



A'BULAE



THE FUTURE OF EVENTS

Host your event at Minnesota's most
unique and innovative event space.



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W E L C O M E

We bring you the magic of A'BULAE. Created by industry professionals immersed in weddings and special events, A'BULAE is Minnesota's first and only event space with 28 unique and amazing inclusions. We've fused customized events with state-of-the-art technology, award-winning cuisine, and the beauty of luxurious design to create an unforgettable experience.

In a gorgeous loft-style space overlooking St. Paul's finest views, you and your guests will have an unparalleled wedding experience. Our integrated light, sound, and digital technologies offer endless opportunities to personalize the space, keep your guests engaged and entertained, and create an event as unique as you are. Come see what the excitement is all about.

Welcome to the future of events!

info@abulae.com | WWW.ABULAE.COM | 651-788-9818

“A'BULAE is the first truly transformative space. It's the only event space designed by event professionals.”

OUR VISION

A “signature cocktail” used to be all it took to make an impression. Now, more than ever, people are looking for more personality and a unique touch for their event. They want to customize to make something more special and unique than what's been done in the past. Our clients are now demanding more innovation.

Events are no longer just about entertainment and food. The hotel model and the turnkey event is out. Trends are moving away from having events at your typical ballroom-style space, and moving towards giving clients and guests a personal message with which they can interact.

INTRODUCING A'BULAE

Our built-in technology and design strategy leads to more interaction, more personalization, and more participation from your guests. Rental items and standard event decor (chairs, linens, floral, etc.) will always exist within the industry, but A'BULAE's interactive digital technology and imagery will be infused to totally change the aesthetic of the venue for each event. It is the first and only site that can be completely personalized and customized at a level that is completely unique to every event.

A'BULAE has the exceptional capability to completely transform a space aesthetically, as well as the ability to integrate the human, virtual, and social components of your experience.



A'BULAE fuses state-of-the-art technologies with creativity and passion unlike any other venue to deliver a true "WOW" experience.

A'BULAE



“Instead of designing your event around the building, we design the building around your event.”



OVERVIEW & INTRODUCTION

OUR NAME

The name, A'BULAE (pronounced AH - Boo - Lay) draws its inspiration from the word "Nebulae". Nebulae are the basic building blocks of the universe. They contain the elements from which stars and solar systems are built. They are also among the most beautiful objects in the universe, glowing with rich colors and swirls of light. Stars inside these clouds cause them to glow with magnificent reds, blues, and greens. These colors are the result of different elements within the nebula.

Like Nebulae, A'BULAE also represents the next frontier... for events. It is the result of combining amazing technological elements and enriched experiences with the foundation for great events in a beautiful space. A'BULAE events are truly incredible.

APPROACH

The A'BULAE model understands events from a social standpoint. Events used to only impact those in attendance, but now an event attended by 500 becomes an event witnessed by thousands. Why? Because more and more people

are using social media to communicate with the outside world when they attend events, especially weddings.

With social channels like Facebook, Instagram and Twitter, guests are now ambassadors of the events they attend. A'BULAE's technology seamlessly transposes your event into the social circles and communities that individual guests already belong to. Your events will now take on an afterlife. At A'BULAE, we stand poised to curate your entire experience: the before, the day of, and the afterlife of every unique event.

The A'BULAE experience immediately welcomes your guests with a number of "Wow Factors". It is the first event space where clients can completely customize and personalize their event, both in the real world and in virtual environments.

TREND SPOT: POP OF COLOR

This desert-inspired, warm color palette of pinks, yellows and oranges is the perfect complement to A'BULAE's urban, city backdrop. The tasteful infusion of copper tones take this color story to a whole new level.

What we love: The modern white flower boxes, the cutest little cactus details, metallic square chargers, spotted linens, the modern rooftop lounge and the sweetest dessert display.







THE BUILDING

A'BULAE is a SoHo-style event site that provides unparalleled views of the city from expansive floor-to-ceiling windows. The space is a classic international building with a distinct euro-contemporary style that incorporates Italian design.

The intimate yet dramatic space combines rich and raw design elements that offer contrast, which creates an atmosphere that is reflective of Manhattan's SoHo environment. It's the only true SoHo loft-style event space in Minnesota.

With an on-site parking garage, rooftop deck for ceremonies and social hours, expansive views of the Capitol, river, bluffs, and airport, A'BULAE is quickly becoming Minnesota's most sought-after event site. It is unmatched in every aspect.

Come experience Minnesota's most unique event space in the historic urban setting of Lowertown St. Paul.

LOCATION

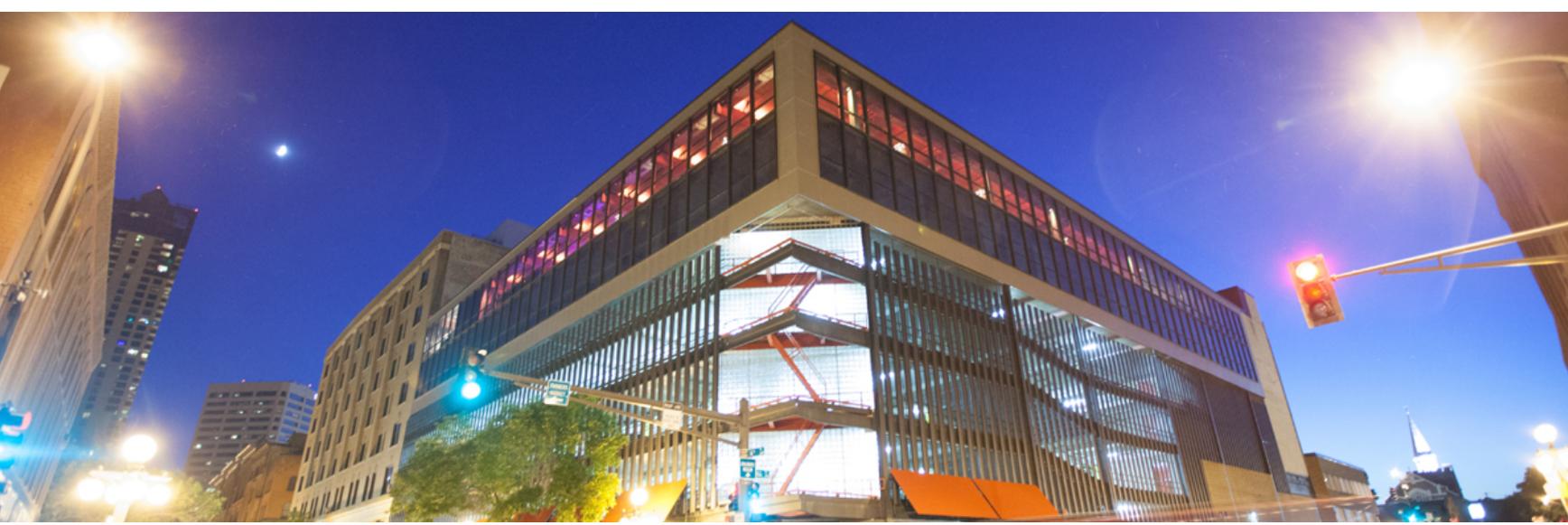
A'BULAE is located in St. Paul's Lowertown district. St. Paul is one of the most vital historic districts in the entire country, and was voted #1 for historic preservation. According to national development statistics, Lowertown St. Paul is second only to Manhattan, NY as one of the fastest developing communities.

Restaurants like the Bulldog, Barrio, Public Kitchen + Bar, FACES on Mears Park, DaVinci's, and Christo's all make their home in the Lowertown district. Adjoining Downtown St. Paul also features a number of historic buildings, including the State Capitol and the Cathedral of Saint Paul, as well as the Fitzgerald Theater, home to Garrison Keillor's "A Prairie Home Companion".

The Farmers' Market and the Light Rail are located just two blocks away. A'BULAE also overlooks the new St. Paul Saints baseball stadium, the namesake for our grand Saints Ballroom.



“With an on-site parking garage, rooftop deck for ceremonies and social hours, expansive views of the Capitol, river, bluffs and airport, A’BULAE is becoming Minnesota’s most sought-after event site. It’s unique in every aspect!”

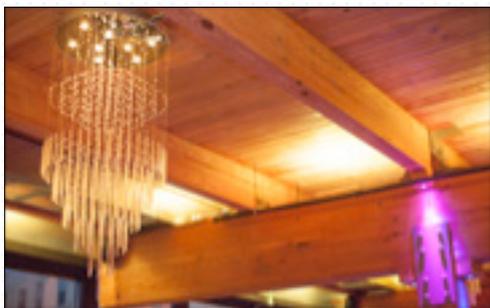


THE SAINTS BALLROOM

Our private ballroom with floor-to-ceiling windows and downtown St. Paul views is unlike any other. The floor space can be transformed to suit your day; each room can be used individually or in conjunction with the other spaces.

We can accommodate up to 500 seated guests. From an intimate ceremony and reception to drinks and dining for a crowd, we have the versatility to meet your wants and needs.

Uniquely equipped with independent surround sound and live video, your guests are immersed in a sensory experience, keeping them entertained and engaged throughout the night. Our digital interactive services include touchscreen photo albums, touchscreen guest books, built-in touchscreen photo booths, and touchscreen iPad apps for entertainment. We are Minnesota's most innovative event site, and nowhere is this more evident than in the Saints Ballroom.



International chandeliers mixed with pillar and beam LED lights throughout.



Crystal Chiavari chairs make a statement and let your wedding shimmer!

S A I N T S B A L L R O O M

Square Feet: 8,000

Features:

Standing Reception: 700

Ceremony Seating: 500

Seated Dining: 500

[visit photo gallery online](#)



THE CAPITOL LOUNGE

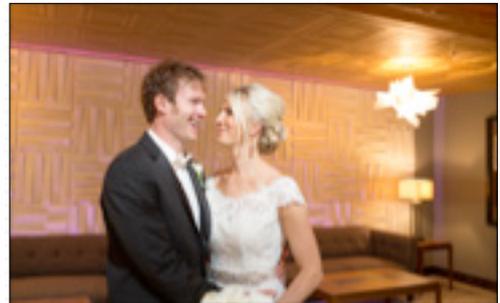
The Capitol Lounge boasts a sleek setting complemented by an elegant and modern crystal chandelier collection, accented with original decor. Your guests will appreciate the blend of ornate and comfortable detailing.

Our grand staircase greets your guests as they step into the Capitol Lounge. Ample lounge seating and a beautiful onyx bar serve as a casual and comfortable conversation spot. A'BULAE's exclusive food and beverage service can accommodate a reception of up to 500 guests.

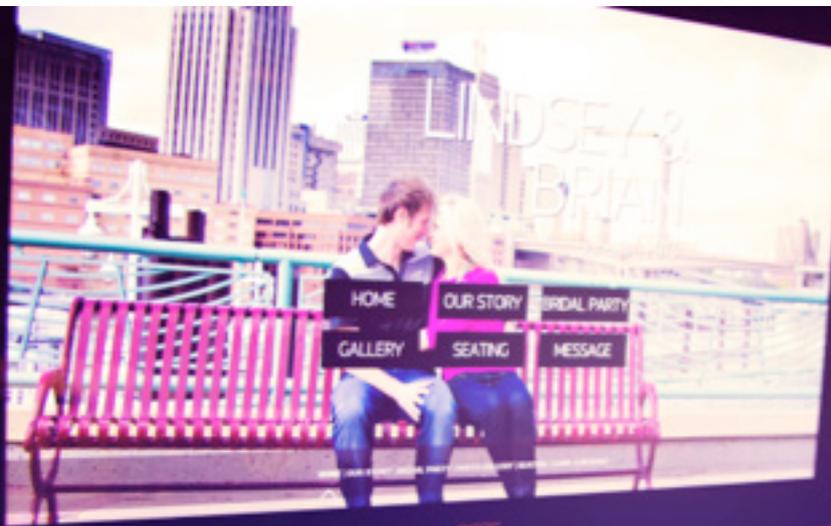
Interactive stations and framed LCD screens are tastefully positioned throughout the reception lounge, serving as a personalized and customized welcome to your marquee event.



