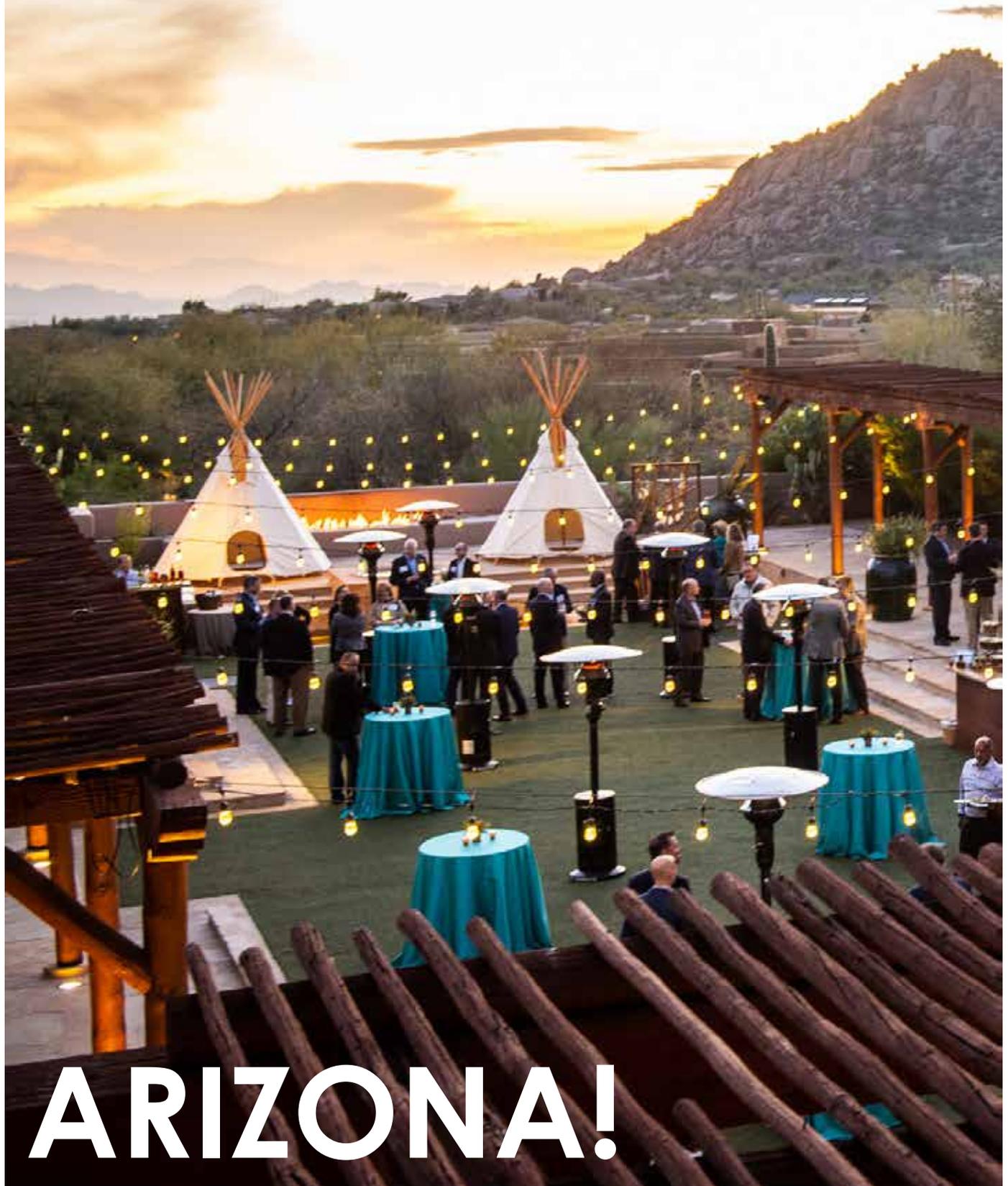




The CEO, Inc.

