



National Basketball Players Association Philadelphia, PA

The NBA Players Association hired AYS to manage its annual All Star Gala. Over 5,000 guests attended the invitation-only Gala, including special guests Jamie Foxx, Michael Jordan, Shaquille O'Neal, Ja'Rule, Ludacris, Chaka Khan and many others. As a result of AYS' efforts, this event was widely considered the premier entertainment production during NBA All Star Weekend. The AYS staff managed many important aspects of the Gala including:

- Registration
- Admittance Process
- Catering
- Venue
- Concept
- Development
- Floor Plan
- Décor
- Security
- Sound & Lighting



"...security at the NBA Players Gala was tighter than a post 9- 11 airport."

- Philadelphia Inquirer