



Wizard *of* Ahs
The **WOW** People

Media Kit

ABOUT US

Creative Vision. Detailed Planning. Flawless Execution.

Creativity. Knowledge. International Experience. Trust. And most importantly—Comfort. Wizard of Ahs is an event planning and production company that has been creating spectacular events for over 35 years. Wizard of Ahs is based out of three convenient locations in New York, Cleveland, and Ft. Lauderdale. The event producers at Wizard of Ahs have experience creating and planning events all over the world. From grand openings and corporate meetings to ceremonies and spectacles, Wizard of Ahs has done it all.



Dazzle the District: Lighting the Legacy

LARGE EVENT OR SMALL WE DO IT ALL!

THE WIZARD

Mark Cheplowitz is Founder and President of New York City-based Wizard of Ahs. The firm was originally established in Cleveland, OH in the early 1980's as a booking agency when Cheplowitz recognized a need in the entertainment industry for a consumer-oriented business. He turned his idea into an international multi-million dollar event planning, logistics, management, production, and entertainment booking company, all the while maintaining a personal touch.

Internationally recognized for his creative and unique presentations, Cheplowitz accepted invitations to work as Creative Consultant for the

Super Bowl, Orange Bowl, Gator Bowl, Pro Football Hall of Fame Game, and Monday Night Football Pre-game, Halftime, and Post-game shows. He has also been local Logistics Coordinator for White House Presidential and Vice Presidential visits, and an S1 (Site Lead) for presidential campaigns. Cheplowitz was one of seven judges selected to review New York and Chicago EMMY submissions for "Event Coverage" and "Entertainment Specials" categories. In addition, Cheplowitz's work has received numerous EMMY awards and nominations. In addition, Cheplowitz was awarded the prestigious Governor's Award (a next-level EMMY,) presented by the National Association of Television Arts and Sciences in recognition of his work coordinating international and national media during the grand opening of the Rock and Roll Hall of Fame and Museum. Other awards include twice receiving the prestigious "Weatherhead 100" award, recognizing his company as one of the fastest growing companies; nominated as Producer of the Year by Events Solutions Magazine; and the Welcome Home LeBron James Stadium Show & Dazzle the District: The Lighting of the World's Largest Outdoor Chandelier was nominated for the regional CCA Awards in the same category, and ultimately winning for Dazzle The District.

Cheplowitz is also a published author and internationally recognized speaker. His articles appeared on Entrepreneur.com, and CareerBuilder.com websites as a feature in their "Employer Advice" column, and has written numerous articles for trade publications, such as Exhibitor Magazine. He was also a regular contributing writer for PR Week, and quoted in Inc. Magazine's article "How to Plan a Product Launch Event." He has given numerous television, radio, newspaper, and industry publication interviews over the years on the science behind making events and shows successful, but his passion is speaking to high school and college students about the industry, most notably at the prestigious S.I. Newhouse School of Public Communication at Syracuse University.



Mark Cheplowitz, Founder - Wizard of Ahs

Wizard of Ahs

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THE WIZARD CONTINUED

For over 35 years, Cheplowitz has produced, given technical and creative support to hundreds of events in cities around the world. Highlights include being named Grand Opening Producer for the Rock and Roll Hall of Fame and Museum, National Inventor's Hall of Fame, Spirit of Ford, Cleveland Browns Stadium, Great Lakes Science Center; State (Olympics) Games Opening Ceremonies Producer for Ohio, Connecticut, Mississippi, Virginia, North Carolina, Montana, and Missouri; Producer of the ITU World Triathlon featuring participants from 86 countries, Junior Olympics and Continental Cup International Soccer Tournament Opening Ceremonies, International Children's Games Opening and Closing Ceremonies featuring athletes from 58 countries, Junior World Championships, and the Triathlon Amateur Championships in Mission Viejo, California; Entertainment Coordinator and Producer for the NBA All-Star Game and championship festivities and MLB All-Star and World Series events. Cheplowitz has also produced numerous musical stadium concerts, featuring entertainers such as Aerosmith, Ringo Starr, and Aretha Franklin, as well as keynote shows as diverse as Richard Simmons and the late Christopher Reeve.

Internationally, Cheplowitz produced the first Cuban-American Aviation Summit in Havana, Cuba; was Creative Consultant at the IAA Motorcar Show in Frankfurt, Germany, the Grand Opening of Opel's World Headquarters in Russelsheim, Germany; Producer of numerous corporate events in Milan, Italy and Frankfurt, Germany; and Sea Trek, a tall-ship festival and pilgrimage in Copenhagen, Denmark, Gothenburg, Sweden, Oslo, Norway, Glasgow, Scotland, and Liverpool and Kingston Upon Hull, England; worked on The St. Maarten Regatta and the International Jazz Festival in St. Lucia; producer of the Maserati "One of 100" event; Islamic Development Bank meetings; events for the country of Abu Dhabi; and directed live video coverage for corporate PR Events in Sydney, Australia, Taipei, Taiwan, and Tokyo, Japan.

