

The image is a collage of four panels, each showing a different view of a large crowd at what appears to be a music festival or concert. The panels are arranged in a row, with the first and last being rectangular and the middle two being circular. The entire collage is set against a black background. The text "DISPLAY GROUP" is centered over the middle circular panels in a white, bold, sans-serif font. The panels show a dense crowd of people, many with their arms raised, and large, illuminated disco balls hanging from the ceiling. The lighting is warm and yellowish, creating a vibrant and energetic atmosphere.

DISPLAY GROUP

ABOUT US

For over three decades, Display Group has been synonymous with innovation and excellence in the event production industry. Since 1991, we have adapted and grown, propelled by our commitment to pushing boundaries and exceeding client expectations.

Today, Display Group stands as a leader in the industry, driven by these values:

Unwavering Innovation

Exceptional Client Experiences

Empowered Collaboration



FAST FACTS

Built in Detroit, experienced everywhere.



Established
1991

Events Created Annually
500+

Employees
150

DISPLAY GROUP

WE ARE DESIGNERS

Design is at the forefront of everything we do. Our diverse team of designers is dedicated to transforming your vision into reality, guiding you from ideation to execution. We specialize in crafting bespoke events of all sizes, from intimate gatherings to grand celebrations, ensuring that each space we design speaks volumes and leaves a lasting impression.

DISPLAY GROUP



WE ARE CREATORS

Built in Detroit, enjoyed everywhere. Rooted in a passion for fine art and sculpture, Display Group's custom fabrication workshop can take complex concepts and bring them to life with close attention to the finest details. Whether you want a 3D prop, a structure, or signage for your next event or trade show display, we've got you covered with solutions to fit a wide range of budgets and timelines.

DISPLAY GROUP



WE ARE PRODUCERS

Technology is the heartbeat of our innovations, propelling our audio, video, lighting, and live-streaming services to new heights. We possess the unique capability to craft immersive experiences that captivate audiences, whether they're physically present or joining from afar.

DISPLAY GROUP



HOW WE SUPPORT



Design

- Creative Direction
- 3D Renderings
- Lighting Design
- Spatial Layouts
- Engineering
- Content Creation



Custom Fab

- Props & Sculptures
- Stage Sets
- Signage
- 3D Printing
- Photo-Ops
- Displays



Event Production

- Executive Production
- Audio Video & Lighting
- Rigging
- Technical Staffing
- Logistics
- Virtual/Hybrid Events



Rentals & Decor

- Furniture
- Bars & Food Stations
- Décor
- Props
- Drapery & Backdrops
- Themed Packages

DC

2024
IN REVIEW



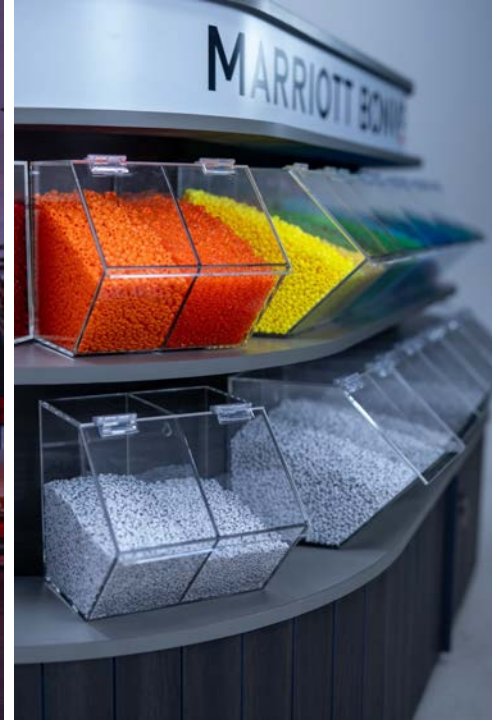
TAYLOR SWIFT 2024 TOUR

Marriott Bonvoy handpicked Display Group's Custom Fabrication team to create a kiosk holding a variety of colorful beads that can be made into bracelets for Taylor Swift's 2024 Eras Tour venues. This collaboration highlights the team's unparalleled ability to craft visually stunning and engaging experiences, perfectly complementing the vibrant spirit of the tour.

The project not only showcases Display Group's creative excellence but also marks a significant partnership, promising to enchant fans and enhance the concert atmosphere with a unique, memorable touch.

DISPLAY GROUP





TED COUNTDOWN

Display Group was chosen to handle the technical services and equipment for the 2023 Summit. In tandem, our teams supplied more than ten semi-trucks loaded with cutting-edge audio, video, and lighting tech.

Beyond just equipment, our Audio/Visual group also brought on board a proficient team of system technicians and technical project managers to craft and supervise the intricate audio-visual framework of the Summit.

DISPLAY GROUP





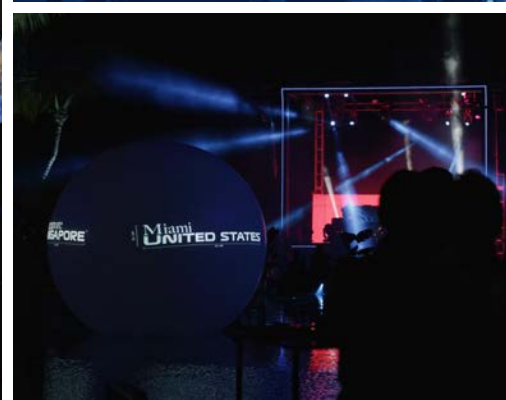
A LEGENDARY AFFAIR

Our friends at 160over90 wanted a show-stopping installation for “A Legendary Affair,” celebrating Mercedes’ AMG Petronas F1 Racing Team. Our video content team worked along with Display Group’s Custom Fabrication department to create a stunning centerpiece befitting their elite team.

The result was a breathtaking 10-foot projection-mapped inflatable globe — suspended gracefully in the middle of the Ritz Carlton South Beach’s pool.

DISPLAY GROUP





UWM HOLIDAY PARTIES

Since 2023, Display Group has helped United Wholesale Mortgage close out the year in unforgettable fashion with its annual employee holiday party—an epic celebration that blends big themes with even bigger ideas. From transforming ballrooms into golden-age **Hollywood premieres** to immersing guests in the vibrant rhythm of **Old Havana**, each event is an opportunity to dream big and deliver even bigger.

Display Group handles the full production—bringing themed environments to life through custom-built decor, scenic design, lighting, sound, video, and creative fabrication.

