Homecoming/Prototype Purple Event Brief  
Friday, October 12, 3:30 – 6:30 p.m.  
Ford Motor Company Engineering Design Center  
2133 Sheridan Road

PURPOSE:  Homecoming celebration for Northwestern Engineering alumni. This is a joint event between Segal/Prototype Purple and Northwestern Engineering.

INVITATIONS:  ~200 – 225 guests anticipated

EVENT STAFFING:  Amy Pokrass (AP), Manager of Special Events, (cell) 414-732-9321  
DeYandre Thaxton (DT), Project Coordinator, (cell) 617-697-4624  
Victoria Williams (VW), Communications Coordinator, (cell) 434-409-8568  
Work-Study Students (coordinated by DT)

VENDORS:  Catering by Michaels (AP/DT), Barrell Maker T-Shirt Vendor (VW/DT)

FORD SET-UP:  Ford Shop (1-2 staff members)  
- T-shirt vendor

Main Lobby Entrance
- Registration table (2-3 staff members)
  - ITW classroom table; McC linen
  - T-shirts handed to guests as they arrive

Ground Floor Atrium
- Catering and Bar set-up
  - Bar tables provided by the caterer; Linens provided by McC
  - DTC tables utilized for catering stations
  - Food Staggered: Stations set at 3:30, 4:15/4:30, and 5pm

DTC Breakout Rooms & Fishbowl
- Dining/breakout spaces for guests
- VW & DT will speak with each DTC class and instruct students to check-in at registration

DTC Classroom G.211
- Catering staging

CATERING:  Beer and Wine Service (~2.5 drinks p/guest)
- Capaosaldo Rosé
- Carnivor Cabernet Sauvignon
- Mirassou Chardonnay
- Goose Island 312
- Sketchbook Orange Door IPA
- Soda
- Bottled Water

Food Station #1 (~2.5 pieces p/guest)
- Latin Veggie Maki Rolls, vegetarian – 12dz
- Ahi & Jalapeno Maki Rolls – 12dz
- Vietnamese Vegetable Spring Rolls, vegan – 12dz
- Mediterranean Summer Rolls, vegetarian – 12dz
- Large Fresh Vegetable Tray– 2 trays, each tray serves ~40
  - 3:30 – 4 dz of each roll, 1 Veg tray
  - 4:15 – 4 dz of each roll
  - 5:15 – 3 dz of each roll, 1 Veg tray
Food Station #2 (~4 pieces p/guest)
- Petite Pups en Croute (Pigs in a Blanket) – 19dz
- Artichoke Parmesan Puffs – 18dz
- Chile Rellano Quinoa Bites, vegetarian/gluten-free – 20dz
- Pulled BBQ Pork Chicken Quesadillas – 18dz
- Large Cheese Display – 3 trays, each tray serves ~40
  - 3:30 – 8dz pigs, 6dz puffs, 8dz quinoa, 7dz quesadilla, 1 cheese tray
  - 4:15 – 8dz pigs, 9dz puffs, 9dz quinoa, 8dz quesadilla, 1 cheese tray
  - 5:15 – 3dz Pigs, 3dz puffs, 3dz quinoa, 3dz quesadilla, 1 cheese tray

Food Station #3 (~1 piece p/guest)
- Cheesecake Brownie Lollipops – 7dz
- Purple French Macarons – 7dz
- Petite S’Mores on a Stick - 7dz
- Large Fruit Display – 4 trays, each tray serves ~22
  - 3:30 – 3dz of each dessert, 1 Fruit tray
  - 4:30 – 2dz of each dessert, 2 Fruit tray
  - 5:15 – 2dz of each dessert, 1 Fruit tray

NOTES:
- Music (AP)
- Space reservations (DT)
- All prop alarms will be disarmed and doors unlocked on the ground floor and shop, 2-7pm (Millenium Access, AP)
- Ground floor and basement restrooms will be cleaned and stocked, and will be monitored throughout the event (Aramark, AP)
- Caterers will monitor garbages throughout the event; Aramark will return at the end of the event to remove all trash (AP)

BRING: Adhesive name badges, sharpies
McC Linen (bar), Black Linen (bar), McC Linen (registration)