

Lighting Company of the Year Regional Winners



By Kevin M. **Mitchell**

The readers have spoken, and now we present to you the six regional lighting company winners of the year. Several have been here before, some are new, and all are doing a spectacular job serving their region from corporate work to festivals to tours. While all of these companies are winners (they all receive a snazzy frame-able certificate to go along with the bragging rights), one will now be named "Hometown Hero Company of the Year" at the 21st Annual Parnelli Awards held at the Anaheim Convention Center on April 14. All are on the Parnelli Awards official ballot and voting is now open to PLSN subscribers at parnelliawards.com/vote. For more information on the gala and to get your tickets now, go to ParnelliAwards.com.

MIDWEST

Allied Productions & Sales, Mendota Heights, MN

"In the last year, people have been so focused on coming back together that they have increasingly looked to us to design and create visually stunning, memorable events," says Vanessa Vensas, Allied's Creative & Communications Manager. "Our design team uses the latest trends and technologies to help our clients' events truly



shine." Those events include the Super

Bowl, and for a sixth year Allied supported festivities on football's biggest weekend. "We lit up the L.A. Convention Center and a number of large buildings around the city," Vensas says. "In addition, we provided production support for an upscale brunch, a sports business conference, and supported an epic party for *Sports Illustrated* magazine." For another recent corporate event, more than 1,000 people from nine countries came together for their first-ever in-person conference at The Gaylord Rockies Resort & Convention Center in Aurora, CO. The closing party featured The Chainsmokers.

Allied has also helped The Armory in downtown Minneapolis with audio, lighting,



rigging, and video systems for more than 100 shows. These included major acts like Armin Van Buuren, H.E.R., and Lorde, as well as non-profit community events. "The artists and venue always need professional rider-friendly equipment and crew which we are always happy to provide." Allied has been updating their inventory, especially IP65 rated fixtures, including Ayrton Domino Profiles. They note that they are looking forward to receiving the Ayrton Cobra laser-source fixture. Also new to

their warehouse are CHAUVET Color STRIKE M and COLORado PXL Bar 16 fixtures. They are expanding personnel as well, having added 14 full-time team members in just the last two years, for a total of 24. "This puts us back to where we were in 2019 in terms of number of full-time staff."

As for this honor, Vensas adds: "It's great to see the dedication and hard work our team puts into making every moment of every show picture-perfect recognized by so many."

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