DISPLAY GROUP

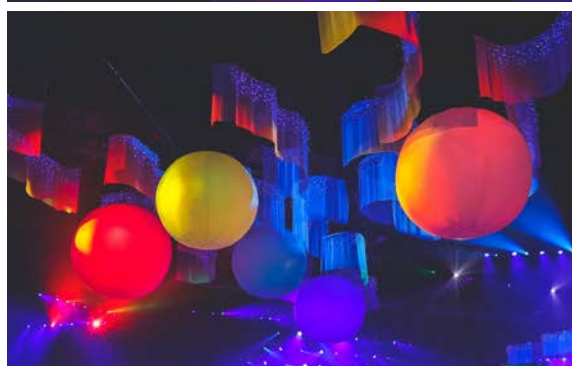
2022 Holiday Party



2023 Holiday Party



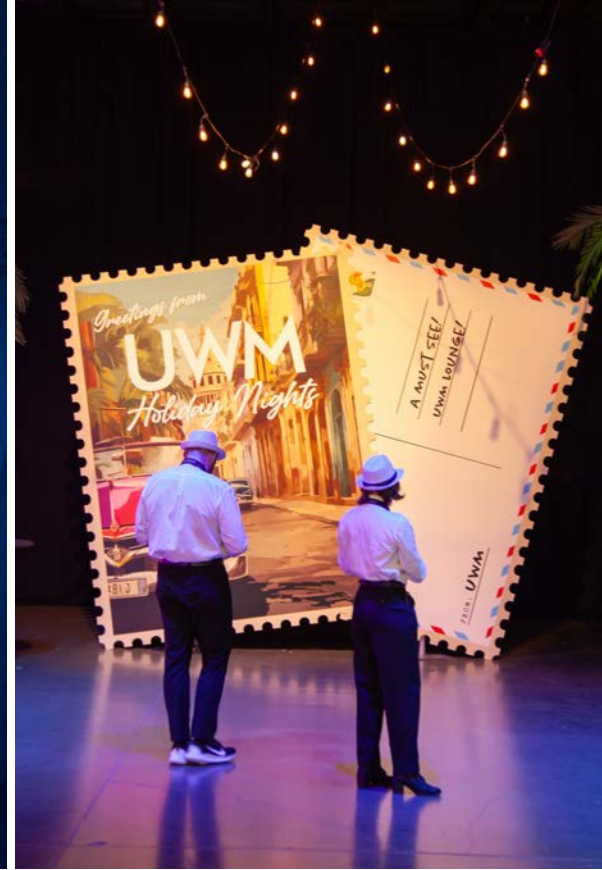
DISPLAY GROUP



2024 Holiday Party



DISPLAY GROUP



MICHIGAN CENTRAL STATION

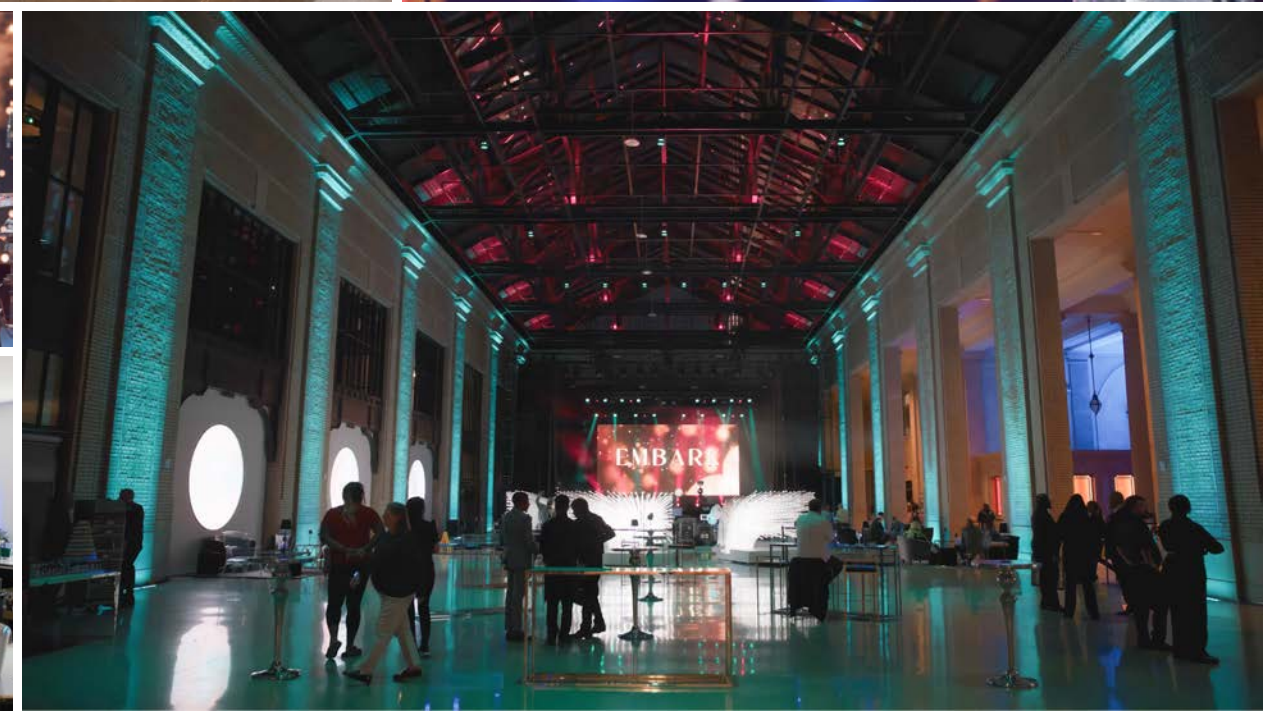


"Detroit, we're up. I love you. Our city's up. Let's ***** go!"

And with those words from Eminem, one of the most highly-anticipated events in Detroit's proud history came to a close. A success by any standards, Michigan Central Station's re-grand opening festivities drew 20,000 attendees into the city, with millions more watching on TV and the internet.

Following this spectacular kickoff, the excitement continued with the Michigan Central "OPEN House". For ten days, visitors were invited to explore the newly restored station and its offerings, while guests enjoyed a vibrant array of music and local entertainment on the front lawn of Newlab at Michigan Central.