Domestically, Producer of the American Red Cross and United Way National Conventions; Producer for new product roll-outs, annual meetings, and national sales conventions for (this is a sample): Progressive Insurance, Rockwell International, Henkel, Time Warner, Cover Girl, Coppertone, Kohl's, Vitamix, and Glad (plastic bags.)

Interesting highlights include producing the Christening of Goodyear's Wingfoot One and Wingfoot Two airships; Cosmopolitan Magazine's Record-Breaking Bikini Bash World Record attempt on South Beach in Miami and viral video stunt in Las Vegas (4M hits in 10 days: #1 on Advertising Age's Viral Video Chart); National Football League's Executive Office Summer Picnic in Giant's Stadium, various events for LeBron James and his Foundation, Coppertone's Summer Launch with Pat Benatar, Cover Girl launch with Queen Latifa, the first-ever national touring outdoor golf festival for Cox Communications, and the 25th Anniversary of Ronald McDonald House, which won "Top 10 Events" by a regional publication.



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THE WIZARD CONTINUED

Cheplowitz was also a paid consultant to First Flight Centennial Foundation, designing numerous events commemorating the first powered airplane flight by the Wright Brothers. Cheplowitz also produced the Pro Football Hall of Fame Enshrinement Ceremony and Hall of Fame Game Halftime Show (NBC Sunday Night Football, formerly ABC Monday Night Football.) Finally, Cheplowitz produced an emotional and moving ceremony in New York City for government and business leaders of Akron, Ohio when they presented keys to a donated aerial ladder fire truck, two ambulances, and three police cars to the City of New York in the wake of the September 11 tragedy.

As an accomplished helicopter, airplane, and seaplane pilot, and former member of AirLifeLine/AngelFlight, he donated his time and aircraft costs to fly patients in need of medical treatment to various treatment centers throughout the United States.

An Ohio native and on a civic level, he is the former Chairman of the Portage County, Ohio Bicentennial, Honorary Chairman of Blossom Time in Chagrin Falls, Ohio, Co-Chairman of the Aurora, Ohio Bicentennial, and member of Cleveland's Millennium Steering Committee. As an elected official, Cheplowitz was a Ward Councilman for the City of Aurora, and former Trustee and Past President of the Portage County Regional Airport Authority Board of Trustees.

Wizard of Ahs maintains sales, marketing, and/or technical services in New York City, Cleveland, OH, Salt Lake City, UT, and Ft. Lauderdale, FL. The main phone number is 212.986.5406 in New York, 216.561.5700 in Cleveland, and 754.999.0094 in Ft. Lauderdale.



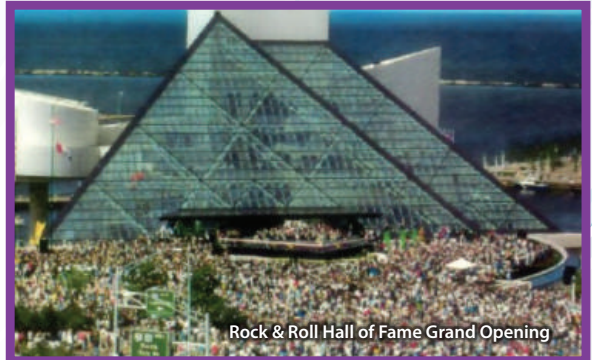
Goodyear Blimp Christenings

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HIGHLIGHTS

- Creative Consultant for the Super Bowl, Orange Bowl, Gator Bowl, Pro Football Hall of Fame Game, and Monday Night Football Pre-game, Halftime, and Post-game shows.
- Local Logistics Coordinator for White House Presidential and Vice Presidential visits.
- Grand Opening Producer for the Rock and Roll Hall of Fame and Museum and National Inventor's Hall of Fame.
- Planning & production of numerous events for LeBron James and his foundation.
- Opening & Closing Ceremonies for the International Children's Games.
- Producer for Playhouse Square's "Dazzle the District: Lighting the Legacy" event: the unveiling and lighting of the world's largest outdoor chandelier.
- Producer of Cosmopolitan Magazine's Bikini Bash in Miami Beach, Florida and Las Vegas, Nevada.
- Producer for Maserati's "One of 100" celebration in New York City.



INTERNATIONAL

Wizard of Ahs has produced and/or given technical and creative support to hundreds of events in countries around the world, including:

- Creative Consultant for the following: IAA Motorcar Show in Frankfurt, Germany, the Grand Opening of Opel's World Headquarters in Russelsheim, Germany; Sea Trek, a tall-ship festival and pilgrimage in Denmark, Sweden, Norway, Scotland, and England.
- Produced branding initiatives for Heineken throughout the Caribbean including the St. Maarten Regatta and the St. Lucia International Jazz Festival.
- Produced multiple events in Milan, Italy including a private viewing of The Last Supper painting at The Santa Maria delle Grazie Church.
- Directed PR events, corporate meetings and press conferences in Sydney, Australia, Taipei, Taiwan, Tokyo, Japan, Milan, Italy and Frankfurt, Germany.