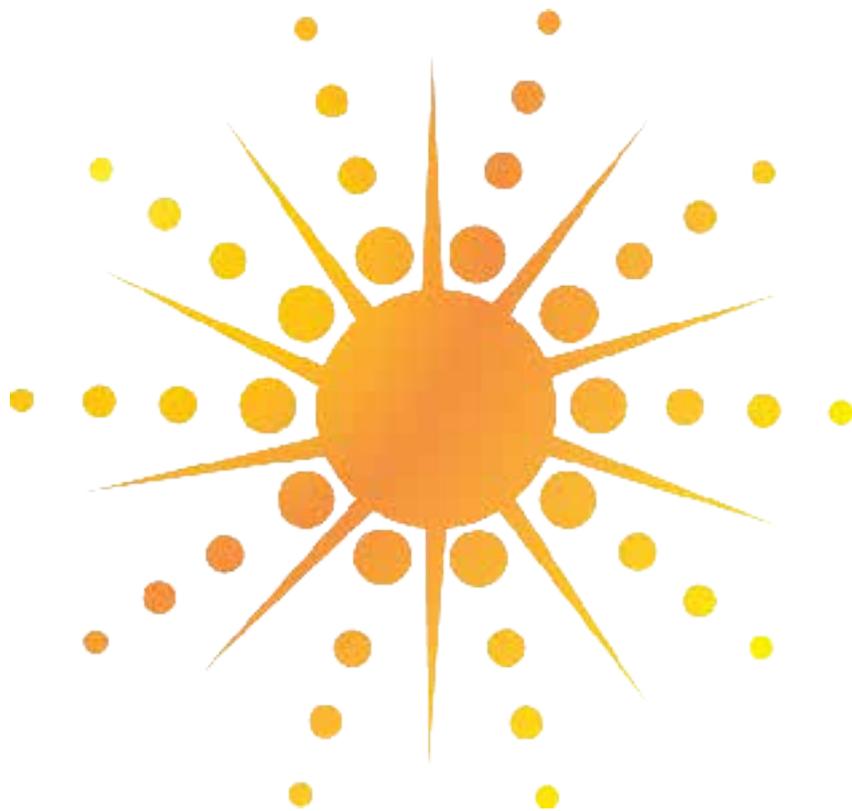
Meeting and Event Management



ARIZONA!

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WELCOME TO “STATE 48!” SUNNY ARIZONA!

Arizona's capitol, Phoenix, is surrounded by a metropolitan mecca that is overflowing with history, art, architecture, food, and lifestyle. Locals and non-locals alike take great pride in the 48th state and the surrounding area is affectionately known as the “Valley of the Sun”.

Being outdoors is a daily pastime here, in all seasons. With unmatched flora and fauna on our pristine desert trails, calming rivers, and sage and Palo Verde covered mountains you have an abundance of activities and tour options awaiting you.

Championship golf courses, a vibrant downtown, world-class shopping, fine art galleries, renowned restaurants, and high-energy nightlife are all here at your fingertips.

And did we mention the sunsets? It's true what they say, the skies blaze of fiery reds, burnt oranges, and iridescent pink and purple hues. There is truly none better than an Arizona sunset.

Let The CEO, Inc., create a truly memorable Arizona experience for you and your guests!



ARIZONA ADVENTURES

HIKING, BIKING AND MORE...

The desert here has year-round adventure! With our kaleidoscope of bright flowers, nowhere-else-in-the-world **Saguaro** cacti, and robust trees, Arizona's Sonoran Desert boasts a landscape unlike any other in the world!

If you are interested in desert plant-life, the **Desert Botanical Garden** is lush with a bounty of unique and beautiful plants that thrive in some of the hottest and driest parts of the world. Or head to one of the many award-winning **golf courses** to jump on a golf cart and spend the day out on the green!

Host a **guided hike** or **bike tour** for an intimate or large group, and learn about our unique flora and fauna on the trails. **Desert mountain biking** allows for views that span the Sonoran Desert as you cruise the single track trails. All ability levels can enjoy this activity, as AZ trails cater to them all! Equally impressive views can be had with Zip-line adventures and Hot Air Ballooning! **Rock climbing** enthusiasts find no loss of opportunity here to experience climbing in some of the most unique types of rock in the world. Each climb offers stunning views. Too hot you say? Not to worry, there are many indoor rock climbing gyms in the Valley for the indoor adventurer.

NOT SO WILD WEST

Experience the thrill of **4x4 off-roading** adventures throughout the backcountry desert on an exclusive guided tour. Want to feel like an outlaw for a day? Professional **shooting instructors** will take you on a safe and educational journey to make your law-breakin' dreams come true. And for those looking for an authentic "City Slickers" adventure, **cowboy-led horseback riding** is ready and waiting for ya (yes, real cowboys do still exist!) While you're getting' down and dirty on the ranch, why not add a real-life **cattle drive** to the itinerary! For a tamer Arizona experience, you can rent an **electric scooter** or **Segway** to see the in-town sights.