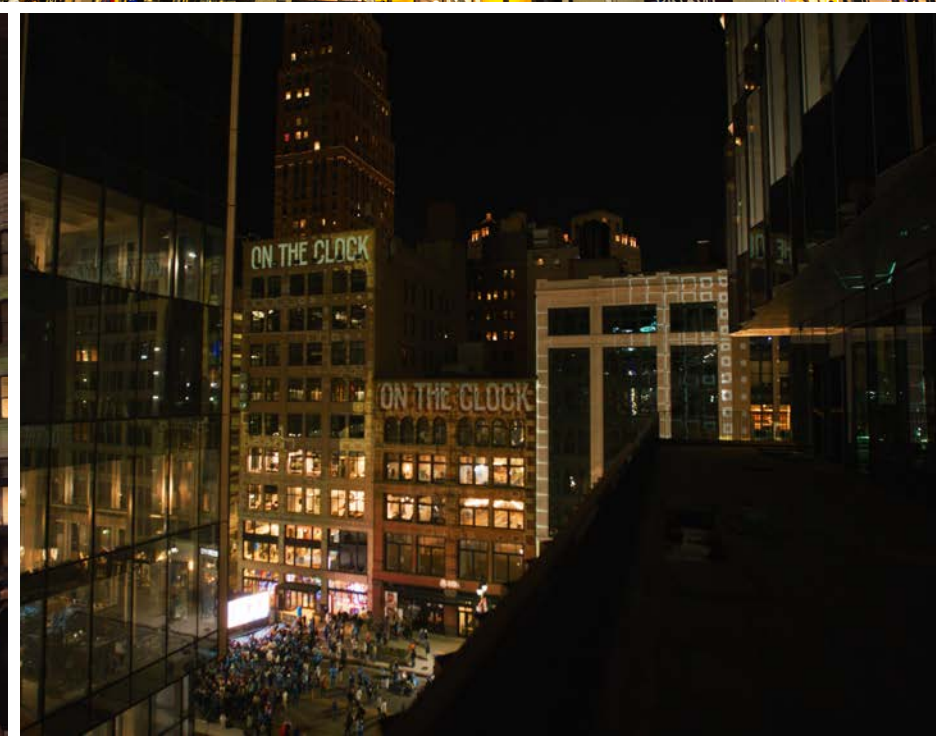
DISPLAY GROUP



PROJECTION MAPPING: 2024 NFL DRAFT

For the 2024 NFL Draft held in Detroit, Display Group took on an exciting project that lit up Woodward Avenue between State Street and Grand River, connecting the heart of Detroit to the NFL Draft Theater. From the new Hudson's Building, still under construction, our team orchestrated a spectacular display, projecting a 9K resolution image across the entire city block.

DISPLAY GROUP

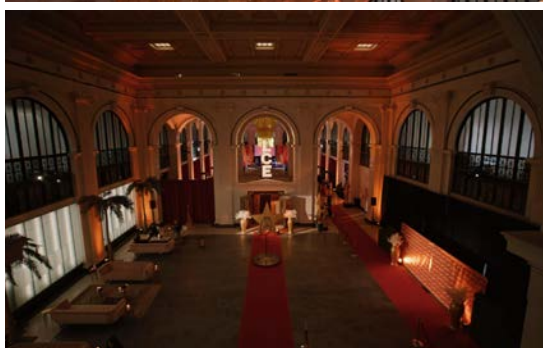


LCE: OLD HOLLYWOOD

Several of Display Group's divisions teamed-up to bring the glamour of Old Hollywood to Little Caesar Enterprise's annual corporate meeting wrap-up party.

For a night, the State Savings Bank was transformed into bright lights, elegant decor, and glitter — shining a literal spotlight on what's possible when our Creative Collective works together.

DISPLAY GROUP



UWM LIVE!

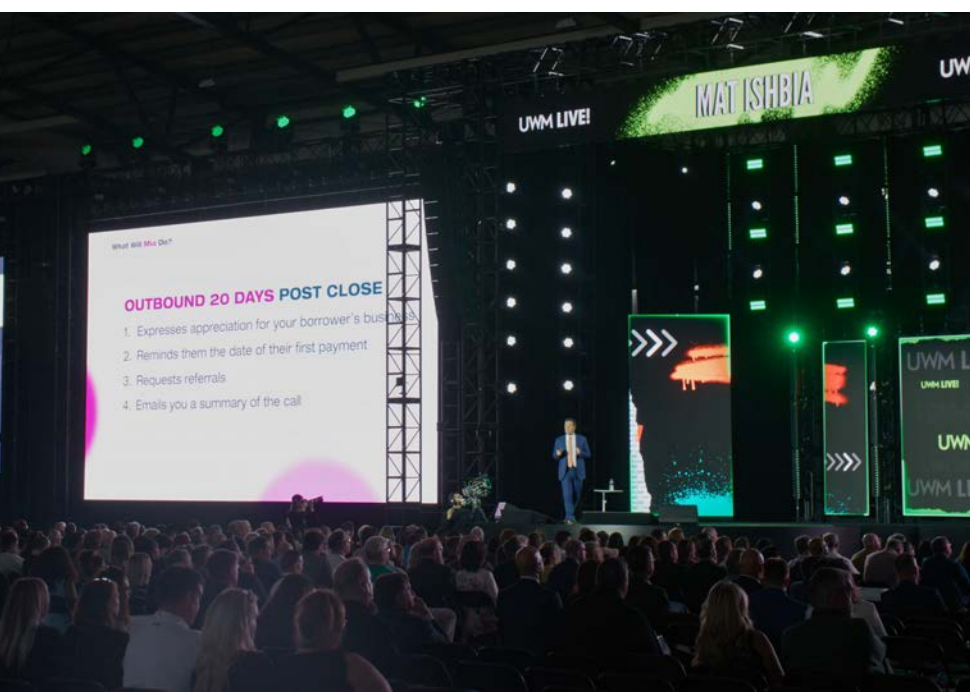
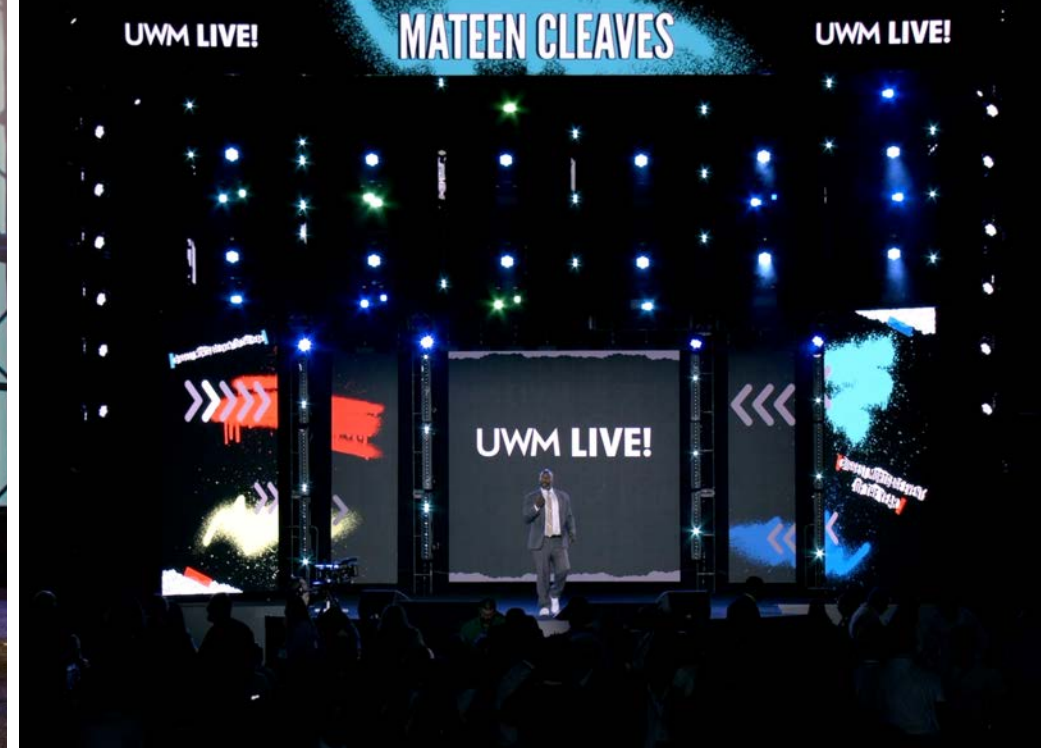