Our spacious, onyx bar allows your guests optimum service and socialization.



The Capitol Lounge Bar offers over 2,000 square feet of beautiful space for your Social Hour.





Options for seated or standing tables allow your guests to mingle in comfort and style.

[visit photo gallery online](#)



C A P I T O L L O U N G E

Square Feet: 2,000

Features:

Full Onyx Bar

Full LED Lighting Customized to your Colors

Ample Lounge and Bar Seating

Modern/Vintage Mix



BROADWAY ROOFTOP

We are one of a select few venues in the Minneapolis/St. Paul area to offer a rooftop event space. This space is yours to use for wedding ceremonies, social hours, corporate parties and more.

Outdoor event locations allow clients and their guests the added luxury and pleasure of experiencing the city's beauty and energy. Many people never have the opportunity to enjoy a rooftop event space. At A'BULAE, guests experience some of the area's most invigorating city scenery.

Our spacious outdoor rooftop offers nearly 360 degrees of ariel views. Sights include the new St. Paul Saints Stadium, the State Capitol, Bluffs of the Mississippi River, and the Downtown Saint Paul skyline.

Our rooftop is located directly above A'BULAE on the 7th floor with access from the reception lounge. It is a must-see for anyone looking for a beautiful atmosphere for weddings, corporate events, product release parties, rehearsal dinners, mitzvahs, or any other special events.



BROADWAY ROOFTOP

Square Feet: 4,000

Features:

Cocktail Hours/ Events

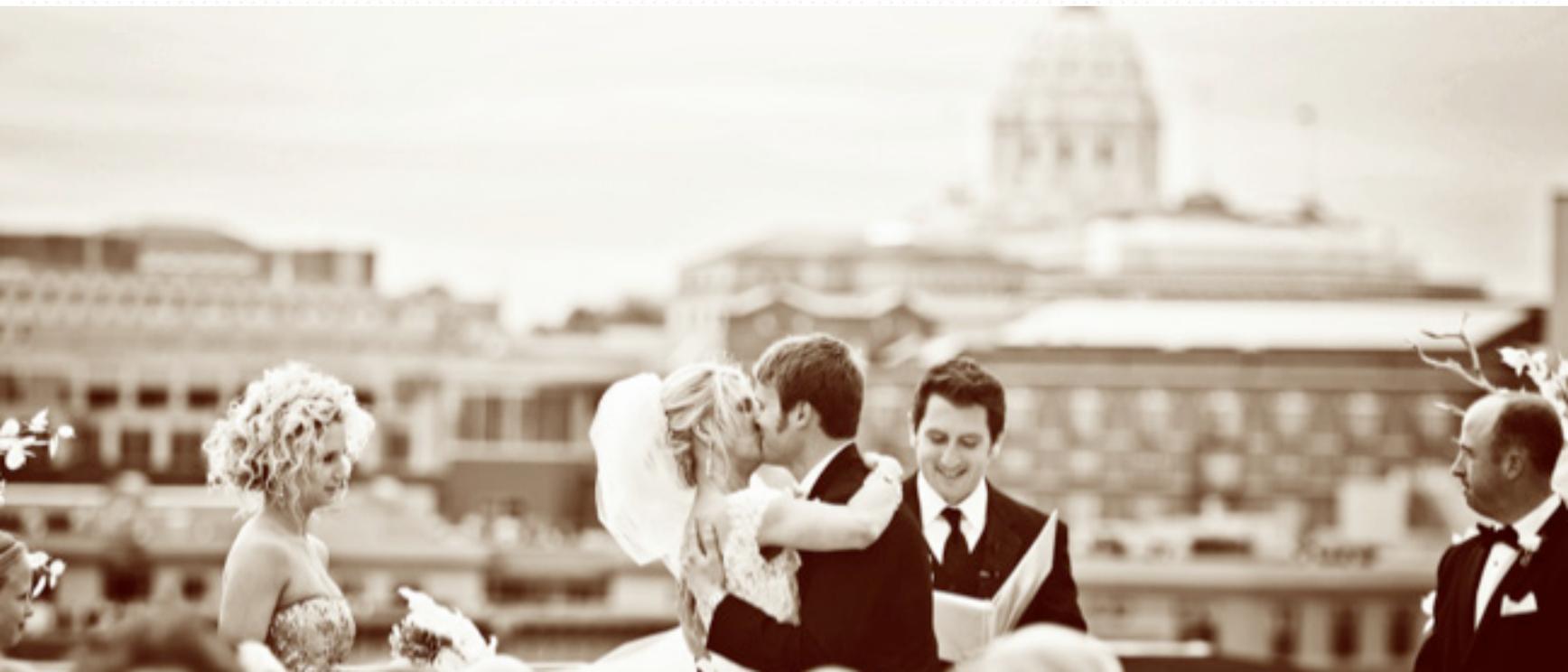
Amazing Capitol Views

Outdoor Ceremonies

Ceremony: 500

Standing: 600

[visit photo gallery online](#)



PARK LOUNGE

Take the stress out of getting ready! Our charming bridal suite offers the bride and her bridesmaids a lovely spot to relax and prepare for the wedding. It features spacious vanity seating with an enormous full-length mirror, lounge space, and a private powder room.

Lounge around in our signature robes while sipping on a delicious mimosa. And what's comfort without music to soothe the soul? A music station and 60" TV are nicely positioned within the room. You'll be sure to enjoy the best in comfort in our super-plush lounge located in the relaxation and wellness portion of the suite.

Of course we didn't stop there! Ample vanity seating makes it easier than ever to save time and reduce stress with on-site hair and makeup service.

And what would an amazing bridal suite be without the necessities like irons, fabric steamers, built-in lighting, extra outlets, wall hooks, hanging space for dresses and tuxes, and bridal lockers in which to store your belongings? All come standard with A'BULAE's Park Lounge Bridal Room. This suite is truly in a class by itself!



Large full-length mirror under a crystal chandelier.



Relax in comfort before your wedding.





The Bridal Lounge is a lovely place for you and your bridal party to relax and prepare for your special day.

[visit photo gallery online](#)



B R I D E ' S R O O M

Square Feet: 1,100

Features:

Bride's Dressing Room

Private Bathroom

Lounge Furniture

TV/Music Station

Large Vanity Area and Large Mirror

Bridal Lockers



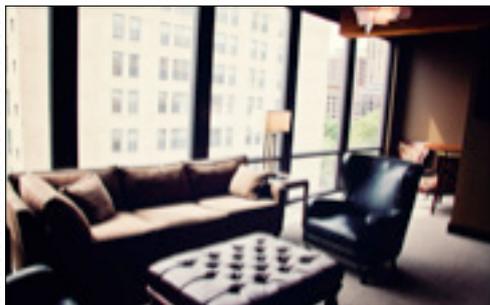
WALL STREET LOUNGE

Some have called it the Ultimate Man Cave! The Wall Street Lounge (Groom's Room) is rich, private, and comfortable... think 1940's men's country club.

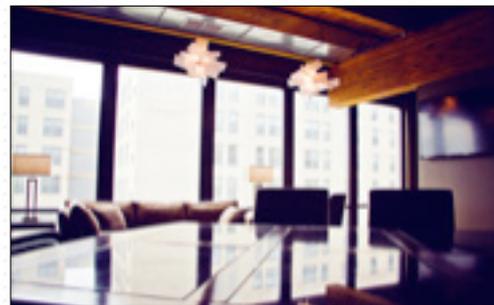
The Wall Street Lounge features a 60" flat screen TV, comfortable club chairs and couches so you can lounge in style, and a music docking station for your listening pleasure.

Next door to the Groom's Room is our fun and fabulous Game Room. While the ladies are getting ready, you and the guys can enjoy some friendly competition with our interactive games.

Finally, you don't have to be the bride to enjoy luxuries like this! On your big day, give your groomsmen the royal treatment by stepping into A'BULAE's Wall Street Lounge.



Only a handful of venues offer a space for the guys.



The Wall Street Lounge is a great place to hang out!

G R O O M ' S R O O M

Square Feet: 700

Features:

Club Chairs

Club Poker Table

Lounge Furniture

TV/DVD/Music Station

Gaming System

[visit photo gallery online](#)



The Wall Street Lounge has comfortable lounge seating, as well as space to prepare for your wedding and reception.





DANCE FLOOR & LOUNGE

A'BULAE's music entertainment area is one of the most accommodating in the Twin Cities. It's very spacious, yet still feels intimate due the surrounding natural wood beams and the lounge chairs placed around the perimeter of the dance floor. With dance floor seating, your guests can still be part of the action even if they are not big dancers.

At A'BULAE, the dance floor is intentionally placed within open space. This allows your photographer and videographer to capture stunning context shots of you in the venue setting from every angle.

We also worked our technological magic with a revolutionary lighting system which will help provide the ideal lighting scenario for your photographers and videographers for all of your important dances. It takes creativity one step further and turns your dance photos into masterpieces.

With our built-in, ceiling-mounted intelligent event lighting and gobos system, your guests will naturally be drawn to the dance floor. It invigorates, involves, and thrills!



DANCE & LOUNGE

Square Feet: 34' X 34'

Features:

