

SUPERNOVA EVENTS

NEW YORK

Designing and Creating
Extraordinary Events

NEW YORK 2018

SUPERNOVA EVENTS

NEW YORK

SUPERNOVA EVENTS is a full-service event planning and design production firm based in New York City. We create extraordinary events under the direction of founder and creative director Enrique Gonzalez.

Our events are highly customized and reflect the personality and essence of each venue and client, creating tailor-made events with incredible energy from start to finish. Each custom experience is rich in meaningful detail and full of personality.

We conceptualize, design, plan and oversee all key elements of an event in-house. This allows for unmatched quality control and ensures that the vision stays cohesive.

OUR WORK



**CIRQUE
AT SEA
CRUISES**

Cirque at Sea Cruises (July 4)
Annual, since 2017

**SUPERNOVA
BALLDROP**

Supernova Ball Drop (Dec. 31)
Annual, since 2012

**Taste of
France**

Taste of France (2013)
Taste of France (2012)
(Now Best of France)

EVENT DESIGN

Our designers understand your vision and tailor-make extraordinary environments. We start with the floorplan, and visualize how the space will be used to best suit your needs. By the end, you will have a magical environment—rich in details and unexpected moments... one where your guests will never want to leave.

DESIGN INCLUDES

- > Concept development and storyboarding
- > Illustrations, sketches & floor plans – the blueprint for overall design
- > Scaled floor plans and elevations
- > Stylized visuals – bars, food stations, signage, band, staff attire
- > Distinctive floral and tabletop design
- > Custom graphic design for wall, floor & ceiling treatments
- > Lighting design and coordination, including custom light fixtures
- > Custom furniture/accessories – lounge, bars, banquettes, dining tables
- > Draping, upholstery and linens to compliment design vision



Floorplan of the Taste of France 2013 in Bryant Park

EVENT PLANNING

We create extraordinary events, and seeing them through to spectacular conclusion. Cohesive creativity is our touchstone, and no detail goes unconsidered—be it food, service, music or design. These unite in harmony, creating a spirit of enthusiasm and celebration.

PROCESS

- > Manage the planning process, developing the overall event vision
- > Creativity/Integration across all facets – design, music, food, photography, etc.
- > Ensure client's voice is upheld throughout process
- > Venue and vendor selection, contract management
- > Budget planning and management
- > Coordination of paper product design, production and mailing assembly
- > Logistical management of vendor load-in, production and load-out
- > Onsite day-of management and ownership of event execution
- > Manage flow/orchestration of all timing & details throughout



Supernova Ball Drop Event

FEATURED IN

CIRQUE AT SEA CRUISES



Voted by Time Out New York in
"Best 4th of July fireworks cruises in NYC"

SUPERNOVA BALL DROP



Voted by Time Out New York in
"Best New York Eve in Times Square"



TASTE OF FRANCE

- Nasdaq opening on September 19, 2013
- Featured on JCDecaux Billboards throughout September in key locations around New York Tri-State Area – including Kennedy, LaGuardia and Newark airports and Port Authority Bus Terminal.



PARTNERS



L'ORÉAL



HAVAS
PR



SANOFI

AIRFRANCE

AND ALSO

3 POMMES
ACADEMIE CULINAIRE DE
FRANCE
AIR FRANCE
ALBERTINE
AMUNDI
ANDRESY CONFITURES
ARIANESPACE
ATOUT FRANCE
AURELIA HOANG
AXA
BAYARD
BEL
BELCURVES
BENTA BERRY
BEWELL CONNECT
BACK-ROADS TOURING CO.
BONGRAIN
BORDEAUX AQUITAINE
TOURIST BOARD
BPI FRANCE
BROOKE
BUSINESS FRANCE
BY SUZETTE
CANÉLÉ BY CÉLINE
CANNES
CAPUCIN
CATIMINI
CAVERNE DU PONT ARC
CEDRIK CAVALLIER ARTIST
CEEVO
CEMOI
CENTRE DES
MONUMENTS NATIONAUX
CHÂTEAU-THIERRY –
CHAMPGNE GATES
CHAMONIX-MONT-BLANC
CLUB MED
COBATURAGE
CRAFTING BEAUTY
CREDIT AGRICOLE CIB
CREMIEUX
CROISIEUROPE
D'ARTAGNAN