What do you get when you mix one charismatic CEO, 6,000+ devoted employees, and two legendary Spartans with Display Group?

Another spectacular UWM Live! for the #1 wholesale lender in the country, United Wholesale Mortgage.

For the past four years, Display Group has proudly produced this high-energy event—providing full-scale audiovisual production, custom fabrication, event design, and furniture rentals. From concept to execution, our team helps bring UWM's bold vision to life with striking visuals, immersive staging, and seamless technical support.

DISPLAY GROUP



UBERONE SUPERBOWL PARTY

Display Group had the honor of collaborating with David Stark Design to bring UberOne's exclusive Super Bowl LVII party to life -- including two massive football-shaped disco balls!

Imagine a golden Colosseum-inspired stage, and an atmosphere that made guests feel like they were inside a giant mirrored disco ball. Our team provided full in-house AV production — lights, audio, and video — to keep the energy high all night long. Resulting in an event impressive enough to warrant a mention in the New York Times!

DISPLAY GROUP





THE ATHLETIC LIVE STREAM

This year, Detroit proudly hosted the 2024 National Football League (NFL) Draft, The Athletic, a leading sports news platform, set up shop in our Building 22 broadcasting studio for a dynamic two-day live-streaming event.

Thanks to the Display Group team, The Athletic's draft coverage reached new heights. Our studio was buzzing with activity, featuring a live scrolling ticker, continually updated graphics, and seamless live interviews via Zoom, enhancing the viewer experience far beyond previous years.

DISPLAY GROUP



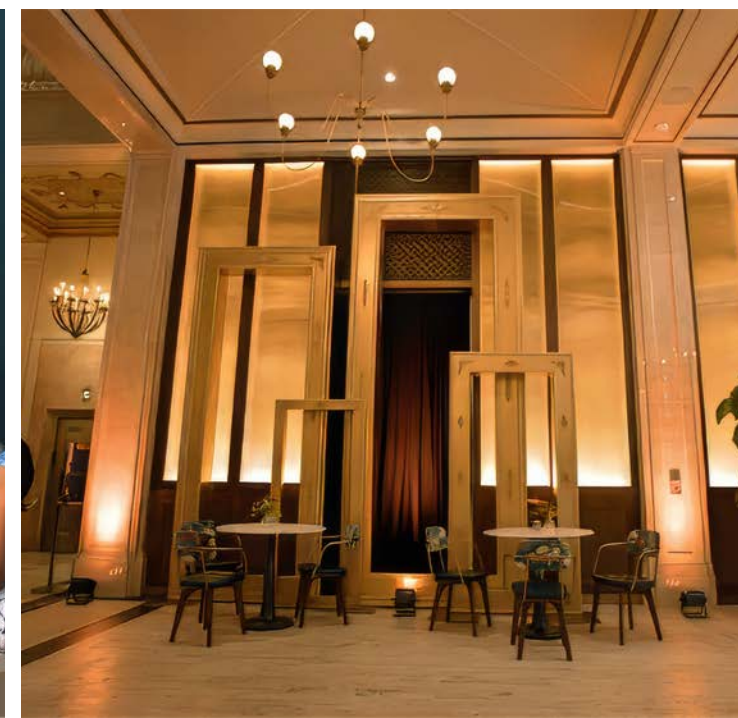
The Athletic
NFL DRAFT
LIVE

BEDROCK BOOK TOWER

In August of 2023, Bedrock Detroit held their “Celebration in the City” event downtown, which they shared with the Detroit community to help commemorate the grand reopening of the Book Tower Detroit.

Along with the outdoor live music performances, historical exhibits and assorted food trucks, a special VIP gathering was held on the 13th floor later in the evening. However, nothing was unlucky about this number 13 – Bedrock had the skilled teams from Display Group on hand to convert their space into an elegant party setting befitting the occasion.

DISPLAY GROUP



NFL 2024 DRAFT COUNTDOWN CLOCK

In an innovative collaboration with the NFL, Display Group's Custom Fabrication team crafted an imposing countdown clock for the 2024 NFL Draft, set to take place in Detroit. This monumental timepiece, located next to Campus Martius, serves not just as a reminder but as a beacon of anticipation for the event.

The project, initiated by the Detroit Sports Commission, leveraged the expertise of the local creative agency to design and assemble the clock within the historic confines of the Packard Plant studio.

