



Eastern Market & Display Group: Experiences, Elevated.

One Venue. One Production Partner. Limitless Ways To Turn Detroit's Most Iconic Market Into An Unforgettable Event.





The Venue Has Character. Your Event Should Too.



Eastern Market gives planners something few venues can: authentic Detroit architecture, massive flexible footprints and a setting guests already recognize. Its indoor and outdoor spaces total more than 125,000 square feet, with Sheds 2, 3 and 5 accommodating events ranging from intimate programs to large-scale gatherings.

125,000+

Sq. Ft. Of Indoor + Outdoor Event Space

3,400

Shed 2 Capacity Without Tables

3,120

Shed 3 Capacity Without Tables

1,980

Shed 5 Capacity Without Tables



DISPLAY GROUP

From Empty Shed To Full Experience.

Display Group is built for spaces like Eastern Market: flexible environments that reward creative thinking and disciplined execution.

EXPERIENTIAL DESIGN

Space planning, guest journey, visual concepts, branded environments and 3D design that help clients see the experience before build day.

LIVE EVENT PRODUCTION

A coordinated production plan from load-in through show call and strike, with one team focused on timing, logistics and execution.

AUDIO VISUAL

Sound reinforcement, presentation systems, LED/video, projection, playback and technical support for polished programs at any scale.

LIGHTING + RIGGING

Architectural lighting, stage lighting, atmospheric effects and engineered rigging that transform the sheds while keeping safety central.

CUSTOM FABRICATION

Detroit-built scenic elements, stages, branded structures, dimensional signage, photo moments and one-of-a-kind installations.

FURNITURE + DÉCOR

Lounge groupings, bars, tables, chairs, soft seating and décor selected to make a large industrial footprint feel intentional and welcoming.

Eastern Market provides the space, and clients bring in the event infrastructure. That is where Display Group becomes the multiplier.

Instead of asking a planner to coordinate furniture, décor, staging, AV, lighting, rigging, scenic elements, branding and production through a patchwork of suppliers, Display Group can bring those disciplines together under one experienced Detroit-based team.

The Result: Less Vendor Friction. More Creative Control. A Better Guest Experience.

Built For The Events Eastern Market Attracts.



CORPORATE EVENTS

Town halls, employee celebrations, milestone events, conferences and leadership gatherings.



TRADE + INDUSTRY EVENTS

Exhibits, networking environments, product demonstrations and sponsor activations.



BRAND ACTIVATIONS

Immersive launches, consumer experiences, sampling, content capture and experiential campaigns.



WEDDINGS + SOCIAL

Guest-forward layouts, lighting, lounges, stages, décor and memorable visual moments.



GALAS + FUNDRAISERS

Donor events, nonprofit celebrations, awards programs and mission-driven experiences.

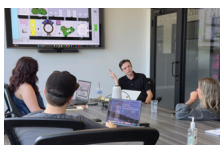


MEDIA + CONTENT

Press events, broadcast environments, livestreams, branded backdrops and production support.

A Simpler Path From Idea To Event Day.

Great events are easier to build when responsibilities are clear. Our process gives planners a practical path from early concept through final strike. For the client: fewer unknowns, fewer vendor interfaces and a production partner that understands how creative, technical and operational decisions affect one another.



01

DISCOVER

Goals, audience, budget, schedule, venue footprint and success criteria.



02

DESIGN

Floor plans, guest flow, creative direction, technical concepts and visualizations.



03

ENGINEER

Production schedules, power, AV, rigging, fabrication, logistics and safety planning.



04

BUILD

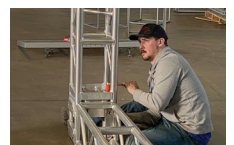
In-house fabrication, asset preparation, equipment testing and pre-production.



05

PRODUCE

Load-in, installation, rehearsals, show execution and onsite management.



06

STRIKE

Efficient teardown, load-out and post-event closeout.

Past Eastern Market and Display Group Collaborations





Let's Create Something Unforgettable Together.

Planning an event at Eastern Market?

Start with Eastern Market's event inquiry, then bring Display Group into the production conversation by contacting DG's John Lamb at jlamb@displaygroup.com.



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