Photo/Video Optimized Lights

State-of-the-Art Sound & Light

Pearl Dance Floor

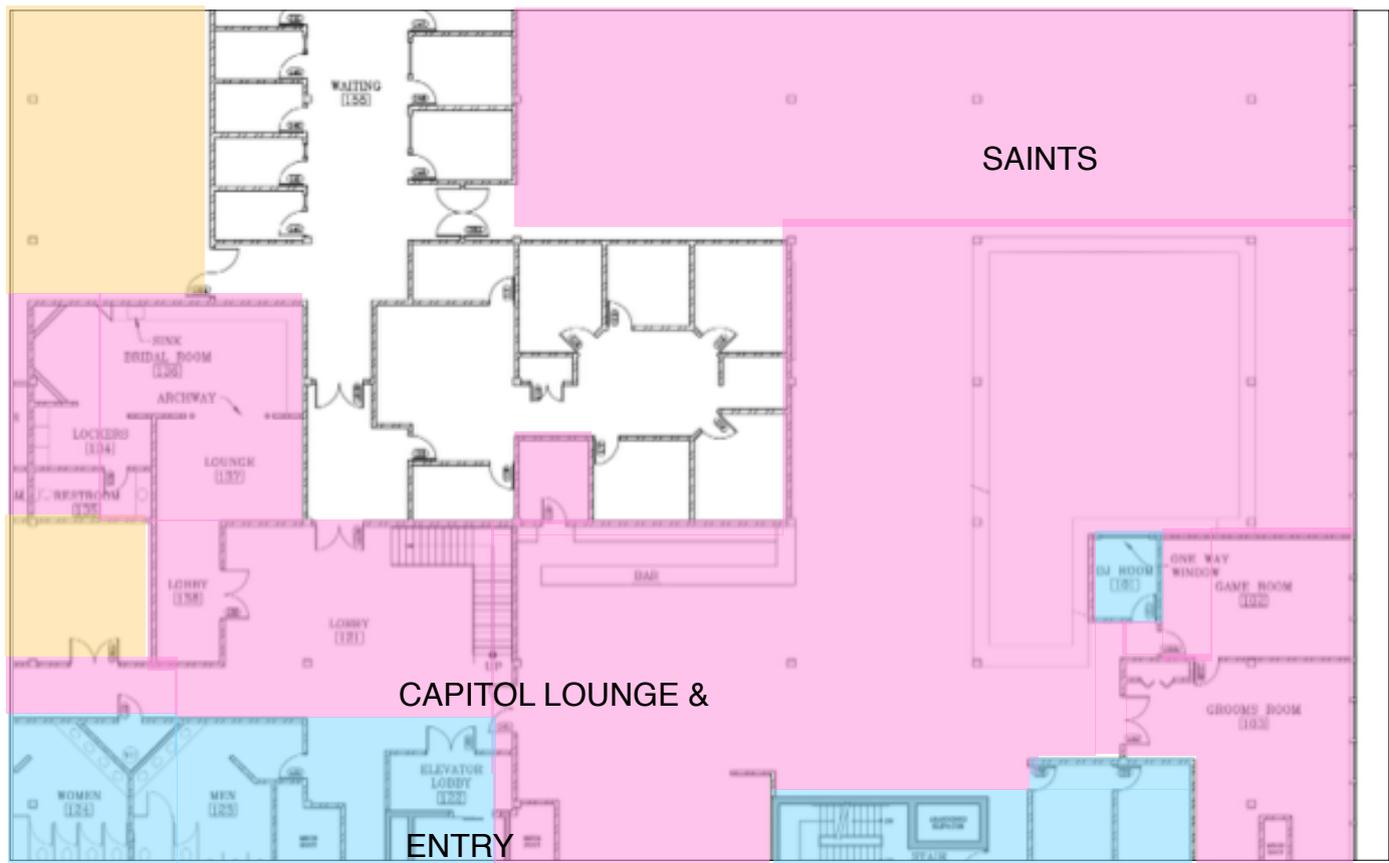
Lounge Area Seating

[visit photo gallery online](#)



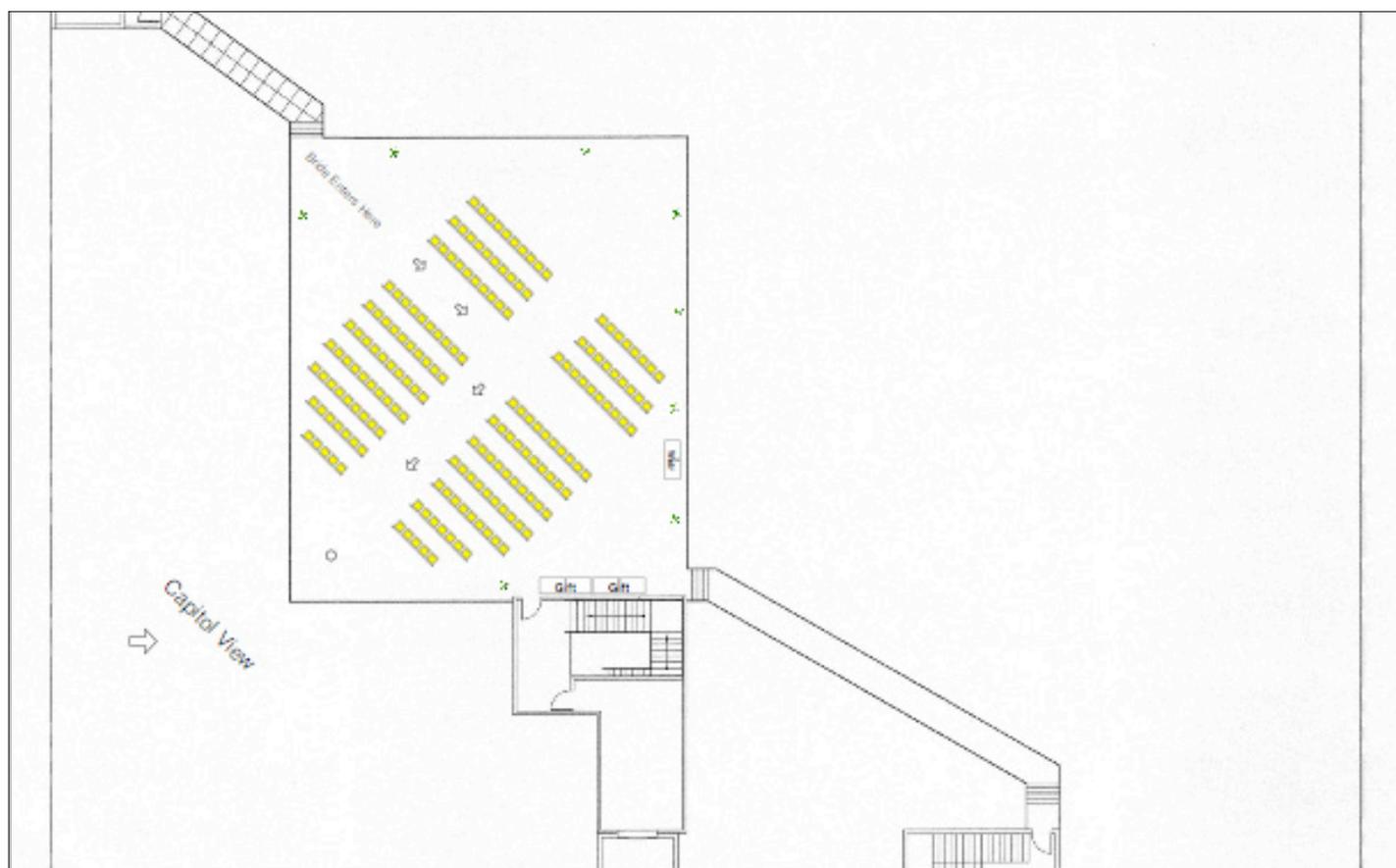
6TH FLOOR LAYOUT

The 6th floor has 18,000 square feet dedicated to the event, but can be sectioned off for smaller occasions. The pink areas represent the Park Lounge, the Wall Street Lounge, and event spaces. The gold represents the on-site kitchen and floral spaces. The blue represents the service areas: elevator, restrooms, etc.



ROOFTOP LAYOUT

The rooftop is 4,000 square feet. It can accommodate 500 people for a seated ceremony or up to 600 people for standing cocktail event. The rooftop can be accessed from the main elevator, two exit staircases, or the grand staircase on the sixth floor.



A'BULAE



“Nothing can compare to plated dinners served from an on-site, full service catering kitchen!”

CATERING

FULL CATERING KITCHEN

Excellent cuisine is the cornerstone of any fine event, but when it comes to taste and budget, everyone is different. That's why A'BULAE offers you unique choices through ***Mintahoe Catering & Events***, our in-house, award-winning caterer. Whether it's American, Italian, Mexican, Mediterranean, BBQ, or something in between, A'BULAE's exclusive menu expands your options so you can find the style you need at a price that's right.

Our dedicated catering kitchen has been built to meet the needs of the most demanding events. We designed ample workspace with the latest in catering and commercial kitchen technologies, along with an intuitive entry/exit system to the dinner area to ensure the timely delivery of food to you and your guests.

One of the best ways to meet your expectations is to focus on details, which is why we have included table numbers, professional signs for your bar plan (open, hosted, cash), "reserved" signs, and signs for available cab services. Having these extras available as standards is a testimony to our experience and meticulous attention to detail.

TABLES & CHAIRS

Your rental includes:

- 400 Crystal Chiavari Chairs with ivory cushions
- 400 Folding White Chairs for outside ceremony
- 10 High Top Tables or 10 Low Top Tables
- 40 - 5 ft. Round Dinner Tables (seats 6-8 people)
- 7 - 6 ft. Round Dinner Tables (seats ten people)
- 10 - 8 ft. Rectangular Banquet Tables
- 5 - 6 ft. Rectangular Banquet Tables
- 4 Serpentine Tables
- Set-up, teardown, and clean-up

[visit photo gallery online](#)



A'BU LAE





The Knot "Best of Weddings" Pick

*Winner "Best Catered
Event" - ISES Minnesota
STAR Awards*

AMENITIES

GAME ROOM

The dedicated Game Room provides the perfect place for those both young and old to enjoy the latest in gaming entertainment. The room is equipped with the latest Wii and Xbox 360 consoles and games for hours of fun built right in! The room is also conveniently located within view of the dining, dance, and bar areas. It can be accessed by the groom's room prior to ceremony, and by guests during the reception. Also great for kids!



FLORAL ROOM

Think of A'BULAE's floral prep room as a way to protect and increase the value of your floral investment. The floral cooler, sink, counter space, and back-up supplies will help your florist present your floral designs in the freshest possible way!



GIFT ROOM

This feature serves a very useful purpose... keeping your gifts & cards safe! Guests place gifts on a designated table as they arrive, and when dinner begins, our staff will move them to our secure gift room until you request access. Carts are available at the end of the night to bring gifts to a waiting vehicle.





BATHROOMS

It should go without saying, but convenient and nicely appointed bathrooms are very important to your event!

Many other event sites often overlook this. Typically, it's because hosting events was not the original purpose of the space. Often there are just not enough bathrooms or they are outdated and the ladies' room is up two steep flights of steps on a winding staircase. They can be difficult to access and can be a disaster in high heels with alcohol on board!

At A'BULAE, not only will you find brand new, convenient bathrooms located on the main floor, they are also clean, modern, and nicely decorated, along with a few extra amenities built in.

LINENS

With A'BULAE, you can take the hassle out of finding linens. Our friendly site director will happily work with you to help you find the perfect linens for your event, and our gorgeous crystal Chiavari chairs never need chair covers!

ELEVATOR

Your guests will start their experience before they set foot in A'BULAE. Our large capacity elevator is not only great for vendors, but has state of the art color-changing lighting to give your guests the 'WOW' effect before they even reach the 6th floor. It's the most talked about elevator in the Twin Cities!



LIGHTING

SET THE MOOD WITH EVENT LIGHTING

Lighting, lighting, lighting. It has more power over your event than any other design element. Done right, it will make every one of your investments (photography, videography, music entertainment, floral, and cake) turn out even better!

Photography is all about the art of light. We've put a lot of thought into how to light the head table, ceremony stage area, and of course the dance floor for optimum results. Photographers take lots of pictures in these three spots, and they can be some of the toughest areas for the photographer to light well, but we've taken all the guesswork out.

We put movable lighting with focused pin lights that can be positioned directly onto your floral centerpieces. This makes your floral pop and accentuates the natural beauty in the space.

For videographers, we installed studio lights above the dance floor so they can function with maximum clarity for those all-important first dances.