DISPLAY GROUP





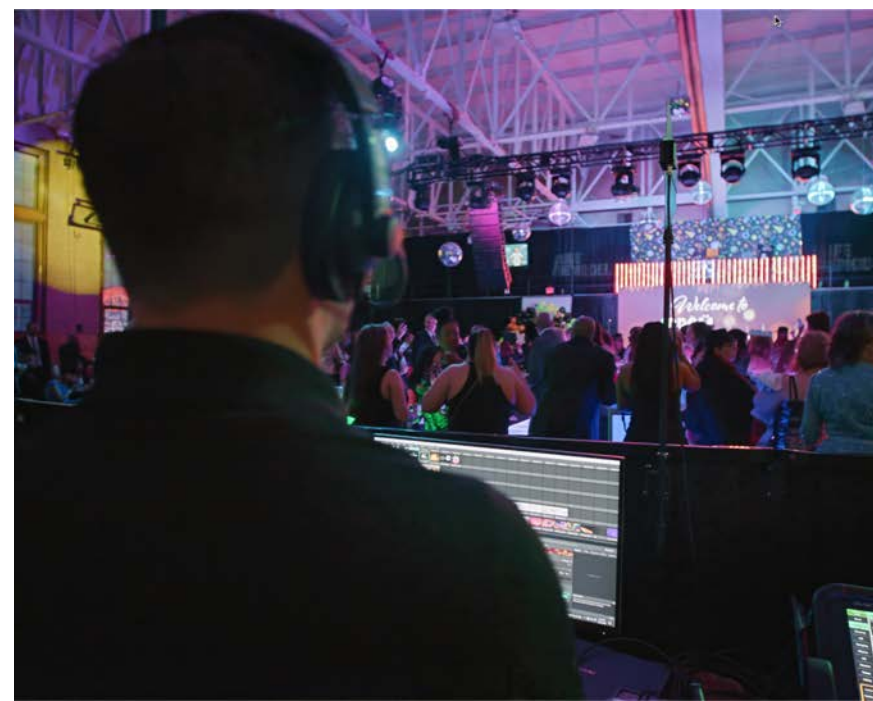
LIFE REMODELED: PROM REMODELED

Ever wish you had the chance to redo your Senior Prom? While simultaneously raising money to convert vacant properties into opportunity hubs for Detroit families to access the opportunities they need to thrive?

In the Spring of 2023, guests of Life Remodeled's First "Prom Remodeled" were able to do both --with the assistance of our Creative Collective.

DISPLAY GROUP





GOOGLE ANDROID CES SHOW

Google, in a display of technological innovation and brand showcasing, collaborated with Display Group to create a standout presence at the annual CES show.

Utilizing Display Group's cutting-edge Custom Fabrication and 3D printing technology, Google commissioned a 10-foot tall Droid figure, a symbol of its Android operating system, which towered over the exhibition space, drawing attendees' attention from afar. Alongside the impressive figure, a large, meticulously crafted Google logo was also produced, embodying the company's iconic brand identity.

DISPLAY GROUP



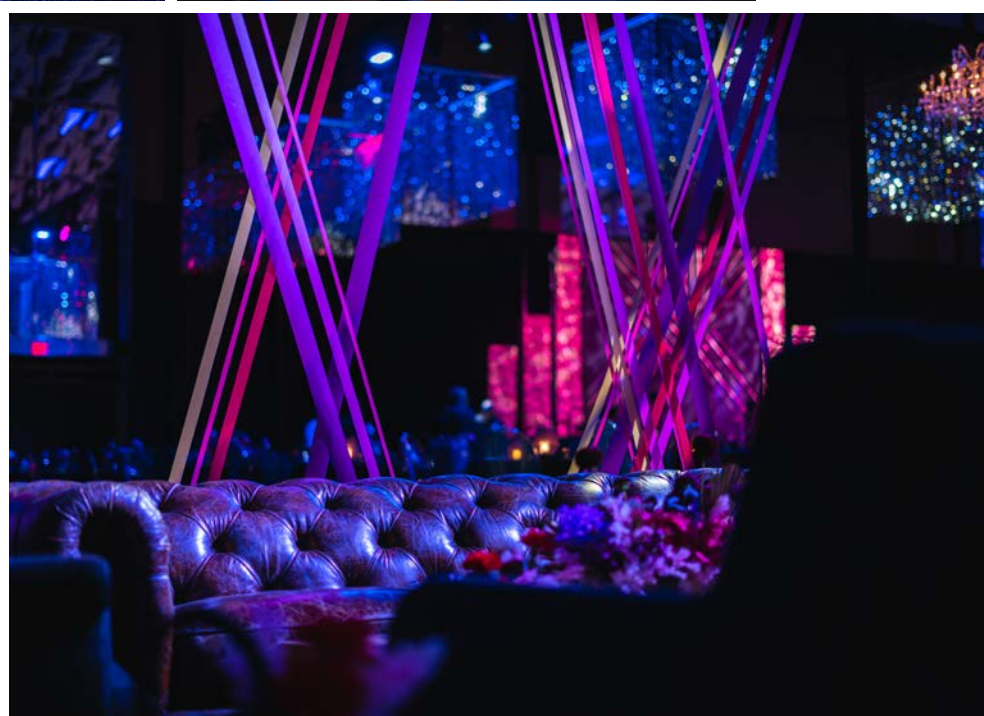


HERBALIFE CONFERENCE

Herbalife's Extravaganza event is a highly anticipated annual gathering that brings together thousands of Herbalife distributors and employees from around the world.

Display Group's Design, Audio/Visual and Décor teams combined efforts to make the 2022 show a memorable experience for all in attendance.

DISPLAY GROUP



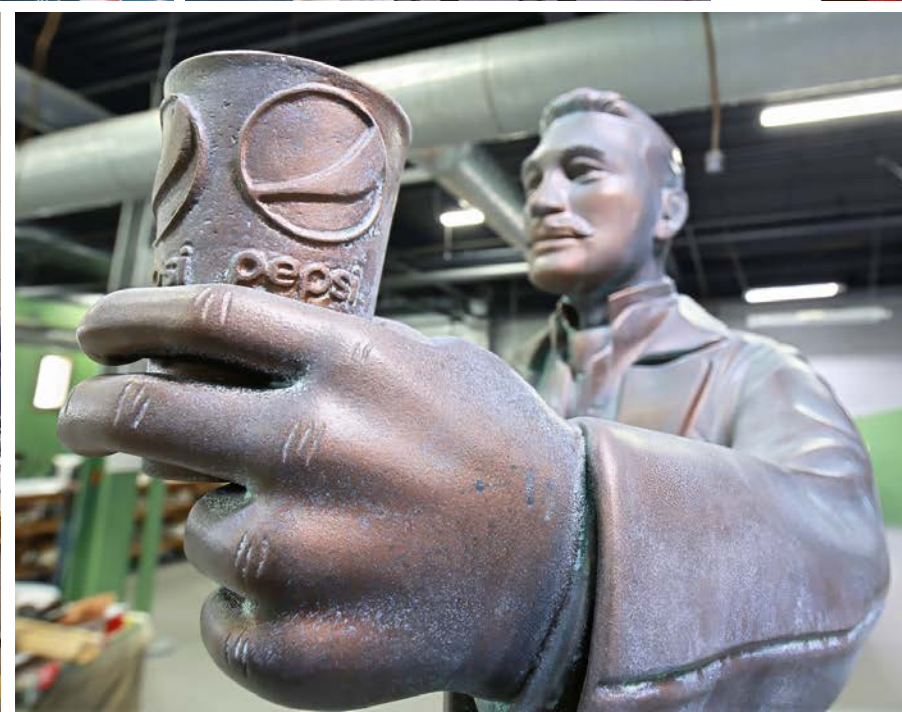
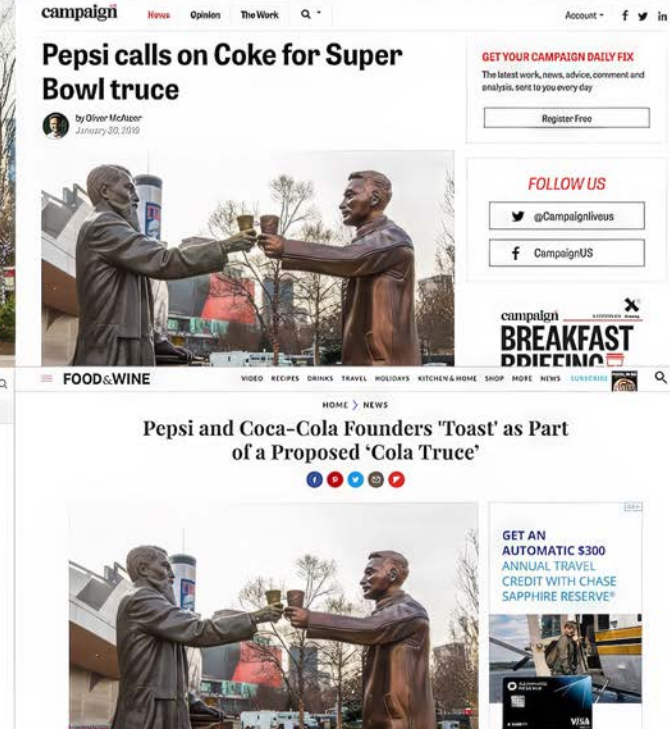
COLA TRUCE