DELPEYRAT
DELTA
DESTINATION D-DAY
NORMANDY
DESTINATION IMPRESSIONISM
DIADEIS
DIPTYQUE
DJUSSIT
DOMAINE DE MURTOLI
E. GRAINDORGE
ENGHIEN-LES-BAINS
EVIAN RESORT
FIAF
FORGE DE LAGUIOLE
FOURNIL DE LA LICORNE
FRANCE SURGERY
FRANCK DANICAN
FRENCH AMERICAN
CHAMBER OF COMMERCE
FRENCH FOREIGN T.A.
FRENCH TOUCH EVENTS
FRENCH WINK
GALERIES LAFAYETTE
GERS-GASCONY
GRAINE DE PASTEL
GUADELOUPE ISLANDS
H4D
HAVAS PR
HAVENEY
HOTEL LA VILLA
IDAN ZARESKI ARTIST
IKKS
IPSEN
JAMEL BERIBECHE ARTIST
JC DECAUX
JP GAULTIER JR
JULIE MIMRAN ARTIST
JUMBO BAGS
KAI ARTIST
KENZO KIDS
KOLIBREE
KRONENBOURG
LA BALEINE
LACANCHE

LACTALIS
LANCÔME
LA SOURIS VERTE
LAUGHING COW
LE BOAT
LE TEMPS DES CERISES
LILI GAUFRETTE
LINAGORA
L'OREAL
LYCEE FRANCAIS DE NY
LYCEE KENNEDY
LYON TOURISM BOARD
MADISON BISTRO
MAILLE
MAITRES CUISINIERS DE
FRANCE
MAISON KAYSER
MANE
MARTINIQUE
MARSEILLE, AIX
MAUVIEL 1830
MELCHIOR & BALTHAZAR
MICHEL ET AUGUSTIN
MIDI PYRÉNÉES
MONUMENT TRACKER
MOONSTAR ART ADVISORS
MOULIN ROUGE
NADINE DEBIEN ARTIST
NATIXIS
NATURAL SOURCE
INTERNATIONAL
NOA PHOTOGRAPHER
NORWEGIAN AIRLINES
OCABANON
OLIVIER HALIGON FINE ART
ONLYLYON TOURISM
ORANGE
PARFUMS DE FRANCE
PARRAINER LA CROISSANCE
PAYARD
PERRIN RAVIOLI
PIERRE BISCUITERIE
PONANT
PRESIDENT CHEESE

RAILEUROPE
RAPHAELLE RICOL ARTIST
RATP DEV
RENDEZ-VOUS EN FRANCE
ROCHE BOBOIS
RHONE-ALPES
SAINT JAMES
SAINT MARTIN
SANOFI
SAVENCIA
SITRAM
SOFITEL
SOLSTISS
SOPEXA
SOPHIE THEALLET
SORTEER
SOTHEBY'S
SO TOULOUSE!
SPEACH.ME
TANYA HEATH
TARTINE ET CHOCOLAT
TESSA INTERNATIONAL
SCHOOL
THALES
THE FRENCH WILL NEVER
FORGET
THIRTY-ONE
TOPI
TOULOUSE AIRPORT
TRY THE WORLD
TV5 MONDE
UNI-PRESSE
UNION ALSACIENNE DE NY
VALRHONA
VERONIQUE BARILLOT ART
VERONIQUE GODARD ART
VERONICTRAVEL
WESTERN FRONT 14-18
WINESTAR
YOUTH IN FINANCE
YSL

BRAND / CIRQUE AT SEA CRUISES

CIRQUE AT SEA CRUISES

Cirqueatseacruises.com

2 YACHTS / 490 GUESTS TOTAL / TICKET PRICES FROM \$299 TO \$499 PER PERSON

Event on July 4 / Founded in 2017 / 2430 FDR Drive Service, New York

Experience this once-in-a-lifetime VIP 4th of July evening as you sail through New York City's harbor while viewing the world-famous Macy's 4th of July Fireworks Spectacular®. Cruise along Manhattan's skyline while enjoying our featured Cirque-Style performers and Broadway Stars singers.

Featured Broadway Stars singers:

- **Leslie Becker**, award-winning Broadway singer, songwriter and recording artist. Her Broadway credits include Wicked, Bonnie & Clyde, Anything Goes, Cinderella, Nine, and Amazing Grace.
- **Jan Horvath**, a member of the original Broadway company of Hal Prince's the Phantom of the Opera (Christine, Carlotta). Other Broadway credits include The Three Penny Opera, Sweet Charity, and Oliver!
- **David Serero**, baritone opera singer and actor who has played more than 1,000 concerts worldwide. His credits include leading roles in The Merchant of Venice, Othello and Nabucco.