CULTURE, ARTS AND ARCHITECTURE

The **Heard Museum** is overflowing with Southwest Native American Arts and Crafts, including twined and coiled basketry, hand formed pottery, and rich, colorful rugs. Today it includes some 75,000 cataloged artifacts. Experience **Native American culture** first-hand with the Yavapai people on the Fort McDowell Reservation which hosts story telling tours from tribal members and food tastings of traditional foods. Get to know our Art Culture with nationally known and emerging local and regional artists on a personal tour of their studios.

The **Musical Instrument Museum (MIM)** is unlike any other. It brings instruments from around the world to life and provides a one-of-a-kind experience for visitors.

If you love architecture, Arizona was home to one of its most iconic. **Taliesin** was established by **Frank Lloyd Wright** in 1940 as his desert architecture laboratory. **Arcosanti** was created by Paolo Soleri as a concept of compact city design.

WAIT, AZ HAS WATER SPORTS?

You likely will be surprised by our abundance of water activities and lakes. **Rafting down a river** in the desert? Yep! It's an unforgettable adventure that almost guarantees a glimpse at wild horses drinking at the water's edge and blue herons looking for fish. Our Salt River is a **kayaking** adventure! Did we mention **speed boating, water skiing, fishing, stand-up paddle boarding,** and more?



EXCURSIONS AND EXPERIENCES

SEDONA

Unforgettable **red rock** sights capture you from the moment you enter Sedona. The red sandstone buttes scattered throughout **Oak Creek Canyon** is a thickly forested gorge known for its colorful rock formations. With glistening beds of sparkling quartz, Sedona will have you in awe of the majestic countryside. Sedona is full of outdoor recreation like the famous **helicopter tours, hot air ballooning, slide-rock,** and **horseback riding.** There's also numerous **art galleries, wineries, annual festivals,** and spiritual and personal enrichment activities.

To fuel your inner self, Sedona's **spiritual vortexes** are powerful and transformational energy centers that are located at specific sites throughout Sedona. Above the heat of Phoenix and below the snowline in Flagstaff, Sedona is a full-day trip, or a 1-3 day excursion for your group.

TUCSON

Arizona's 2nd biggest city, **Tucson,** brings history right to your fingertips while surrounding you with more breath-taking scenic views. With **museums, rich historic sites, hiking trails, golf courses,** and **shopping,** Tucson is an exciting adventure in itself.

The sacred beauty of **Mission San Xavier del Bac** is one of the best examples of Spanish-Colonial architecture in the nation and is the oldest intact European structure in Arizona.

Tombstone and the **O.K. Corral** let's you walk the very same streets where Wyatt Earp and his brothers enjoyed the company of the likes of Doc Holliday!

If sipping locally-made wine while taking in wide-open, breathtaking scenery sounds like a day for you, then **Sonoita,** Arizona's very own 'wine-country' is the place to visit!

Don't miss the chance to visit **Kartchner Caverns** to lay your eyes on one of the world's largest stalactite formations!

Only a couple-hour drive from Phoenix, this sister-city is perfect for a single day trip, or a 1-3 day excursion for you and your guests.

THE GRAND CANYON

At one mile deep, it's one of Arizona's 'claims to fame' being one of the **seven Natural Wonders of the World.** It's nature's most remarkable work of art, and the foremost scenic attraction in America. It is truly an unforgettable experience to view this magnificent canyon with its **spectacular colors** of purple, mauve, red, and gold, gigantic buttes and awesome **rock formations!**

And don't forget about our stunning waterfalls! Hard to believe, but true. Residing on tribal land, **Havasu Falls** is a breath-taking **waterfall** plunging from 200 feet above you into tranquil turquoise pools below.

A 'once-in-a-lifetime' experience for many, we can help you explore Arizona to it's fullest. The Grand Canyon is a 2-3 day trip for your guests, with several day trip options. Extend your trip to incorporate more exciting outings, like **rim to rim hikes** and **white water rafting** adventures!





THEME, DECOR AND INTERACTIVE

YOU DREAM IT, WE THEME IT!

Here at **The CEO, Inc.**, we specialize in cutting-edge designs, transformational experiences, and smooth, effortless event production. We understand that no two groups are alike, so each event must take on its own unique identity.

From your casual family nights to your more upscale awards dinners, we can enhance your special event with a variety of themes. Choose from Superhero Smash, Sunset in the Sahara, Retro Rodeo, Lux Boho, AZ Harvest Market, Underground Speakeasy, and many more!

In fact, with our creativity and expertise, we will always think of solutions that will take your theme to the next level making whatever you dream up, even better than you could imagine!



MEETING MANAGEMENT

END TO END IT'S DONE RIGHT

We start by completing an analysis of the event, learning your vision, desires, and message, all the while never forgetting the meeting objectives and guest profile when we go about developing a concept.