In a groundbreaking campaign named "Cola Truce," Display Group's Custom Fabrication team partnered with Tracy Locke to craft a life-sized statue capturing a moment of unity between Pepsi founder Caleb Brannan and Coke founder John Pemberton.

This symbolic statue, depicting the two icons in a "cheers" gesture, was strategically placed outside the World of Coke museum, symbolizing a gesture of goodwill. The Cola Truce campaign quickly became a focal point of discussion, dominating the Super Bowl narrative across major platforms from Twitter to CNN to the New York Times.

DISPLAY GROUP





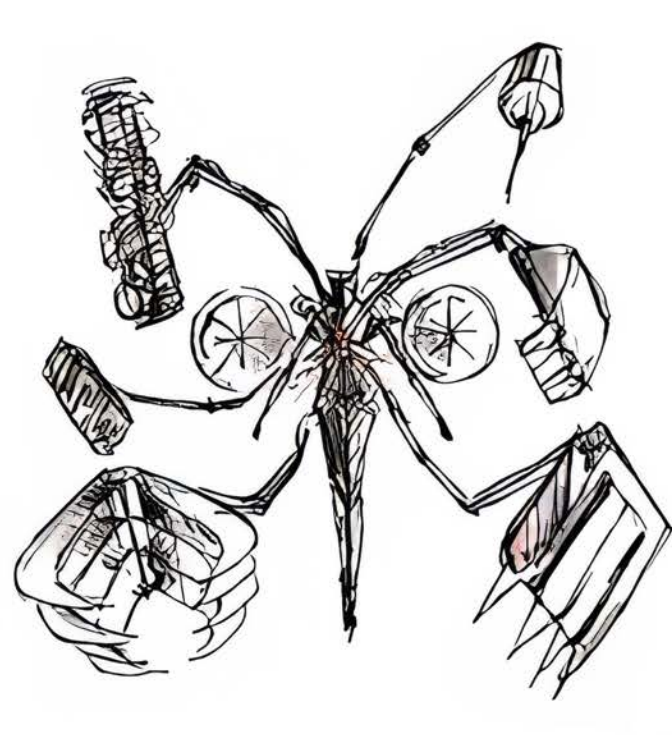
YANMAR SOCIUS MECHA

Attendees were captivated by a giant model of the heroic robot, providing an immersive experience that brought Miru to life on a grand scale.

Display Group collaborated with Pinnacle to bring Yanmar's vision to life; the results speak for themselves.

DISPLAY GROUP





SANTA'S CASTLE

More than three stories high, Santa's Castle at Somerset Collection in Troy is one of Display Group's crowning achievements, and a Michigan Christmas tradition that brings joy to children of all ages.

DISPLAY GROUP



MANIFEST CONFERENCE 2025

Display Group is continually honored to hold a partnership with our friends at Connective, producing impactful industry conferences for the best and brightest at a high level.

Manifest 2025 hosted more than 250 speakers on seven stages over the course of four days. The general session boasted an audience of over 5,000 attendees, with all Audio Visual designed, provided and operated by the Display Group team.



MO POP MUSIC FESTIVAL

For the 2022 Mo Pop Festival, Detroit's premier boutique music event, Display Group's Custom Fabrication team brought their A-game, crafting a standout feature that became the talk of the town. They constructed a towering, 20-foot tall illuminated sign that not only captured the essence of Mo Pop's vibrant atmosphere but also served as a beacon of creativity and celebration at Hart Plaza.

This colossal sign, meticulously designed and engineered, shone brightly against the city skyline, becoming a visible marker for blocks around and drawing attendees towards the festival's good vibes and thoughtfully curated lineup.