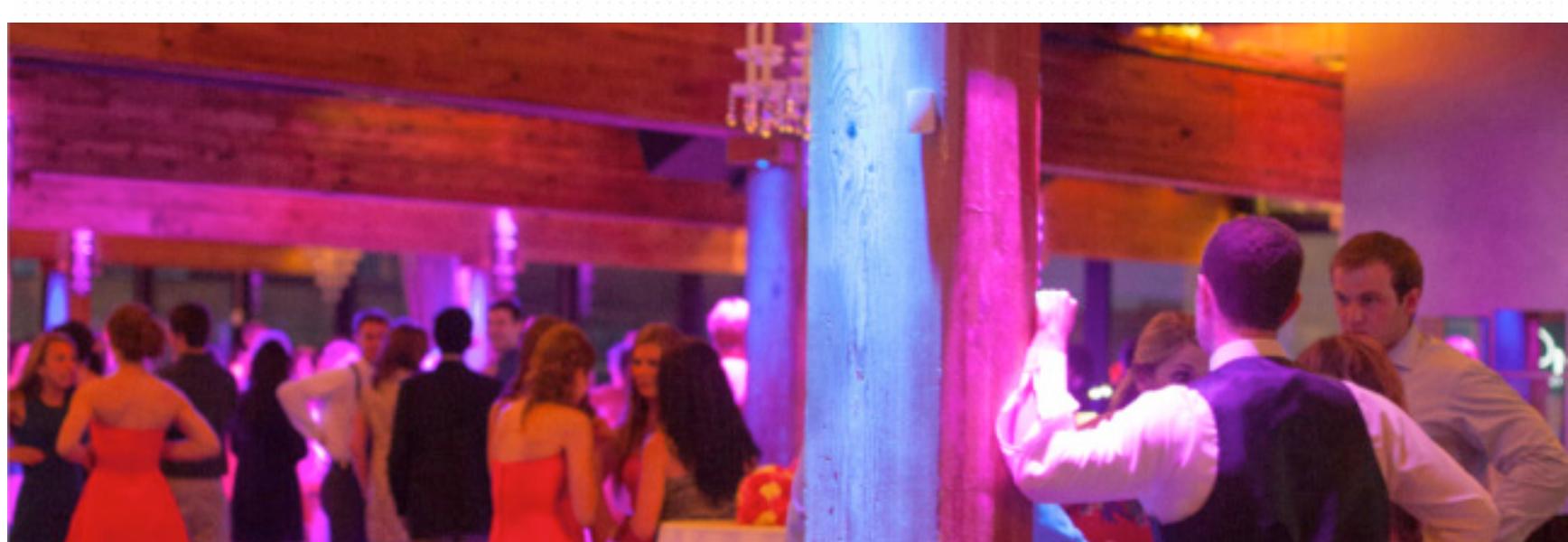
We also created beautiful "pools" of light that will create great contrast and depth for your photos and videos.

For DJs and musicians, all lighting controls are on a single source on stage. From there, the music entertainment has the ability to control all of the intelligent built in dance floor lights. This provides smoother transitions and better event coordination, as well as having the capability to dramatically change the mood in an instant.

As for setting the mood in the entire space, we've got that covered too! A'BULAE has incredible L.E.D. lighting built in to virtually every single interior wall facing the dance and dining areas. It's a flexible system that allows for dramatic color changes to fit your color theme.

Another feature unique to this space is the numerous wood beams throughout where we have installed L.E.D. lighting to enhance the mood and the experience.

The bottom line is that A'BULAE has put a lot of thought and investment into lighting. It's almost magical, and it goes beyond just the surface of making your space gorgeous and customized. All your details in floral, linens, cake, and especially your photography and videography, will be further enhanced by the lighting.



LIGHTING - DANCE FLOOR

What's a special event without an amazing, packed dance floor?

A'BULAE broke the mold with our spacious (34' x 34') pearl dance floor. Despite its size, it still feels intimate due the surrounding natural wood beams and the lounge chairs placed around the perimeter. With dance floor seating, your guests can still be part of the action even if they are not big dancers.

Even the best traditions sometimes need an update... especially the one where the dance floor is positioned right next to a wall. At A'BULAE, the dance floor is intentionally placed within open space. This allows your photographer and videographer to capture stunning context shots of you in the venue setting from every angle. It takes creativity one step further and turns your dance photos into masterpieces.



With built-in ceiling-mounted intelligent lighting and gobos, your guests will naturally be drawn to the dance floor. It invigorates, involves, and thrills!

A'BULAE also includes the option to stream a live feed of the dance floor to all the LCD screens and the projection systems in the entire space, making sure your guests don't miss a beat!

Last and certainly not least, to rev up the party, we added built-in, concealed sub woofers for those late night Black Eyed Peas dance songs. Come join the party!

SURROUND SOUND

When it comes to sound, we added the details other sites have left out. We installed surround sound for the entire space, even in the restrooms. The state-of-the-art surround sound system helps with the coordination and flow of events and vastly improves your overall experience.

Toasts are simply not effective running through two-speaker DJ systems. This is how they are heard in most venues, but Dad, the best man, and the maid of honor all put time into preparing their speeches, and there is nothing worse than when your guests cannot hear and quickly lose interest. We give your toasts the respect they deserve.

Another challenge occurs when it comes time to seat guests for dinner. Without adequate sound for announcements, guests are unaware that they are supposed to sit down, which delays dinner and ultimately affects the timing and quality of your food. When considering any venue, ask how their sound system measures up.

WIRELESS AUDIO

Lastly, a top-notch house microphone comes standard so you don't need to rely on your music entertainment's system. The mic and volume controls are conveniently available for your music entertainment. At A'BULAE, attention to sound is just one more way that we exceed your expectations!

AUDIO/VISUAL



AUDIO/VISUAL

LIVE CAMERAS

What's the point of an amazing wedding if your guests can't see enough to enjoy it?

At A'BULAE, every spot becomes the best seat of the house with our built in Live Video streams! We have 4 completely flexible cameras permanently installed in our space - and they can broadcast seamlessly to any of our mounted displays. This means the friend at the bar won't miss the first dance, your seated guests will catch every moment of your Grand March, and no one needs to get up to watch you cut the cake!

We've taken interactivity and engagement to the next level by making sure no one is left out. Your guests will be engaged throughout the entire night, and none of them will have to miss a single moment.

SURROUND VIDEO

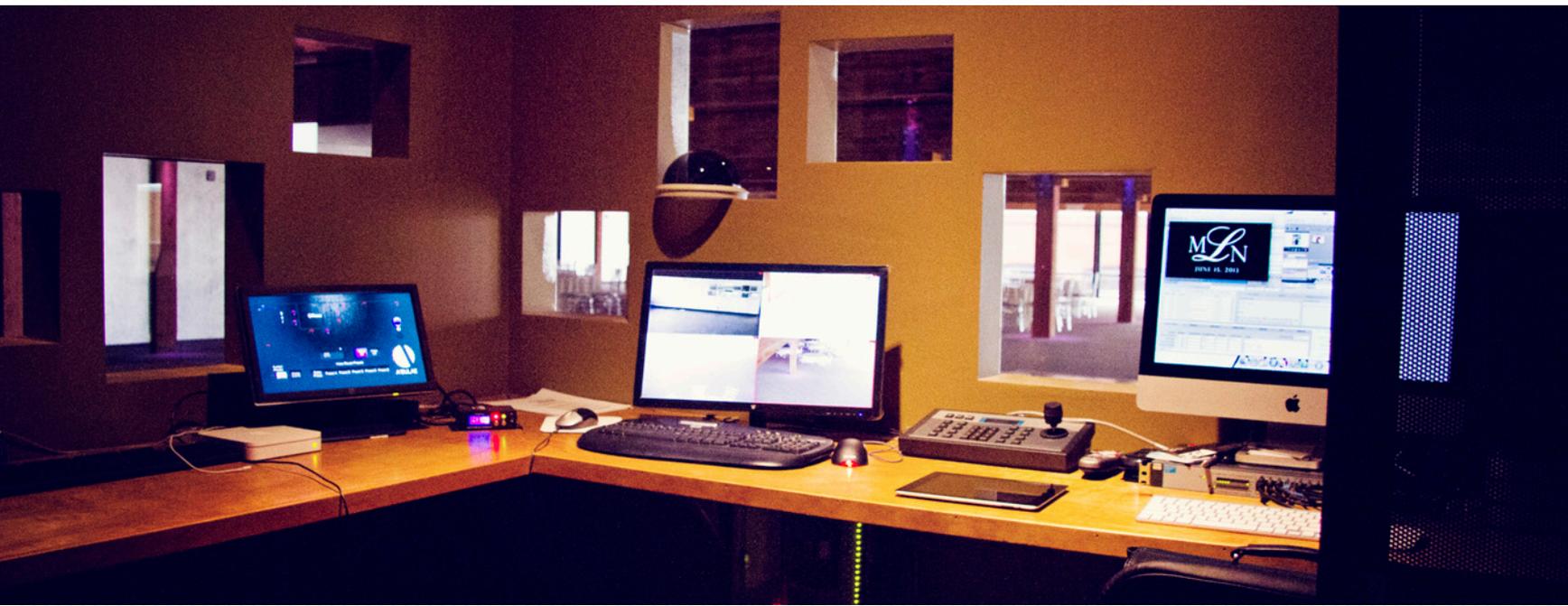
One primary goal of A'BULAE was to have the ability to personalize the space and make it engaging for guests. The best way to do this is to use an assortment of interactive video technologies.

Located throughout A'BULAE are high-definition LCD screens in beautiful ornate silver frames. These flush-mounted LCD screens can be used to completely personalize and customize the entire space just for your event. They are perfect for engagement photos, live slideshows, dynamic seating charts, social media feeds, dinner menu's and more. You can have your pre-ceremony photo session presented during cocktail hour or dinner! The possibilities are truly endless.

DIGITAL COORDINATION ROOM

A'BULAE seamlessly brings together art, events, and state-of-the-art technology. In order to pull this off, we have a special space called the VJ Room. Think of it as a Visual DJ booth where the central controls of the visual experience are located.

We can accommodate amazing requests for an interactive experience that will astonish your guests. From static images to dynamic sequences of video, we have it all at A'BULAE.



NEARBY ATTRACTIONS

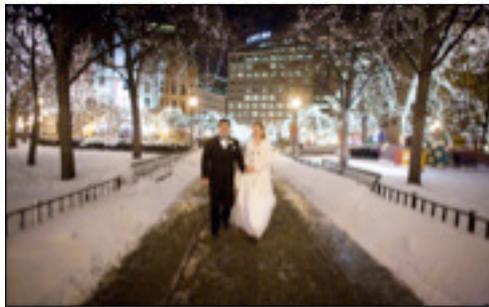
Lowertown St. Paul is home to beautiful Mears Park and soon, the new St. Paul Saints Stadium. Iconic Rice Park, the Saint Paul Hotel, The Science Museum, Children's Museum, and the mighty Mississippi River are all close by. Photography opportunities are endless.



St. Paul Hotel



Saint Paul Saints Stadium



Rice Park



Mears Park



Union Depot



Mississippi River

SERVICES

DIGITAL DECOR

A'BULAE's Digital Decor services constitute a broad field of creative design and incorporates many different forms. The purpose of A'BULAE's Digital Decor service is to enhance your guests' impression of sensory envelopment, creating a more personalized and customized immersive environment. Our Digital Decor services can be configured to accommodate any desire and any effect. We can download and/or customize almost any digital content for any theme or effect. You're only limited by your imagination! (Content downloading and creation fees may apply.)

Love art? Why not display your favorite paintings during the social hour or during dinner?

Got engaged in Paris? We can mix in time-lapse video of the Eiffel Tower or the streets of Paris with your photos.

Having a Grand March and love the Packers? No problem, we can get a Packer-themed video to play.

Have old-time home video with your Dad? Display it during your father/daughter dance.

The possibilities are endless. Like a DJ who mixes music throughout the night to pique interest and involvement, our Digital Coordinator can use everything from photos, videos and graphics, to animations, live video and cinemagraphs in various ways throughout the night to give your guests a truly personalized immersive environment.



SERVICES

INTERACTIVE

You've invested significant time and money into hosting an amazing event. The A'BULAE event space keeps guests actively engaged longer and they will have the time of their lives with our interactive technologies. A'BULAE is technological mastery combined with uncommon elegance.

