

HQC 2

6565 Headquarters Drive, Plano, TX 75024

May 22 - June 5, 2022



**TOYOTA**

**CZARNOWSKI COLLECTIVE**

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## Event Description

### Event

The HQC 2 will take place on May 31 – June 3, 2022. Load-in will begin on May 22, 2022. The Centerstage job number for this show is 22-0029.

### Venue

Toyota Motor North America Headquarters (TMNA HQ)  
6565 Headquarters Drive  
Plano, TX 75024

Each day, upon arrival, security will check you in. Your name must be on the provided crew list to gain entrance to the TMNA HQ campus. You must have completed the NDA and virus release forms to be included on the crew list. Crew campus entrance is the E1 Courtyard gate, outside the EP-1 parking garage. Crew should park in the EP-1 parking garage. Crew with rented vehicles will be texted each night with the garage code for the next day.

### Weather

The weather forecast in Plano has a predicted avg temp of: Low 70°F, High 90°F. This area is prone to varied weather this time of year, pack accordingly.

### Ground Transportation

The Hyatt Regency Frisco-Dallas is located approximately 25 miles, and 30 - 45 mins from DFW Airport. UBER-X: Avg fare is approximately \$45 one-way. The hotel is located approximately 27 miles, and 35 - 55 minutes from DAL Airport. UBER-X: Avg fare is approximately \$80 one-way. Please send all travel, flights and rental car, receipts to Janis Morton before the end of the event, per the clients request for accounting backup.

Your transportation between the crew hotel and TMNQ HQ has been arranged. See color coded grid on next page. (grid is subject to change) Outside of those transports, you will need to see Vivian Shallal, take a taxi or Uber to TMNA HQ.

# Transportation Assignments

CENTERSTAGE RENTAL CAR ALLOCATION					
Workstream	Name	Position	Date	Date	Type of Vehicle
Global Production	Vivian Shallal	Global Production Assistant	23-May	5-Jun	Rental: Mini Van Confirmed
Global Production	Robert Iverson	Executive Producer	24-May	2-Jun	
Global Production	Dawn Dillon	Executive Producer	25-May	31-May	
Global Production	Janis Morton	Production Coordinator	23-May	4-Jun	
Content Production	Nicole Rzeppa	Content Producer / Creative Lead	27-May	2-Jun	
Content Production	Suzanne Daniels	Assist Content Producer	27-May	1-Jun	
Global Production	Bruce Holland	Project Manager / Lead TD	23-May	4-Jun	Rental: Truck Confirmed
Sequoia Production	Stan Nickens	Assist Technical Director	23-May	2-Jun	
Global Production	Stefan Koniarz	Tent / Vehicle Handling	21-May	6-Jun	Rental: SUV Confirmed
Sequoia Production	Stan Dickerson	Lead Audio Engineer	27-May	2-Jun	
Sequoia Production	Damiean Arce	A2 Audio Engineer	29-May	4-Jun	
Content Production	Collin Porteus	Senior Video Producer	30-May	2-Jun	Rental: n/a Confirmed
Content Production	Kevin Derda	Dark Spark - Cameraman	30-May	1-Jun	
Content Production	Phil Breisch	Dark Spark - Editor	30-May	2-Jun	
Sequoia Production	Lysbeth Neel	Production Assistant w/Vehicle	23-May	2-Jun	Rental: SUV Confirmed
Sequoia Production	Bob Caza	Senior Producer	27-May	3-Jun	
Sequoia Production	Coreena Fletcher	Senior Producer	27-May	3-Jun	
Sequoia Production	Paul Jennings	Production Stage Manager	27-May	2-Jun	
Sequoia Production	Paula Sanchez	Assistant Stage Manager	28-May	1-Jun	
Sequoia Production	John Miller	LD / Programmer	26-May	2-Jun	Rental: Mini Van Confirmed
Sequoia Production	Anna Woodson	Hi-Res Switching Engineer	26-May	2-Jun	
Sequoia Production	Alok Wadhwani	Playback	27-May	2-Jun	
Sequoia Production	Jeff Schohn	Video Utility	26-May	2-Jun	
Sequoia Production	Ele Bardha	Precision Driver	28-May	1-Jun	
Sequoia Production	Corrina Bobb	Precision Driver	28-May	1-Jun	
Sequoia Production	Shanan Krosky	TelePrompter Operator	27-May	2-Jun	Rental: Sedan Confirmed
Sequoia Production	Pauline Leung-Fritz	Graphics Op - On Line	27-May	2-Jun	
Sequoia Production	John Dunigan	Graphics Op - Off Line	27-May	2-Jun	
Tent Crew	John Chikahisa	Technical Director	26-May	4-Jun	Rental: SUV Confirmed
Tent Crew	Huhao Yang	Lead Audio Technician	26-May	4-Jun	
Tent Crew	Matt Wofford	Lighting Designer / Programmer	26-May	3-Jun	
Miscellaneous	Steve Bell	General Carpenter	26-May	4-Jun	

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## Event Description

### Catering

Catering service will be available, starting May 24. Coffee will be available in the mornings. Sodas will be available with meals. Bottled water will be available all day. Exact location TBD.

To ensure safety, all meals will be presented as takeaway boxes. Check with your department lead for your scheduled mealtimes. Please keep social distancing protocols in mind when sitting down for meals.

### Production Offices

Production Office, location TBD, in the E1/E2 Building. It will have office / cleaning supplies, safety / sunscreen items, printer / paper. You can pick up your show credential upon arrival.

