

The Food Services of America tradeshow was one event this year not to be missed. With an extensive inventory of theme décor and an ensemble of imaginative designers, West Coast transformed the Portland Expo Center into a mini Hollywood of its own, complete with movie sets and lifesize oscar statues. Even James Dean and Marilyn Monroe were there!

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A Star-Studded Event...



What would any Hollywood occasion be without a red carpet arrival? At the official entryway, our gold, life-size award statues greeted guests with a regal welcome. With stanchions, red velvet rope and a red carpet walkway, West Coast paved a walk of fame for guests to enter the exhibition and register.

Behind the Scenes...



Lights, camera, action... Attendees toured the sets of two Hollywood blockbusters, "The Shining" and "Animal House," while exploring the tradeshow floor. Made to resemble authentic movie sets, each film was complete with cameras, "Now Filming" announcements and full-scale scenery.

As an unforgettable trademark of "The Shining," Jack Nicholson's horrifically possessed expression was placed on set of the isolated hotel from the 1980 Stanley Kubrick thriller.

Representing the comedy genre was the frat house set from National Lampoon's "Animal House," topped off with tp and plastic cups from the night before.

In addition, West Coast built a replica of the Paramount movie house with custom "Now Playing" signage. It was like having Hollywood in our own backyard!

Famous Faces...



West Coast's life-size, celebrity statues added a touch of Hollywood glamor to the event.

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