Think about it. You invest months or sometimes even years planning your wedding. You invest significant amounts money. You put your heart and soul into planning your day. You want your guests to have fun, stay, and experience it with you.

A'BULAE's interactive services ensure that your guests will have more fun, be more engaged, and stay longer at your wedding at A'BULAE than at any other event site in Minnesota.

PADZILLA

Unleash the power of our 65" Padzilla for the ultimate commodity in flexibility and fun. Our giant iPad will keep your guests engaged all night!

PHOTOMINGLE - \$995.00 to add (\$1395.00 retail)

PhotoMingle combines the best in interactive guestbook technology and a photo booth to delight and wow your guests. It's available through A'BULAE at an exclusive rate!

LIVE SLIDESHOWS

Ensure every guest gets involved by using a variety of social media tools for your wedding! With A'BULAE, you can have your guests contribute to Live Slideshows with their smartphones. We can pull images from Facebook, Instagram or Twitter to display on any of A'BULAE's framed LCD screens. You provide the hashtag - we'll do the rest!



SERVICES

INTERACTIVE

PHOTOMINGLE - \$995.00 to add (\$1395.00 retail)

Isn't it time for a new kind of wedding photo booth experience? Think outside the booth with A'BULAE's exclusive PhotoMingle service.

Photos are such an integral part of your wedding memories. They are the physical documentation of your event and the keepsakes that you'll treasure for a lifetime. When it comes to your reception, you want to provide your guests with a fun and dynamic experience that is unique to you. That's why you spend so much time planning the details – and considering entertainment options like the popular photo booth.

But everyone has seen a traditional photo booth. Aren't you ready to offer an exciting new experience, rich with interactive features that will amaze your guests like never before? Then you're ready to mingle with the magic of A'BULAE's PhotoMingle!

A'BULAE's PhotoMingle is an exciting, one-of-a-kind interactive experience that you and your guests will love! It brings the best features of a photo booth and digital guestbook together, and lets everyone connect through images like never before.

Your guests can take their own photos, draw on them and write notes for the bride and groom, then email or share their photos instantly via a preset Facebook and/or Twitter account – even print their favorite shots on demand. And they do it all with the simple power of their fingertips!

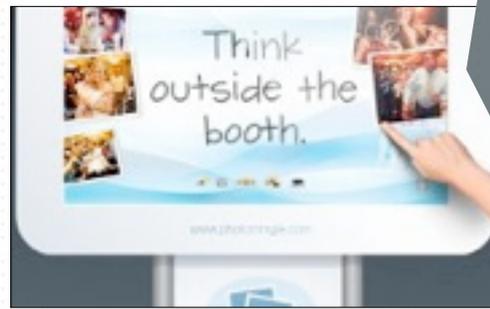
The PhotoMingle touchscreen allows you to view photos, increase and decrease the image size, use the pen tool to draw and write on them, even access any photos taken earlier in the night as the photos accumulate - turning the background into an interactive mosaic of fun photos!

PhotoMingle is a sleek, sophisticated accompaniment to your wedding decor. Its clean design will complement any setting.



PhotoMingle is so fun and easy to use, everyone loves it! From young to old, kids to grandparents, PhotoMingle is simple to learn and operate. In fact, because it looks like a large television screen, guests are often attracted to it from across the reception space. Within seconds, users are taking their own photos and personalizing them.

When your big day is over, PhotoMingle keeps the party going! Use the high-quality, high-resolution images to create a MingleBook™ photo album: an attractive, 7"x7" table book featuring almost every photo from your PhotoMingle. You'll have fun layouts of your guest photos on every page, along with their personalized messages. It's a unique, one-of-a-kind keepsake, and it's also available for purchase through our online MingleMerchandise portal. That means your family and friends can order their own copies!



PHOTOMINGLE

"Our guests absolutely loved it and were amazed at how interactive you could be! The attendant was extremely professional and did an excellent job of explaining how it worked and guiding you through it. We highly recommend them!" - Lindsey



Here's a snapshot of what PhotoMingle is capable of:

Capture your own fun photos and personalize them in just seconds with PhotoMingle. It's simple! Just press the "Take a Photo" button, smile, and say "Cheese!" and PhotoMingle does the rest! Once you take your images, you'll be able to write your own personal messages on them... all with the simple power of your fingertips.

View images with the interactive touchscreen. Simply slide through the images to choose any picture from any time to view and personalize. As soon as you take your own photos, they're automatically added to the rest.

Share your event images through preset social media sites INSTANTLY! Imagine connecting your event photos and PhotoMingle pictures with Facebook and Twitter. With PhotoMingle, you can easily share images to your Facebook page from PhotoMingle so your friends and family can tag themselves! Your event is all about socializing – and now, you can extend that into the world of social media!

Print your photos fast and directly from PhotoMingle. Choose any image taken from PhotoMingle and instantly print a high-quality and high-resolution image – complete with personalized messages!

Print out photos for you and your guests to take home. These full-color, 4"x7" MinglePrints™ are a perfect gift or keepsake for your guests, and you receive up to 200 prints as part of your rental. Additional print quantities can also be purchased.

Email your favorite images directly from PhotoMingle. Easily share your favorite PhotoMingle images – complete with your personalized message – through email! Simply drag your image to the email icon and enter the email address you wish to send it to. It's that easy!

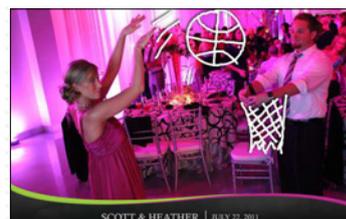
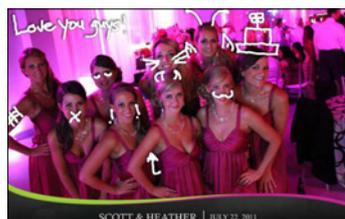
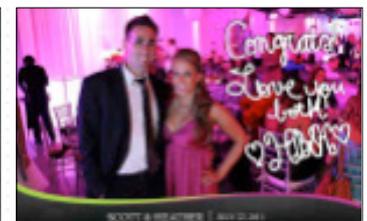
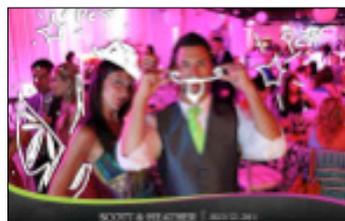
Receive all of your digital PhotoMingle images in an e-mail so you can access them at the click of a button. As part of your rental, every image, drawing and message taken with PhotoMingle will be provided to you.

SERVICES DURING EVENT

- 4 hours of rental time with the option to purchase additional hours
- A full-time, dedicated operator to set up, break down, answer questions, and provide direction
- High-definition MinglePrints™ printed at your event for your guests (additional MinglePrints can be purchased)
- Facebook posting and photo e-mailing

POST EVENT

- An e-mail containing every image from the night
- Access to our exclusive MingleMerchandise™ portal, where you and your guests can order:
 - Large-format prints and digital downloads
 - Additional MingleBooks™
 - MingleMosaic™ posters
 - Mugs, mouse pads, t-shirts, and much more!



SERVICES

INTERACTIVE

LIVE SLIDESHOWS

A'BULAE's Live Slideshow service is sure to be a smash hit! Guests are already using their phones at your event, so why not get them involved?

At A'BULAE, guests can now take photos of your event and have them stored to a single location and presented in real-time on A'BULAE's surround video system at your event. People will be talking about it for years to come. You'll also have hundreds of pictures that you wouldn't otherwise have seen. It will keep your guests entertained, and will be one of the best investments of your wedding.

So how does A'BULAE's Live Slideshow interactive service work?

Simple For Everyone

A'BULAE is the only venue that can empower a 5-year-old to take 30 photos at one wedding, while also enabling grandparents to use their mobile and web apps to add, view, and share memories. What's the point of a photo-sharing platform if half of your guests don't get it quickly enough?

All your photos - All together

Every amazing moment captured by any one of your guests can be shared with the entire room in an instant. Not only will they create an interactive wedding experience like never before, but when it's all said and done you'll have all of those moments gathered in one place.

No Download Required

With the power of A'BULAE's new Live Slideshow service, your guests can upload photos with the social media platforms they already use. Images and messages from Facebook, Twitter and Instagram can be displayed live at your wedding!

Moderated Slideshow

This creates the thrill similar to that of a "fan camera," instantly displayed to a large audience during the wedding. ALL photos are pre-screened to make sure Grandma doesn't see anything too crazy.

Super High Quality

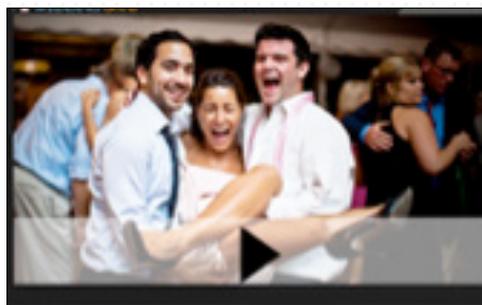
All of your photos will be displayed in the exact same quality that they are found on Facebook, Twitter or Instagram! Absolutely no pixelation, stretching or compression!

Safe and Secure

Your feed can ONLY be accessed through our systems - so it's completely secure and 100% safe! We also don't store any personal information or social network information after your event is done. (except the images and messages themselves) Your privacy is guaranteed!



A slideshow from the social networks you already use!



Live Moderated Slideshow

L I V E S L I D E S H O W S

"It was so fun to see guests post images real-time throughout the wedding... super easy, super fun!"

- Shandra

SERVICES

INTERACTIVE

iConcierge

iConcierge is an interactive touchscreen made up of two LCD screens located in the Capitol Lounge. iConcierge provides a more personal experience by allowing guest exploration, interaction and true connectivity with your event.

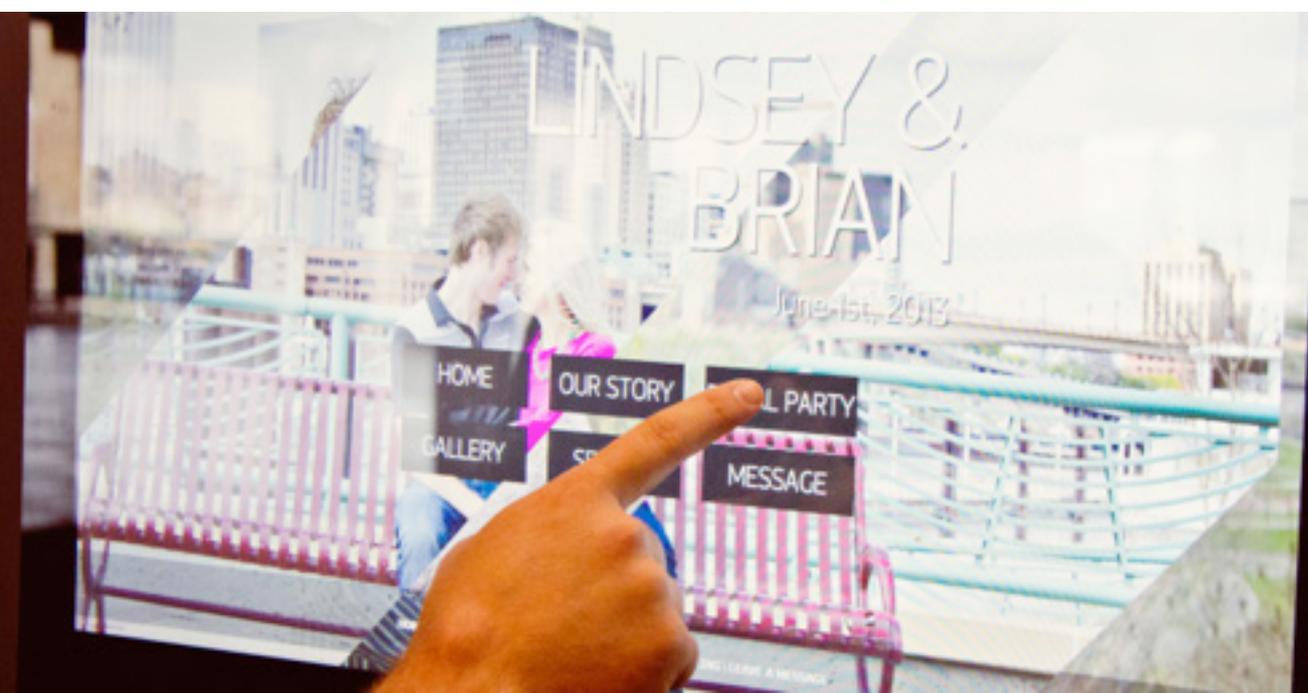
It can feature personalized information in any format you wish. The ways in which you can use the iConcierge are limitless. Think of it as an interactive e-book about you.