Our experience and market knowledge allows us to design the perfect event just for you!

We offer it all, from film and video production, onsite audio-visual, site sourcing and selection, hotel contracts, staffing, registration, and travel. We are logistics experts and can execute anything, no matter how complex. Our production team manages your event with precision and attention to detail that is unsurpassed.



POWERFUL CONNECTIONS

THERE'S NO "I" IN TEAM

Whether you are looking to bring your work team together and build unity, or give back through a socially responsible activity, we can help you cultivate the experiences that will make those inter-team connections happen.



PLUS-ONE ACTIVITIES

YOU WORK, THEY PLAY

We get that some work needs to happen. For when you need to provide options for the guests, spouses, or "plus-ones" who have joined, we can create experiences to fit any group. Our ideas and creativity never stop! From Farmer's Market trips, spa days, and wine blending, to high teas, grand hikes, and famous home tours, your "plus-one" opportunities are limitless.



OFFSITE VENUES

A LITTLE BIT OF A GETAWAY

Arizona is abound with climate regions to meet every season. From sandy shored lakes to snow on the mountain tops. Let us show you a little Southwestern hospitality in our beautiful valley! Phoenix is full of exquisite and **incomparable/unmatched/unparalleled/extraordinary** venues suited to varying group sizes, demographics, and tastes.

Choose from **open-air pavilions, scenic courtyards, industrial warehouses, historic homes** or **desert hide-aways**. We can custom design an evening out on an exclusive **dinner cruise**, a **desert sunset cookout**, a progressive **food truck** eat-a-thon or **cocktails in a private, mountainside estate**. We'll design just the right destination for your unique group!



TRANSPORTATION

WE GET YOU THERE

Your valued attendees and guests have a variety of luxury **transportation options** to select from to fit your event perfectly. From small to large vehicles, all options are convenient, timely, and expedient!

Last minute cancellations? Late night arrivals? No problem! Our experts manage the intricacies of logistics, planning and execution that is unmatched!





WE HAVE THE TOP CHEFS!

PIZZERIA BIANCO

When Chris Bianco started his pizzeria inside the back corner of a neighborhood grocery store in 1988, did he know that he would be world famous? Since then, Chris, has won a James Beard Award. When you visit, you will know why.

MASTRO'S

With several locations, they are a collection of sophisticated restaurants featuring a cutting edge menu of prime steaks and fresh seafood in a cosmopolitan atmosphere accompanied by live music.

LON'S AT THE HERMOSA INN

The Hermosa Inn boasts a history like none other. A restored hacienda, it celebrates old Arizona charm. Its elegant dining room has adobe and rustic ironwork with flattering lighting and beautifully set tables. A true Arizona dining experience.

EL CHORRO LODGE

A Valley tradition in a historical place. Enjoy the Sonoran landscape which awaits you on the beautiful outdoor patio or dine in a cozy dining room setting, either way El Chorro Lodge has the perfect table for every mood or occasion.

CHEFS BINKLEY, MACMILLAN, GARCES, VONGERICHTEN...TOO MANY TO MENTION!

ABOUT US

The CEO, Inc., is a full-service Meeting and Event Management Company, operating since 1991. Ginnie Fowler, the President and Owner, along with her team of highly specialized Program Managers take great pride in being trusted partners and advisors to clients and vendors alike.

Our Vision

Continue building longstanding client relationships and deliver innovative and flawless events, surpassing industry trends and embracing the ever-evolving client culture. It is our mission to provide the best collaborative efforts with all clients through reliable and thorough planning and execution.

Our Values:

- Passion - create truly authentic and unforgettable events by ambitiously meeting and exceeding our client's expectations every time.
- Integrity - conducting fair, transparent, and responsible business practices.
- Discretion - safeguarding our client's information and reputation.
- Accountability - dedicated to producing cost effective results.

What's our background you may ask? The CEO, Inc., has:

- Partnered with clients in the building and infrastructure industry, for 19+ years, assisting with annual district meetings, 'plus-one' events, awards dinner galas, and themed evening events, along with hotel and banquet coordination.
- Retained faithful clients for over 20 years in the healthcare and medical industry and has provided support with annual conference logistics, offsite evening events, décor and entertainment, and transportation management.
- 18+ years assisting the financial and investment community with incentive trips and conferences, handling all aspects of the planning process.
- Enjoyed years of working with clients and companies from 50 to 3000+ employees. It is of great pleasure that we have the opportunity to support companies and organizations of all sizes. No company, industry or organization is out of our scope!



602.867.1900

www.theceoinc.com

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