CASE STUDY: ENTERTAINMENT

ABOUT THE CLIENT

Client
Ace Hardware

Event
Ace After Hours

Audience
4000+ retailers, employers, and vendors

Venue
Las Vegas Convention Center

ABOUT THE PROGRAM

VISION

While the focus of this event was on education and networking. Ace Hardware still wanted to delight its attendees with world-class entertainment. Since it is logistically impossible to have 4000+ people attend a show on the Strip, they needed the show to come to them.

Ace wanted to create a "spotlight moment" to focus everyone's attention on the stage for a period of time, breaking through the many distractions of a massive convention hall.

CUSTOMIZED SOLUTION

Jeff adapted his award-winning, clean "Comedy in Action" show to include visuals and even more audience participation.

Jeff showcased Ace products, including a ladder and leaf blower, in his juggling routine. He really made an impression when he balanced a Weber grill on his chin!

WATCH JEFF IN ACTION

RESULT

"Jeff performed at our Leadership Conference in early 2022 and he was such a huge hit that we brought him back a few months later for our Convention. He is a true professional to work with - no ask is too big or small, he has a natural ability to connect with people and make them laugh. He customized his stunts by including Ace products in creative and jaw-dropping ways and kept everyone entertained from start to finish. I would highly recommend Jeff!"

—***Caroline Wilson***
Corporate Communications and Events at Ace Hardware Corporation

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