Some possible topics/ideas for a personalized experience are:

- Trivia About the Couple (How you met, favorite foods, hobbies, your future plans, etc.)
- HD Video Engagement Story
- Your Family Tree
- Parents' Wedding Photos
- Bridal Party Bios/Photos
- The Evening's Events

iConcierge is the passageway of innovative thinking, connecting all the interactive personalized aspects of your wedding.

What drives imaginative and unique events? Your Story + iConcierge.





Let guests browse the photos that interest them.



Interactive trivia about you.



Show your family tree!



Tell them about what's on the evening's agenda! Display your seating chart!

“Personalized information about you and your event at the touch of a button!”

Jaclyn & Peter | 06.28.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Disc Jockey

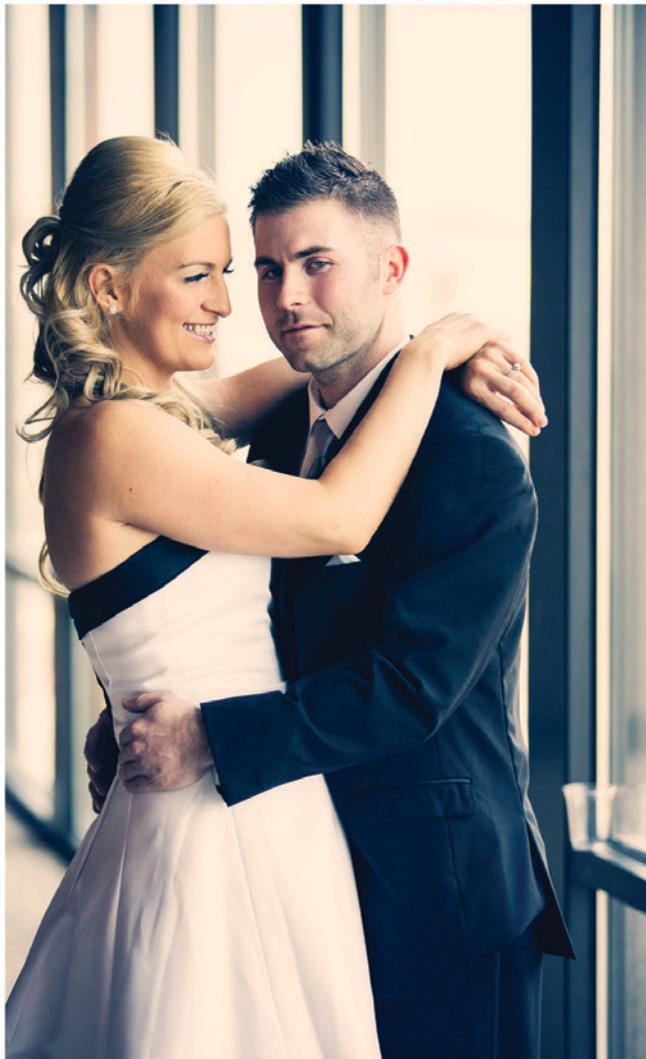


"Nancy from the first initial moment was warm, welcoming, informative, and her expertise in the event business was clearly evident. Unique, stunning, innovative, modern, romantic and a bit vintage in space parts, beautiful and to boot a roof top with an amazing view. We had looked at several other venues around Rice park and our daughter was not excited about any of them until she walked I to A'BULAE. Nancy, Denise, and Jenna were always prompt in returning an email or phone call with the guidance and information I needed, always. Applause, applause, applause to A'BULAE and your team."

A'RIANA
A'BU'LAE



A'BU LAE





Laura & Tyler | 01.04.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey

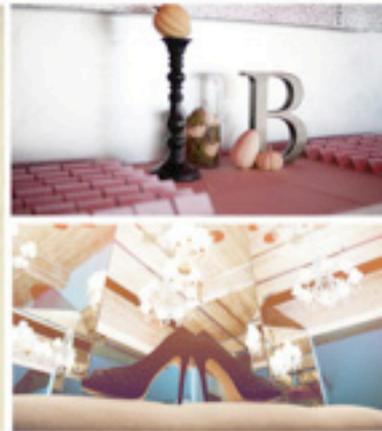


“Words can not describe this stunning venue. The service and care of my wedding was simply amazing. You made my wedding perfect. It was a dream come true. Thank you!”

Laura & Jaffrey | 10.11.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography





A'BULAE





Elizabeth & Sammy | 10.18.13

IN-HOUSE BELLAGALA PROVIDED

Photography, Floral



“Nancy was by far the most HELPFUL person coordinating my wedding! She is perfect for the job!”

Yidi & Tony | 11.15.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Videography, Floral





A'BULAE





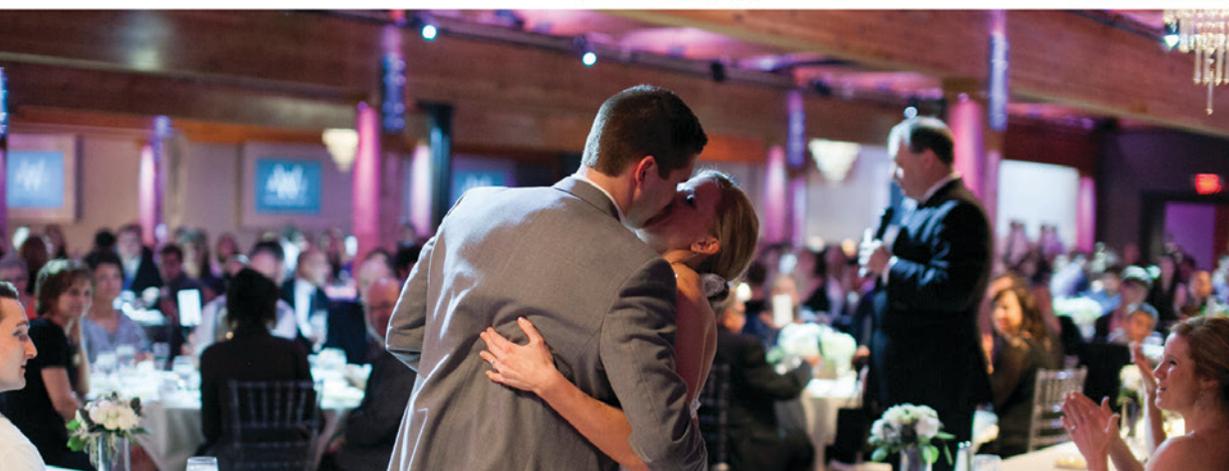
Jaimi & Alex | 12.28.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

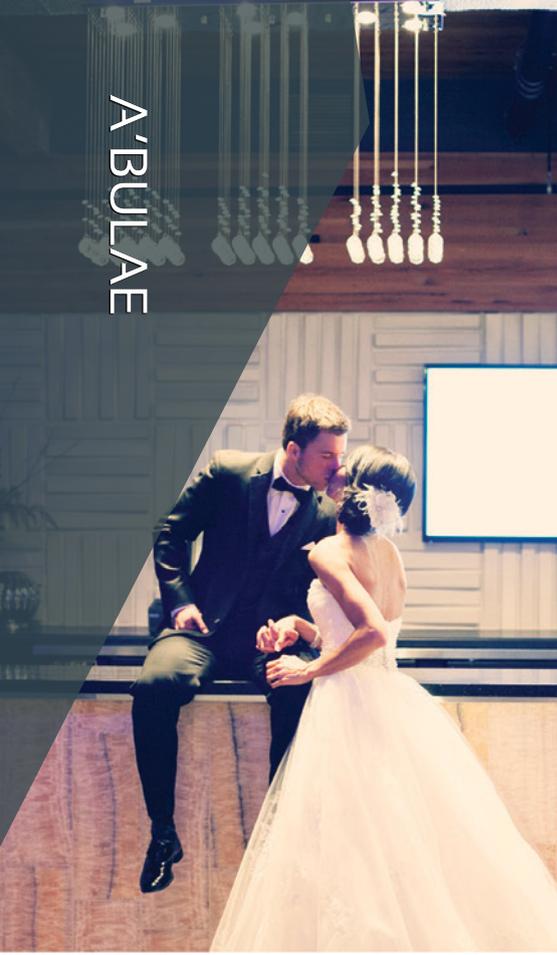
Photography, Disc Jockey, Floral



"Being one of the first to find and book A'BULAE definitely was an advantage, which makes me so happy because of how popular it has become. Whenever I had a question, I received a timely response with the best advice I could have imagined! It was so helpful! Delicious food! Denise was great to work with! Every server knew our names, and it was so nice to always be asked throughout the night if there was anything we needed. The staff was all polite and professional with all of our guests. Everything was more than delicious! It completely exceeded our expectations! This was more than I could have ever imagined without all the help from A'BULAE, Bellagala and Mintahoe. Shane was very helpful with everything that was offered through A'BULAE. Everything was more than what Alex and I could have ever done at any other venue. We appreciate the thoughtfulness of every staff member that helped with the planning, and with the day of. Without all of those involved we would not have had such an amazing time. I cannot thank those at A'BUALE, Bellagala, and Mintahoe enough for making our wedding so perfect!!"



A'BU LAE



Michelle & Ryan | 12.31.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Videography



"Loved working with Nancy and Denise! They are awesome! The whole staff there was great! Had a fabulous time as did our guests!"



