallas. The first award-winning event, "**When Modern Meets Classic, An Awards Dinner**", in the category of **Best Event Design/Decor \$25,000-\$75,000**, was a stunning awards celebration for over 400 people. This event was made even more impressive by the fact that we only had 50 minutes to turn the ballroom from a theater-style general session to an elegant awards dinner. The second award-winning event, "**Color Block Party**", in the category of **Best Corporate Event \$75,000-\$150,000**, was a networking event outside on the event lawn of the hotel. Ultimate Ventures created nine monochromatically designed zones to create an environment that cleverly "separated" nine regional groups, while ultimately bringing them together. From the lounge furniture, to the spandex linens, to the centerpieces and even the food truck facades, everything reflected a single color.

#### ***About Ultimate Ventures, DMC Dallas***

As the most awarded corporate event and destination management company in the state of Texas, Ultimate Ventures prides itself on providing exceptional experiences for clients holding meetings, conferences, and events in the Dallas-Fort Worth area. Recognized as the **Best Meeting/Event Planning Company in Texas** by *Texas Meetings & Events* magazine, our seasoned team is uniquely qualified to assist clients with a full range of services including special events, team-building, group excursions, dine-arounds, and transportation logistics. To learn more about Ultimate Ventures, visit our website at [www.uvdmc.com](http://www.uvdmc.com).

#### ***About ILEA***

The International Live Events Association (ILEA) is the association for event industry professionals that is focused on promoting creativity, inspiration, teamwork, education, and relationships within its membership. [www.ileahub.com](http://www.ileahub.com)

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