DISPLAY GROUP



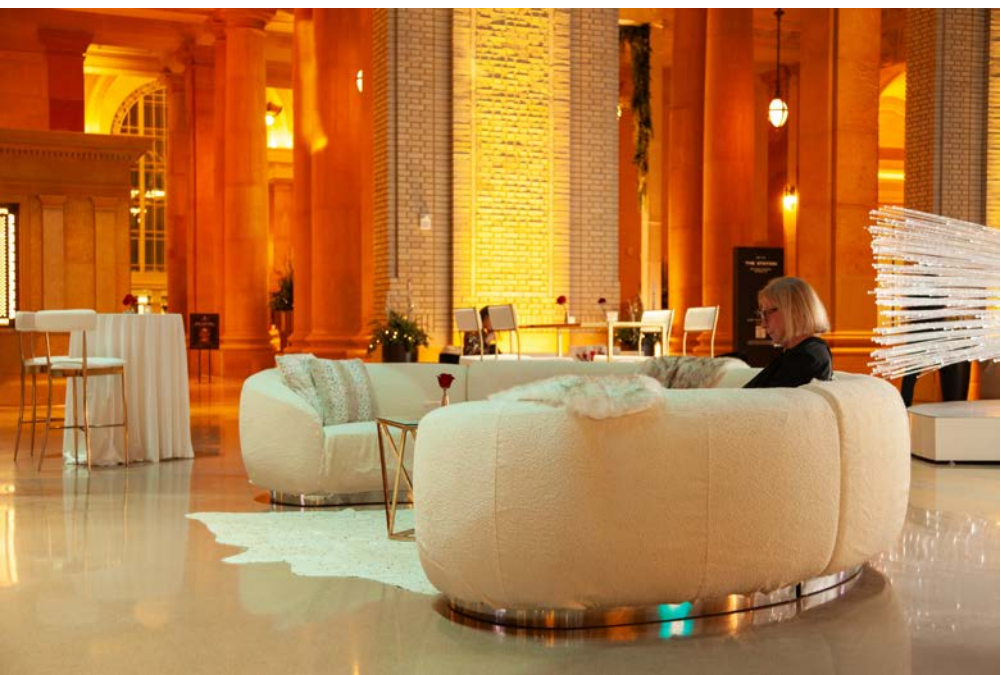


MCS EMPLOYEE HOLIDAY PARTY

Michigan Central Station's 2025 Employee Holiday Party was an unforgettable celebration, transformed into a breathtaking winter wonderland by Display Group. Held in December, the event featured a stunning design that blended historic elegance with modern festive charm.

Display Group provided a full-scale production, including immersive audiovisual experiences, luxurious rental furniture, and uniquely crafted food-serving stations that became focal points of the night. Gorgeous floral displays added a layer of sophistication, enhancing the ambiance and setting the stage for a night of joy and connection.

DISPLAY GROUP



S3 CORPORATE EVENT

Strategic Staffing Solutions leveraged Display Group's expertise in Design Furniture and Decor to elevate their annual corporate event at Eastern Market with a Ralph Lauren-inspired theme. This choice infused the gathering with the quintessential American sophistication and timeless elegance synonymous with Ralph Lauren.

Display Group meticulously selected pieces that echoed Ralph Lauren's hallmark of luxurious comfort and understated opulence, transforming the venue into a space that felt both exclusive and welcoming.

DISPLAY GROUP



STUDIO 2023 FUNDRAISER

Display Group played a pivotal role in the success of STUDIO 2023, held at the esteemed Cranbrook Academy of Art and Cranbrook Art Museum.

As proud partners of this distinguished event, our Design and Custom Fabrication teams were instrumental in creating an immersive experience that encompassed a Graduate Degree Exhibition, an elegant Dinner, captivating Performances, and a vibrant After Party. Our involvement underscored our commitment to supporting the arts and education. Thanks to the collective dedication of the community, the event successfully raised over \$700,000.

DISPLAY GROUP



MAGNA EMPLOYEE WEBCAST

Q&A

Display Group is proud to support Magna Automotive in producing a hybrid employee meeting. Our technicians handle all the technical aspects of recording and livestreaming this event. Our event rentals such as staging, furniture and speakers are used to host the in-person attendees on the factory floor.

DISPLAY GROUP





S3 CORPORATE EVENT

Display Group was at the forefront of creating an electrifying atmosphere for the Strategic Staffing Solutions 2023 Annual Meeting at Eastern Market, blending a dynamic basketball theme with our comprehensive expertise.

Not only did we illuminate the event with our professional lighting and rigging, but we also took charge of the audiovisual production, ensuring every presentation, speech, and cheer was experienced in crystal-clear quality. The centerpiece was a custom basketball court, graced by a legend from the Detroit Pistons, bringing an unparalleled level of excitement and inspiration to a corporate setting.

DISPLAY GROUP

S3 CORPORATE EVENT

Display Group was at the forefront of creating an electrifying atmosphere for the Strategic Staffing Solutions 2023 Annual Meeting at Eastern Market, blending a dynamic basketball theme with our comprehensive expertise.

Not only did we illuminate the event with our professional lighting and rigging, but we also took charge of the audiovisual production, ensuring every presentation, speech, and cheer was experienced in crystal-clear quality. The centerpiece was a custom basketball court, graced by a legend from the Detroit Pistons, bringing an unparalleled level of excitement and inspiration to a corporate setting.

DISPLAY GROUP

S3 CORPORATE EVENT

Display Group was at the forefront of creating an electrifying atmosphere for the Strategic Staffing Solutions 2023 Annual Meeting at Eastern Market, blending a dynamic basketball theme with our comprehensive expertise.

Not only did we illuminate the event with our professional lighting and rigging, but we also took charge of the audiovisual production, ensuring every presentation, speech, and cheer was experienced in crystal-clear quality. The centerpiece was a custom basketball court, graced by a legend from the Detroit Pistons, bringing an unparalleled level of excitement and inspiration to a corporate setting.

