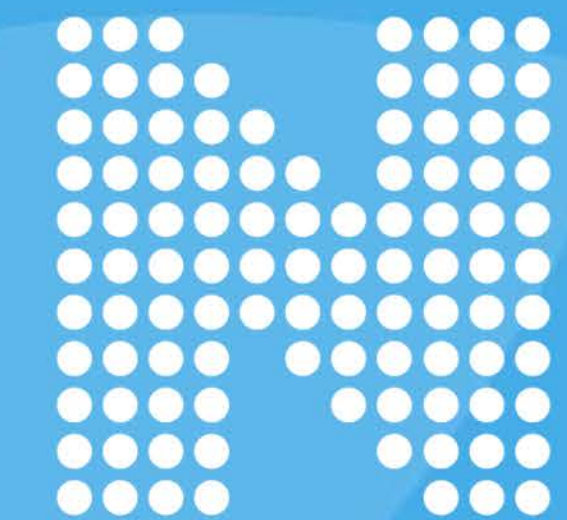




From Edison to LED

Best Innovative Events
\$500,001 and Up

After working with their client to devise a conference theme that spoke to the city, Destination Nashville was tasked to create a one of a kind evening that would help drive the message and leave guests speechless. Working to pair the POWER YOUR PERFORMANCE theme with the whimsical design aesthetic, "Junk Gypsy," Destination Nashville brought to life "From Edison to LED." Pairing a timeline of music and décor designs based on "every man's trash is our treasure," the progressive evening began with dinner at the hotel and culminated with a Kelly Clarkson concert at the Wildhorse Saloon, a nationally acclaimed music venue.



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