Cirque-Style performers:

- **Champagne Dress Diva**, a most unique presentation of champagne served right from an elegantly strolling gown.
- **LED Electric Violinist**, Grammy award nominated violinist will dazzle your eyes with her LED lit violin and serenade you with her smooth sound.
- **Rhythmic Gymnast**, internationally acclaimed Rhythmic Gymnast bends and balances while manipulating props effortlessly around her body.



BRAND / SUPERNOVA BALL DROP



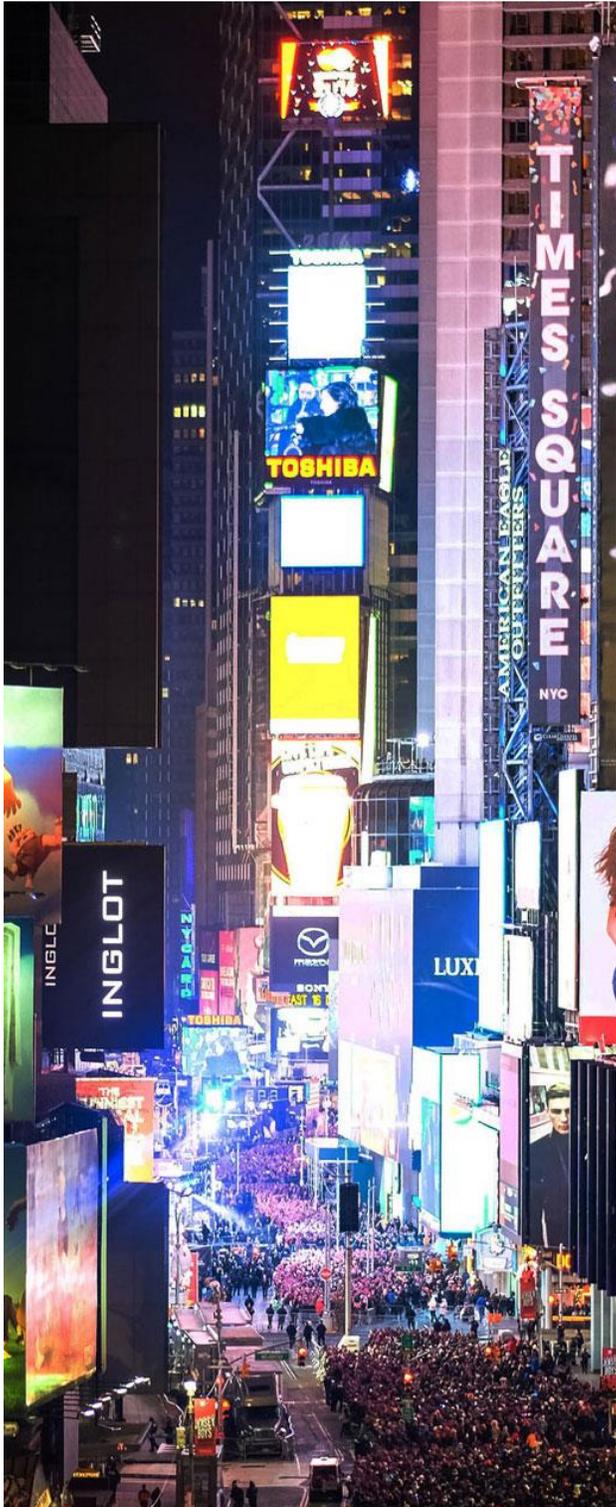
Supernovaballdrop.com

400 GUESTS / TICKET PRICES FROM \$699 TO \$3,499 PER PERSON

Event on December 31 / Founded in 2012 (6th Edition)

Supernova Ball Drop at Novotel Times Square - 226 West 52 Street, New York

True Luxury New Year' Eve VIP Experience with Guaranteed View of the Ball Drop for All our Guests.



Guaranteed View of the Ball Drop for ALL our Guests



Breathtaking Aerial Acrobatics Show



Magical Hula-Hoop Live Entertainment



Totally Unique Live Stilt Performances



Newly Renovated Wall to Ceiling Glass Event Space



Wrap around Heated Terrace with Private Booths



Gourmet Buffet of Hors d'Oeuvres and Sweets



Premium Open Bar with Exceptional Cocktails



Exceptional DJ and Spacious Dance Floor



Unforgettable Memories

BRAND / SUPERNOVA BALL DROP



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Event on December 31 / Founded in 2012 (6th Edition)

Supernova Ball Drop at Novotel Times Square - 226 West 52 Street, New York

True Luxury New Year' Eve VIP Experience with Guaranteed View of the Ball Drop for All our Guests.

