

EXHIBITOR SPOTLIGHT



Big Events began around 1988 as a division of a large manufacturer of giant inflatables in San Diego, California. In 1991 the division was sold to Greg Sadler and Charles Trimble who incorporated the company in the name of Big Events, Inc. Its main business in the early days was the rental and installation of giant inflatables, both helium and cold-air. In those days, the clients included Budweiser and Disney and the jobs involved everything from installations at Disneyland, to grand openings at Walt Disney World, to taking the Budweiser “Budman on a Jetski” inflatable boats on tour. One of the highlights of those early days was taking a towering, 75 foot tall Maleficent giant inflatable on a Disney tour to 12 states and Canada over a 13 week period. It was quite a task because the inflatable Maleficent weighed in at about 3500 pounds. It took three large 220v fans for inflation and a crew of 15 to unload and load the platform trailer that she was carried on!

How many employees does your company have?

Today Big Events, has five full time employees and over 25 part time balloon supervisors that work parades and special events.

How has your company grown over the years?

Over time we have had the opportunity to build our parade balloon inventory to something valued at over 1 million dollars plus. We have also built a reputation for building superior custom inflatables, both helium and cold-air. We are known for our great artwork, attention to detail and affordable pricing.

What areas do you serve with your product/service?

Our service area is mostly the United States and Canada where we are invited to many of the large and small parades as well as festivals and events. We like being in the large parades where we can bring out our biggest balloons, but we also love the smaller home town parades and try to have balloons that we can offer to both. We are willing to travel to almost anywhere there is a parade. We have enjoyed a good amount of international travel and have been fortunate enough to visit cities like London, Brussels, Dublin, Moscow, Hong Kong, Bangkok, Auckland, Acapulco, Mexico City, Panama City, Singapore and Tel Aviv to name a few.

Give us your ‘Elevator Pitch’ about your product/service.

Big Events, Inc. is truly a giant parade balloon company that has the world’s largest inventory of helium balloons and cold-air inflatables. We have licensed

characters and generic balloons for almost any occasion. If we don’t have it we can probably build it. Our prices are competitive and reliable. We carry a large liability insurance policy and have workman compensation insurance on our crews. Our parade balloon supervisors are thoroughly trained and experienced so you can depend on a successful parade. Big Events builds custom balloons for sale and is a worldwide leader for quality inflatables and balloons. Our exciting designs and high quality artwork set the standard for the industry.

What is your newest product/service that you have to offer that attendees need to know about?

We have a great inventory of licensed characters and generic parade balloons, both helium and cold-air inflatables. We also offer custom helium balloons and cold-air inflatables using the same expertise and quality we do for our own inventory.

What is different about your product/service vs. your competitors?

We save on helium expense by filling our balloons with the amount of helium needed to fly well, which is usually not 100% of the volume of the balloon. We then top the balloons off with air. We have a large shop-warehouse where our experienced crew inspects, cleans, repairs and maintains our balloons and our customers’ balloons.

How many years have you exhibited at the ifea’s Expo?

We are a long term Expo Vendor going back too many years to count!

Why did you decide to exhibit at the IFEA’s 63rd Annual Convention, Expo & Retreat?

I enjoy being at the Convention and Expo to see old friends and new prospects. We do most of our business on the internet and over the phone and so it is always a treat to have the opportunity to visit with people face to face.

What is the best sales advice you’ve ever received?

Listen to your customer. Sometimes we are so busy telling the client how wonderful we are that we forget to listen to what they want from us.

What is your customer service philosophy?

We treat our clients the way we like to be treated and try to be easy and fun to work with. Parade balloons should be fun and exciting and we try to bring some of that magic to each client’s parade. There are some technical, legal and safety issues with balloons, and we try to make sure our clients are aware of and understand those issues and let them know what we can and cannot do. Mostly we want the parade balloon experience, from the organizer, to the sponsors and right down to the balloon handlers, to be something they enjoy and want to repeat.

CONTACT INFORMATION

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