Nicole & Nick | 01.18.14

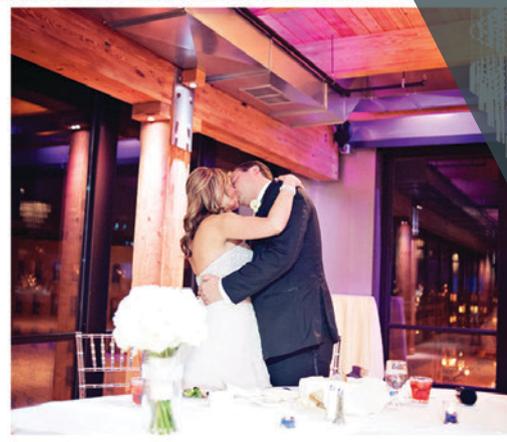
IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral





A'BULAE



A'BULAE



Lisa & Aaron | 02.22.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey

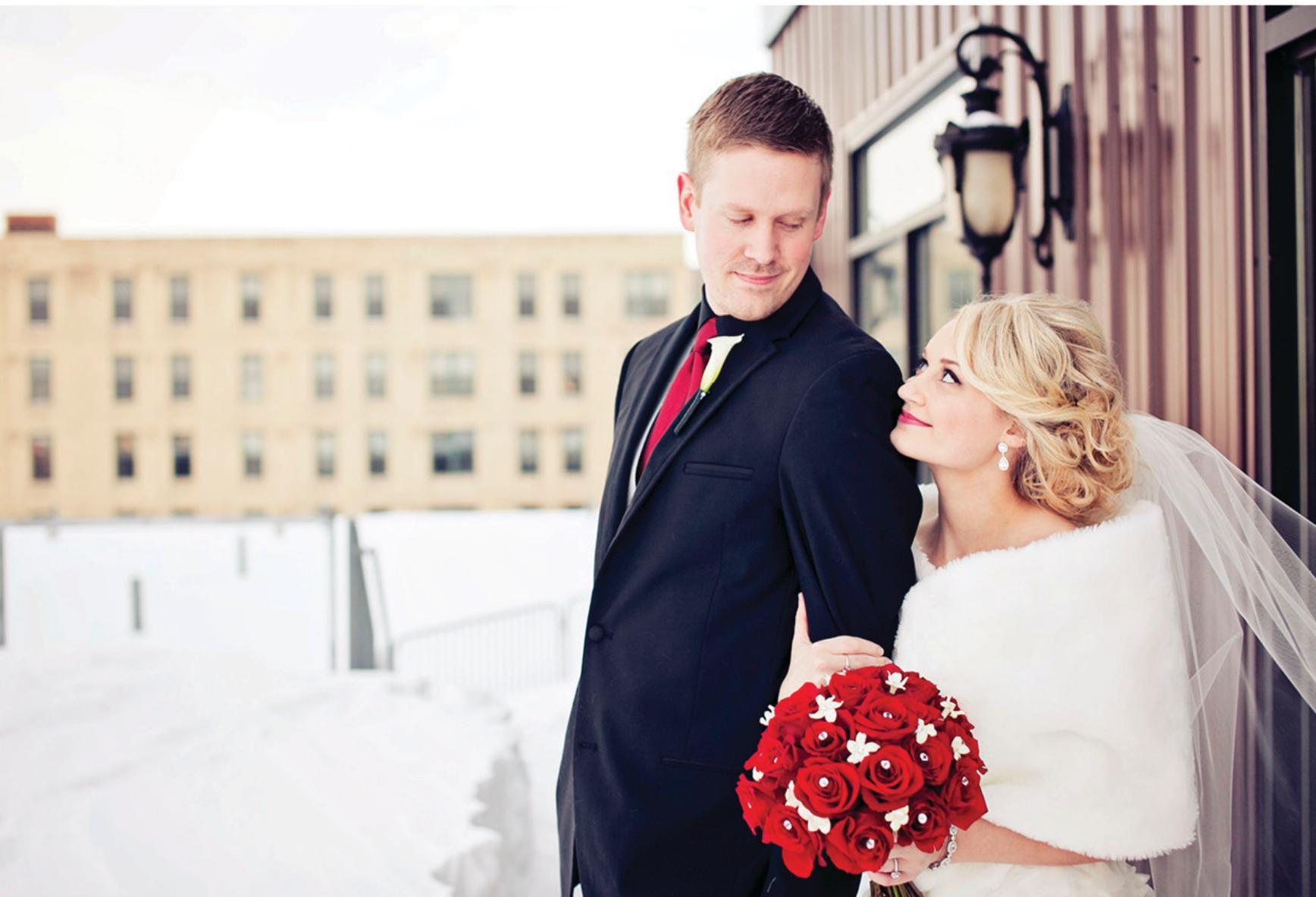


“Jenna, I wanted to say thank you for all your help and work at our wedding! Everything was fantastic, only problem is that it went by way too fast You did a great job directing my crazy group!! Our night was just about perfect! Thank You!!”

Abbey & Brian | 02.01.14

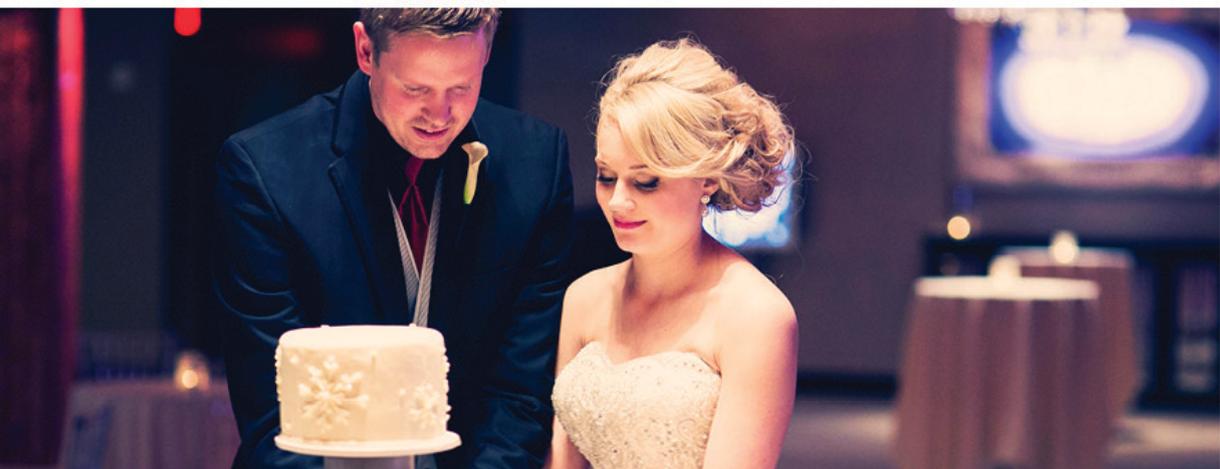
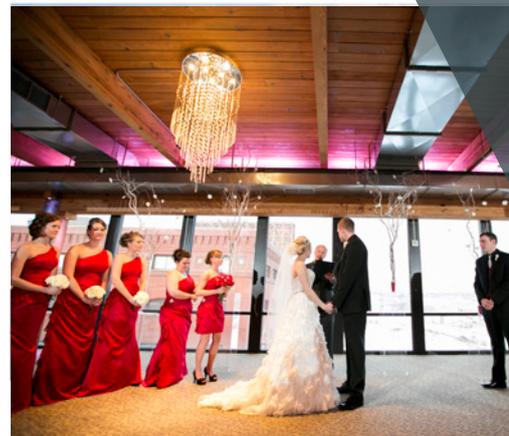
IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral, Videography, Hair and Makeup





A'BULAE



A'BULAE





Karisa & Dan | 02.08.14

IN-HOUSE BELLAGALA PROVIDED

Photography, Disc Jockey



"Thank you so much for all of the help and support you provided throughout our wedding planning and our entire wedding weekend! We were beyond happy with how A'BULAE came together and very fortunate to have been some of the first couples to have our special day there!"

Melissa & Joe | 03.01.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey





A'BU LAE





Stephanie & Jimmy | 05.31.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral





Amanda & Ricardo | 05.09.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

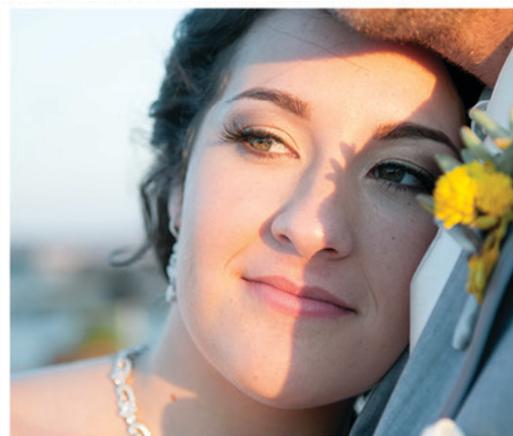
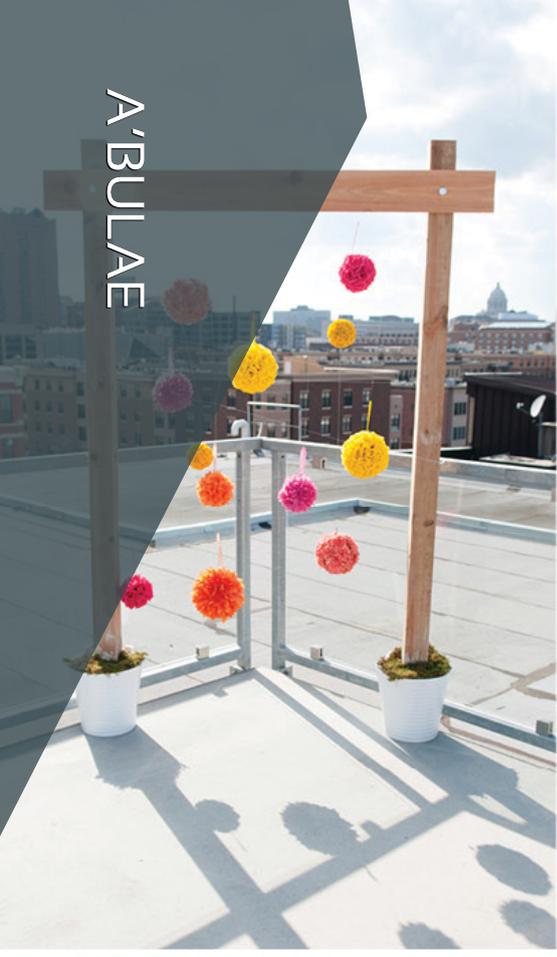
Photography, Disc Jockey, Floral, Live Music, Hair & Makeup



"Thanks again for everything! Your staff was amazing and we've heard nothing but great feedback from our guests. It was everything we had hoped for and more."



A'BU LAE



Ally & Derek | 04.25.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral, Hair & Makeup



Tiffany & Dan | 03.22.14

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Videography, Hair & Makeup, Floral



A'BU LAE



A'BULAE





Lindsey & Karl | 07.27.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral, Videography



"Karl and I don't even know where to start with thanking you! I have cried many tears with thoughts of the whole experience being over mostly because you have been beyond amazing. We felt like you were part of the family and made our wedding feel like a priority (even though you have so much on your plate)! Every meeting you were so helpful and you were so kind to go above and beyond the call of duty! We truly loved EVERY moment of the experience planning this wedding at A'BULAE! It turned out great too! Our guests were very impressed and happy as are we! It FLEW by and I was exhausted afterwards, but I don't remember once being worried about how things were going. Thank you for being such a great coordinator and friend to Karl and I. We give A'BULAE rave reviews everywhere we go. Not only was the venue amazing but the staff was unforgettable!! We kind of wish A'BULAE and Bellagala were part of our family!! WE LOVE YOU ALL!!!!!"