- > 400 guests coming from more than 15 countries
- > Average ticket sold over \$1,000 per guest
- > Sold out every year

FACEBOOK REVIEWS:



Tina Dreher — 5★ Amazing view of the ball drop!



Bonnie Ryde — 5★ Great night!!!



Bonnie Ryde — 5★ Great night!!!



Teresa Mazza — 5★ Best place to spend new years eve in NYC!!!!!!!!!!



Seth Adam — 5★ So excited !!



Gillian Wilkie — 5★ An amazing night! Loved every minute of it!

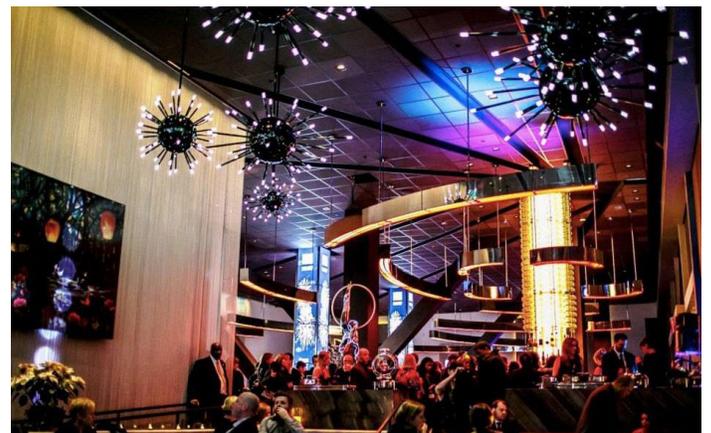


Tina Dreher — 5★ Amazing view of the ball drop!

EVENT VIDEO:



EVENT PICTURES:



BRAND / TASTE OF FRANCE 2013

Taste of
France™



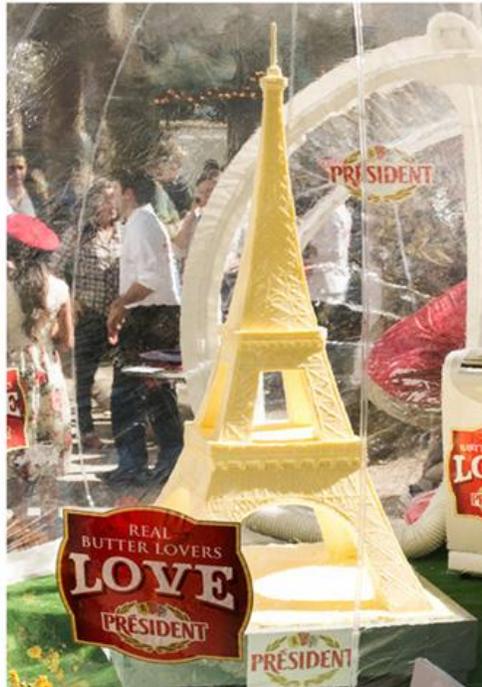
Bestoffrance.org (formerly Tastetoffrance.com)

100,000 GUESTS / TICKET PRICES FROM COMPLIMENTARY TO \$149 PER PERSON

Event on September 28-29, 2013

Bryant Park, between Fifth and Sixth Ave. and between 40th and 42nd St., New York

The Taste of France Show was the world's largest event dedicated to France and was a 2-day event showcasing the most renowned aspects of French Technology, Cuisine, Lifestyle, Tourism, Beauty, Culture, and Fun.



BRAND / TASTE OF FRANCE 2013



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100,000 guests attended the 2-day event

120 exhibitors, live concerts, cooking demos and conferences promoted France in Bryant Park, New York

> Taste of France garners a staggering 211 million media impressions

> Notable media coverage includes placements on every single New York local TV station, Fox, NBC, CBS, ABC, CW and NY1—and write-ups in The New York Times, New York Post, New York Daily News, Time Out New York, Women's Wear Daily, CNBC and Bloomberg Businessweek. Post-event coverage appeared on dozens of blogs and publications, including Yahoo! News and the Village Voice, as well as second placements in The Daily Meal and the New York Post, which featured a slideshow of the French Bulldog show.

> The event was advertised on JCDecaux billboards throughout September in key locations around the New York Tri-State Area—including Kennedy, Laguardia and Newark airports, Port Authority Bus Terminal and the Short Hills Mall—bringing an additional 22 million media impressions to our total.

> Citybuzz also donated advertorials featuring Taste of France on TV screens in the backseats of New York City's yellow taxis and at 120 local hotels.