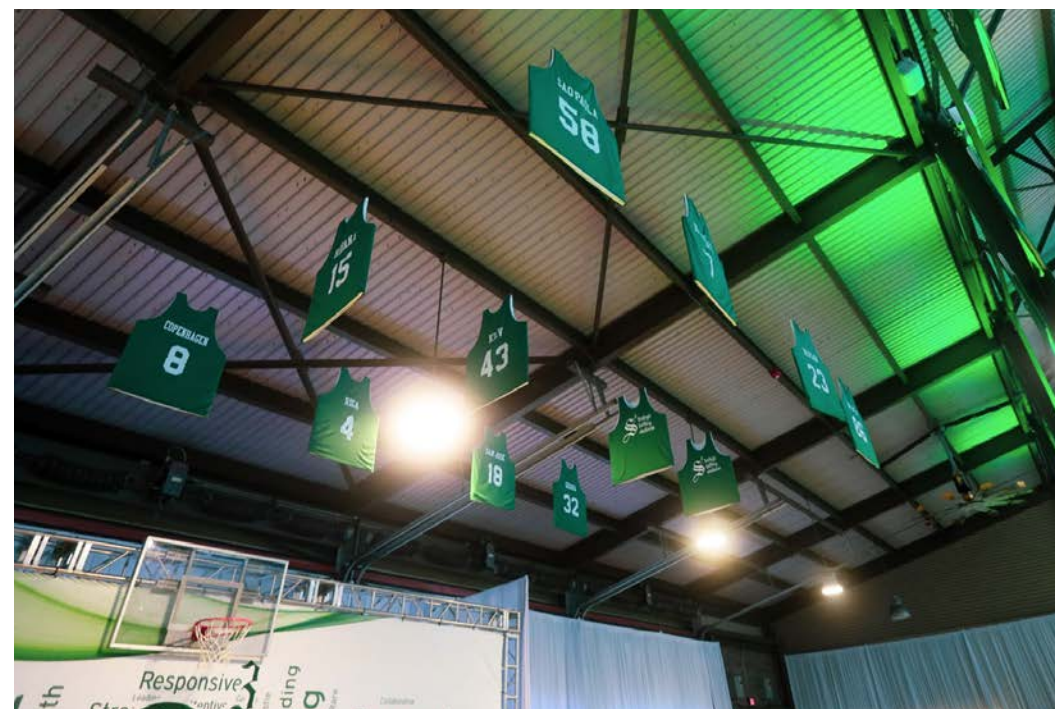
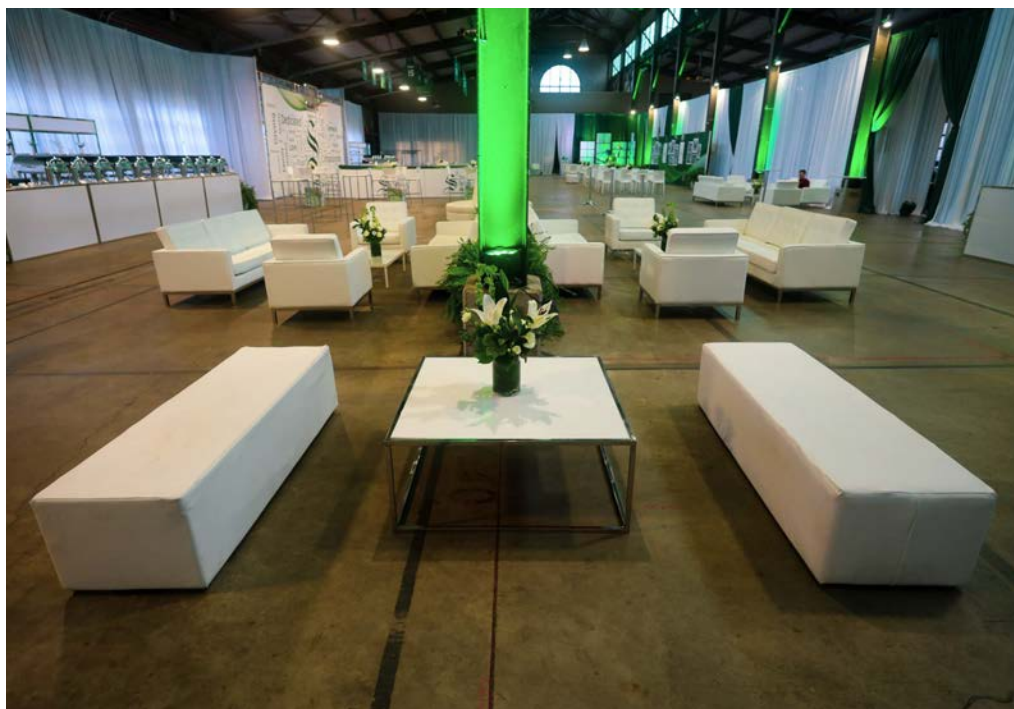
DISPLAY GROUP

S3 CORPORATE EVENT

Display Group was at the forefront of creating an electrifying atmosphere for the Strategic Staffing Solutions 2023 Annual Meeting at Eastern Market, blending a dynamic basketball theme with our comprehensive expertise.

Not only did we illuminate the event with our professional lighting and rigging, but we also took charge of the audiovisual production, ensuring every presentation, speech, and cheer was experienced in crystal-clear quality. The centerpiece was a custom basketball court, graced by a legend from the Detroit Pistons, bringing an unparalleled level of excitement and inspiration to a corporate setting.

DISPLAY GROUP

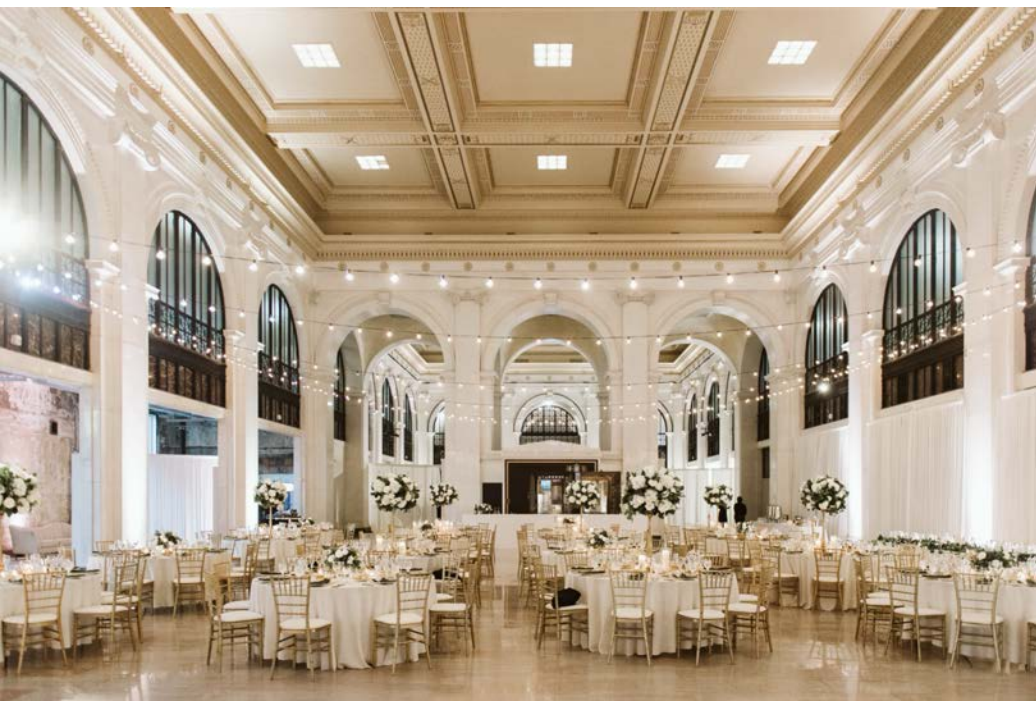


WEDDING: STATE SAVINGS BANK

Display Group provided elegant furniture and decor for a stunning wedding at the historic State Savings Bank in Detroit. The grandeur of the venue was enhanced with sophisticated gold Chiavari chairs, luxurious lounge furniture, and sleek, modern high-top tables, creating a perfect balance of classic and contemporary design.

The vast, high-ceilinged hall was accented with soft white draping and ambient lighting, complemented by floral arrangements and candlelit centerpieces that added warmth and romance to the space.

DISPLAY GROUP





DISPLAY GROUP

Display Group Event Collective
6235 Concord Ave.
Detroit, MI 48211

313 965 3344
www.DisplayGroup.com
Email: info@DisplayGroup.com