Tami & Mike | 08.10.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral





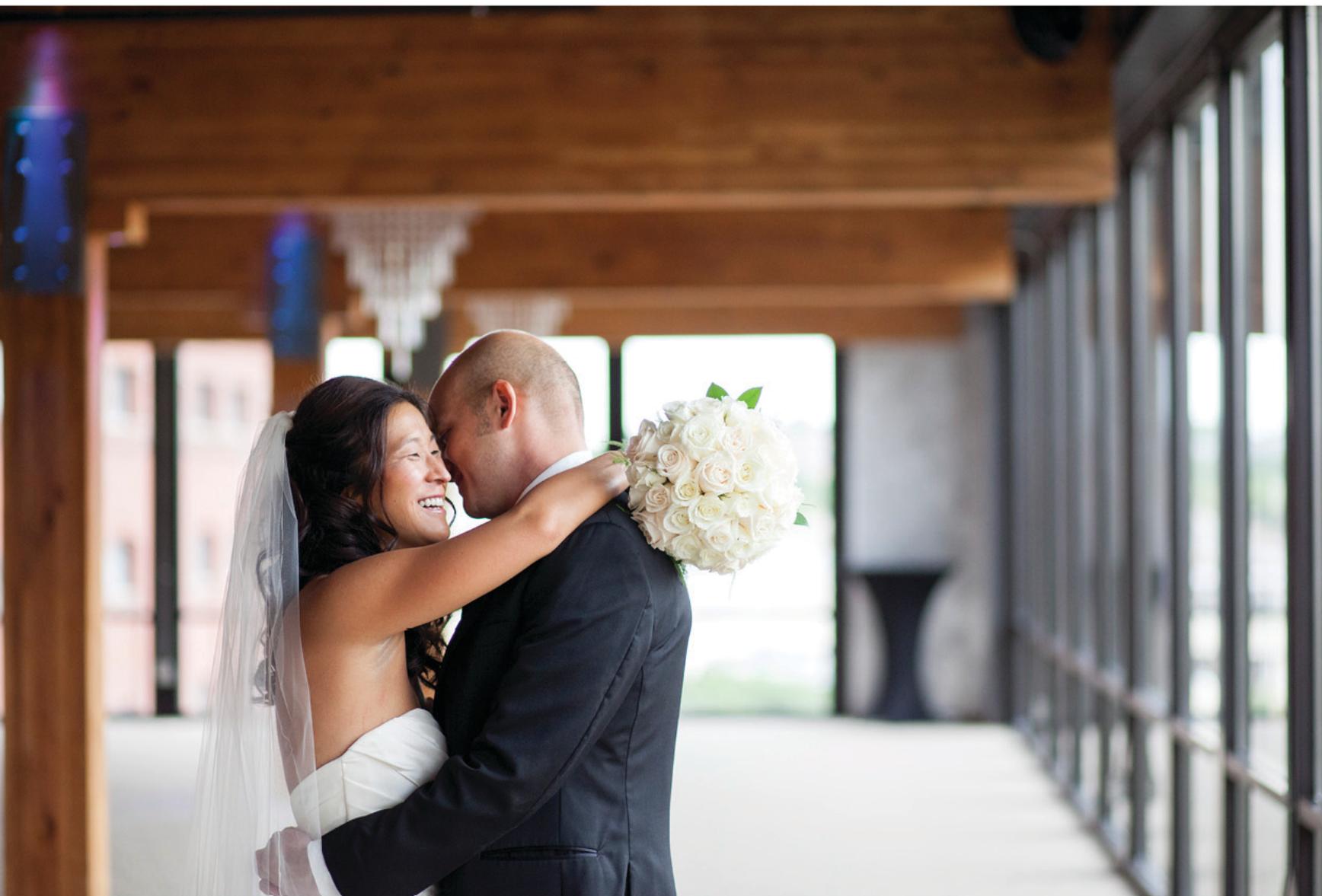
A'BU'LAE



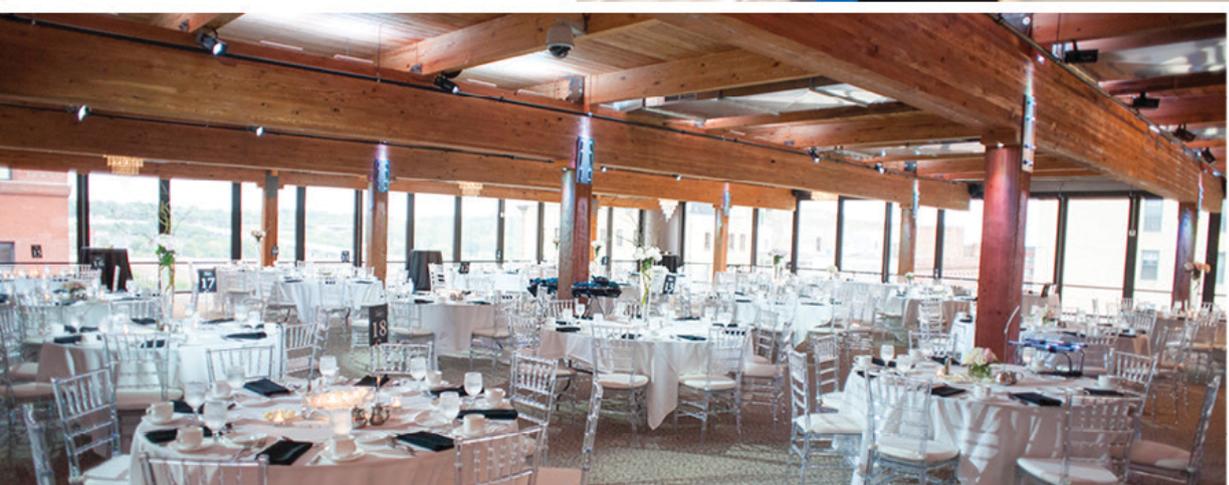
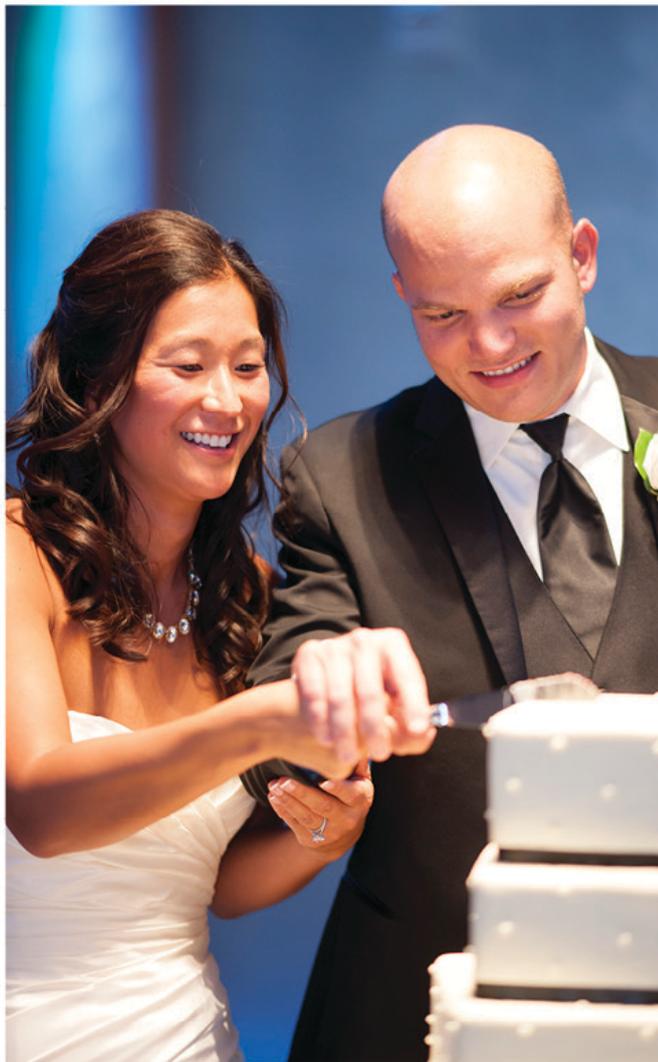
Carol & Dan | 09.14.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Floral



“Dan and I have one word to describe the reception: perfect!!!! We were extremely happy how everything turned out, it was flawless and exceeded our expectations (if something did go wrong, neither of us or our guests were aware of it). The feedback from our guests was how great the venue was but also how great the reception was, something for everyone. A big thank you to you and your team for everything. Thanks for always be available to answer any questions I had,



A'BU LAE





Lindsey & Brian | 06.01.13

IN-HOUSE SERVICES BELLAGALA PROVIDED

Photography, Disc Jockey, Videography



"We were the first wedding at A'BULAE when they opened June 1st. We had realistic expectations that there could be some first time glitches. Not the case! A'BULAE is a beautiful venue. Everyone we worked with was fun and excited for our event. The food was wonderful and hot! We enjoyed getting ready in the beautiful bridal suite. Everything went so smooth and we only wish it didn't end so soon and that we could do it all over again! Thank you A'BULAE!"



The average couple spends \$4,500 just in time planning their wedding. Bellagala & A'BULAE have reduced the amount of time it takes to plan a wedding... saving you time and money!

THANK YOU

We sincerely appreciate the opportunity to be considered as a possible home for your one-of-a-kind wedding. We assure you that we will do everything in our power to create a unique, fun and memorable event for you and your guests... one that people will be talking about for years to come.

"The **future** belongs to those who **see possibilities** before they become **obvious**."
— John Scully

THE FIVE UNIQUES OF A'BULAE

To understand just how unique A'BULAE is, you need to start with observations about the event experience. We have boiled it down to a few key ideas and five A'BULAE uniques.

TIME & MONEY

You spend months or even years planning your wedding. You invest significant time and money. You pour your heart and soul into planning this day. You want your guests to have fun, stay, and experience it with you.

UNIQUE #1

With A'BULAE's unique and interactive services, we can guarantee that your guests will have more fun, be more engaged, and stay longer at your wedding than if you had hosted your event anywhere else in Minnesota, possibly even the world.

THE CURRENT MODEL

The current event model is sit, eat, drink, and dance. Our goal is to perfect this formula by adding a fifth element: interact. From our expansive conversation bar to the state of the art kitchen and well-appointed areas that help event flow and conversation, no detail went overlooked.

UNIQUE #2

A'BULAE's focus on the details makes the experience of The Big Five (sit, eat, drink, dance, and interact,) exponentially better.

PHOTOS, PHONES, TOUCH AND SOCIAL

Guests interact using their phones at events. Guests love taking photos at events and they also love getting photos from events. Guests are going social with their experience.

UNIQUE #3

By blending the elements of technology, natural event factors, and human tendency, A'BULAE integrates a sixth sense to each event, creating an immersive experience that goes beyond the event itself. By leveraging the \$20,000 of mobile technology brought to each event and creating unique touch screen personalization throughout the space. We empower guests to take real-time photos, display them on LCDs, and so much more.

FUN EVENTS

Everyone wants their wedding to be as unique as they are, fun, and certainly memorable, yet people still rely on the old turnkey model.

UNIQUE #4

With unlimited customization options through A'BULAE's digital decor services and unprecedented personalization services through A'BULAE's unique interactive and lighting services, no two events will ever be the same.

EASY PLANNING

Time is money.

UNIQUE #5

We've incorporated beautiful decor, on-site award-winning catering, convenient on-site parking, event planning, and many other amenities and services unique to A'BULAE. With 9 in-house services from Bellagala, you truly can start here and end here! Welcome to the future of events.

the knot
best of
weddings

★
HALL
OF
FAME

B BELLAGALA

MINNESOTA
BRIDE MAGAZINE

ALL-AROUND BEST
WEDDING VENDOR

FINALIST 2014 – 2013

OFFICIAL
A'BULAE
In-House
Vendor

VOTED
MN BRIDE
"ALL-AROUND
BEST VENDOR"

REDEFINING THE WEDDING EXPERIENCE

We know weddings. We also know that planning them can be more stressful than the holiday season with your in-laws. That's why we've developed the Instant Quote tool, so you can easily get a quote in 60 seconds on any of our nine award-winning wedding services. See why Bellagala has been voted Minnesota's Best All Around Wedding Vendor and a Knot "Best of" pick seven years running. Save time. Save money. Save your sanity.

PHOTOGRAPHY • DISC JOCKEY • EVENT PLANNING
FLORAL DESIGN • LIVE MUSIC • VIDEOGRAPHY
EVENT LIGHTING • PHOTO BOOTHS • HAIR & MAKEUP

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