> Taste of France's Facebook page added 710 additional likes to its impressive batch of 5,110 likes and @MyTasteofFrance Twitter followers grew by more than 30 percent in less than two weeks. #Tasteoffrance exploded on Instagram during the event, with more than 1,200 Instagram posts documenting the event in photos.

EVENT VIDEO:



EVENT PICTURES:



BRAND / TASTE OF FRANCE 2012

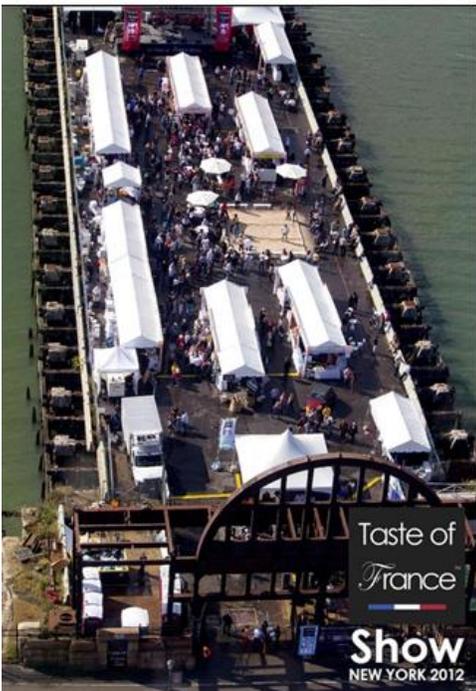


Bestoffrance.org (formerly Tastetoffrance.com)

5,000 GUESTS / TICKET PRICES FROM \$30 TO \$149 PER PERSON

Event on September 29-30, 2012 / Pier 54 - West Street and 13th Street, New York

The first French culinary and lifestyle show featuring les Maîtres Cuisiniers de France and l'Académie Culinaire de France, two organizations representing the top French chefs in the world joined forces to present authentic dishes from France's six regions paired with their signature wines.



BRAND / TASTE OF FRANCE 2012



Bestoffrance.org (formerly Tastetoffrance.com)

5,000 GUESTS / TICKET PRICES FROM \$30 TO \$149 PER PERSON

Event on September 29-30, 2012 / Pier 54 - West Street and 13th Street, New York

The first French culinary and lifestyle show featuring les Maîtres Cuisiniers de France and l'Académie Culinaire de France, two organizations representing the top French chefs in the world joined forces to present authentic dishes from France's six regions paired with their signature wines.

5,000 guests attended the 2-day event

30 dishes were by Les Maitres Cuisiniers de France and Académie Culinaire de France

More than 10,000 tasting portions sold

13 groups of musicians and singers played French music during the 2-day event

Amassed 1850 fans in a 10-week span

> 25 million media impressions throughout print, online, and television exposure.

> Major television placement on local NYC CBS2 morning television and event was featured in the coveted Calendar of The New York Times Dining section.

> Additional press coverage to promote Le Taste of France appeared in The Daily News, Metro New York, Daily Candy, Serious Eats, PureWow, Village Voice online, Zagat, Refinery29, Joonbug, FriendsEat and JerseyBites.com

> Special Ambassadors were Jacques Pépin, Legendary Chef and T.V. personality; Marc Murphy, Executive Chef and Owner of Landmarc Restaurants; Ariane Daguin, Founder of D'Artagnan.

EVENT VIDEO:



EVENT PICTURES:



ABOUT US

ENRIQUE GONZALEZ

Enrique Gonzalez founded Supernova Events in 2009. He is a dynamic leader and formidable event planner adept at producing highly complex, often multi-day events with singular focus and skill. Enrique's defining trait is his ability to deftly problem-solve. He elevates each event regardless of the location and environment, pulling off each one with great results and ease.

A native of France, Enrique studied architecture and graduated from the prestigious INSEEC Bordeaux Business School with a degree in Entrepreneurship. After relocating to New York and developing a passion for creating unique events, he applied his entrepreneurial expertise to launch many exceptional events around major celebrations like New Year's Eve, 4th of July and French Culture.

NISHA SAWHNEY

Nisha Sawhney is the lead event designer and also the founder of Snsdesign.com in 2003, a global industrial design firm based in New York that turns product ideas into reality by successful product development and launch. Products designed include Zipz single-serve wine glass, biggest deal in Shark Tank history.



Enrique Gonzalez presenting the Taste of France Show at the French Consulate in New York - March 2012

CONTACT US / REFERENCES

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