Opel's World HQ Grand Opening



Sea Trek

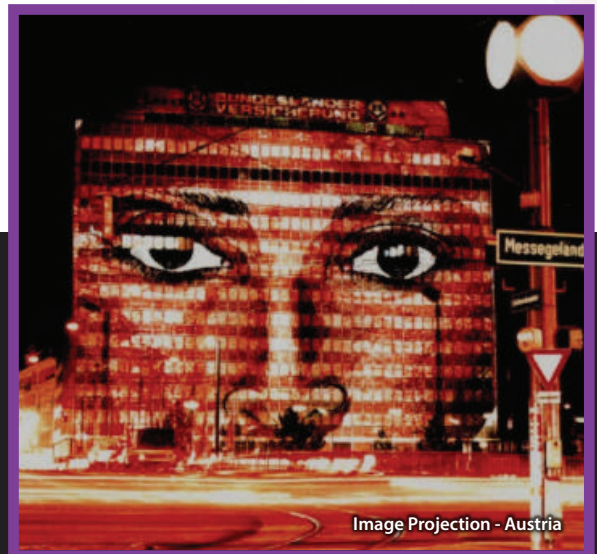


Image Projection - Austria

OUR SERVICES



- Award shows
- Brand launches
- CAD site plans
- Ceremonies
- Choreographed indoor and outdoor firework shows
- Commencements
- Concerts
- Corporate meetings
- Creative consulting
- Custom laser shows
- Custom soundtracks
- Dance choreography
- Destination Management Services (DMC)
- Event logistics
- Event management
- Event planning
- Festivals
- Flash Mobs
- Galas
- Grand openings
- Ground breakings
- High fidelity sound reinforcement
- Holiday lighting ceremonies
- National acts
- Olympic style opening ceremonies
- Operations
- Pageants
- Political events
- Private events
- Product roll-outs
- Reveals
- Robotic lighting
- Special effects
- Spectacles
- Stage and Roof Systems
- Stunts
- Television Production
- Theatrical presentations
- Theme décor
- Theme development
- Video Production Multimedia

TESTIMONIALS



"Wizard of Ahs has been gradually taking us to a higher level every year. They create the entire environment; including (designing) the huge concert stage and coordinating with our television partners."

- Joe Horrigan, Vice President of Communications,
Pro Football Hall of Fame



"After so many years, what can I say?! You've been an integral part of growing this event from 1000 people in front of the Unity Tree to a signature holiday event that has become a tradition for families in our region and helps to bring nearly 500,000 people into the city. It is a testament to the enduring success of the timeless Luminations Show and I truly appreciate your creativity in helping us to keep it fresh and exciting year after year."

- Marie Stover Senior Event Manager,
CBS Radio Pittsburgh

TESTIMONIALS



"I want to personally thank you for all your hard work and dedication to making the dream of the Rock and Roll Hall of Fame and Museum come true. It goes without saying that I was extremely impressed with every part of the Grand Opening celebrations."

-George Vionovich
Governor of Ohio

"Many thanks to you for the spectacular performances that marked the opening and dedication of the National Inventor's Hall of Fame. We are still receiving rave reviews on each of the events. Anyone who was present will never forget it. That's what you promised. That's what you achieved."

-David Lieberth, Founding President,
National Inventor's Hall of Fame



"Absolutely amazing job! You guys are awesome! Thanks so much!"

-Donna Kalajian Lagani, Senior Vice President,
Publishing Director Cosmopolitan Magazine
Annual COSMO Bikini Bash
South Beach, Miami



"People will not always remember what you say, but they will remember how you make them feel. Our employee meetings are an opportunity to make people feel connected, appreciated, and informed. Wizard of Ahs does a wonderful job recommending elements that allow this message to come through in a professional and memorable way. It is not always a science...sometimes it takes a little magic- and that is where Wizard of Ahs comes in."

-Jodi Berg, President and CEO
Vitamix Corporation





CONTACT INFORMATION

Mark Cheplowitz President MPC Marketing Corporation

Wizard of Ahs

- Event Conceptualization and Management

Soundsation Entertainment Services

- Talent Booking

Luminations

- Touring Televised Christmas Holiday Entertainment Specials

LOCATIONS

NEW YORK CITY - 244 Madison Ave. #366, New York, NY 10016 212.986.5406

CLEVELAND - 32901 Station St. #211, Cleveland, OH 44139 216.561.5700

FT. LAUDERDALE - 4000 Cypress Grove Way #106, Ft. Lauderdale, FL 33069 754.999.0094

CONNECT WITH US

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