Producers Office & Graphics Workroom, located in the Sienna room, in the E1/E2 Building below the Sequoia Ballroom, will have basic office supplies and a printer.

Technical Directors Production Office, located in FJ Cruiser room in the E1 Building, is for TD's, and will have basic office supplies.

Echo Charlie, will be in the 4Runner room, in the E1 Building.

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## Event Description

### Attitude

It is extremely important that all staff hired by Czarnowski for this event maintain a positive, flexible and client-friendly attitude. You are our front line with Toyota and will have a great deal of interaction with our clients while working on this event. Amidst the pressures that exist on an event like this, always remain professional and courteous no matter what the circumstances. A negative attitude from any person hired by Czarnowski will not be tolerated.

### Non-disclosure Agreement and Release Forms

It is mandatory that all freelancers sign a non-disclosure agreement for Czarnowski Group, and a virus release form from Centerstage Global. You should have received both forms as DocuSign emails. Before arriving onsite, be sure you have completed both of these forms via DocuSign. If you have not completed these forms in advance, you will not gain entrance to TMNA HQ campus. If you have not received the forms via DocuSign, or need them emailed to you, please let Janis Morton know.

All elements relating to this event are under embargo until June 1. Per your signed NDA, it is forbidden to take and/or share any type of imagery, or verbal description of what you see and/or hear.

### Attire

See below for a breakdown of acceptable attire. Please do not wear clothing with logos of production companies other than Czarnowski, or any clothing with explicit or suggestive language.

#### Load-In / Strike

**NO SHORTS** are allowed on TMNA HQ campus at anytime

Casual – jeans, casual / athletic pants and t-shirts OK but NO ripped or tattered clothing.

#### Rehearsal and Show Days

Show Blacks – presentable jeans, slacks and polo, or button-up / collared shirt. No t-shirts. **No logos (other than Czarnowski) are allowed.**

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## Venue



Toyota Motor North America Headquarters  
(TMNA HQ)

6565 Headquarters Drive  
Plano, TX 75024

The vehicle reveals, Ride & Drives, and Dinner & Drinks will take place, May 31 – June 3.

## Accommodations



Hyatt Regency Frisco-Dallas

2615 Preston Rd

Frisco, Texas, 75034

Phone: 469 598 1235

*Check in 4pm; check out 12pm*

### Amenities

Free: internet, fitness center, pool, and parking

Restaurant and Bar open 4pm-11pm daily

In room mini fridge

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Crew Hotel Grid

Name			Position	Type	In	Out	Nights	Conf #
Robert	Iverson	Executive Producer						
Dawn	Dillon	Executive Producer						
Bruce	Holland	Project Manager / Lead TD						
Stefan	Koniarz	Tent / Vehicle Handling						
Janis	Morton	Production Coordinator						
Vivian	Shallal	Global Production Assistant						
Nicole	Rzeppa	Content Producer / Creative Lead						
Suzanne	Daniels	Assist Content Producer						
Collin	Porteus	Senior Video Producer						
Kevin	Derda	Dark Spark - Cameraman						
Phil	Breisch	Dark Spark - Editor						
Bob	Caza	Senior Producer						
Coreena	Fletcher	Senior Producer						
Stan	Nickens	Assist Technical Director						
Paul	Jennings	Production Stage Manager						
Paula	Sanchez	Assistant Stage Manager						
Bill	Shadden	Head Carpenter						
Daryl	Maxwell	Czar Project Manager						
John	Miller	LD / Programmer						
Stan	Dickerson	Lead Audio Engineer						
Albert	Yadao	Lobby Producer						
Mike	Gossett	Lobby						
Anna	Woodson	Hi-Res Switching Engineer						
Alok	Wadhwani	Playback						
Jeff	Schohn	Video Utility						
Pauline	Leung-Fritz	Graphics Op - On Line						
John	Dunigan	Graphics Op - Off Line						
Shanan	Krosky	TelePrompter Operator						
Ele	Bardha	Precision Driver						
Lysbeth	Neel	Production Assistant w/vehicle						
John	Chikahisa	Technical Director						
Huhao	Yang	Lead Audio Technician						
Matt	Wofford	Lighting Designer / Programmer						
Tom	Bauder	Sequoia & Tent Carpenter						
Steve	Bell	General Carpenter						
Eric	Stimes	Heavy Equipment Op						

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# Production Contact List

FULL NAME	TITLE	MOBILE	EMAIL
PROJECT MANAGEMENT, PRODUCTION & CREATIVE			
Mike Rosenau	Group Account Manager, Corporate Comms		
Alice Morse	Junior Account Manager		
Daryl Maxwell	Project Manager		
Robert Iverson	Executive Producer		
Dawn Dillon	Executive Producer		
Bruce Holland	Project Manager / Lead Technical Director		
Stefan Koniarz	Tent / Vehicle Handling		
Janis Morton	Production Coordinator		
Vivian Shallal	Global Production Assistant		
CONTENT PRODUCTION			
Nicole Rzeppa	Content Producer / Creative Lead		
Suzanne Daniels	Assist Content Producer		
Collin Porteus	Senior Video Producer		
SEQUOIA PRODUCTION			
Bob Caza	Senior Producer		
Coreena Fletcher	Senior Producer		
Stan Nickens	Assist Technical Director		
Paul Jennings	Production Stage Manager		
Paula Sanchez	Assistant Stage Manager		
Lysbeth Neel	Production Assistant w/Vehicle		
TENT CREW			
John Chikahisa	Technical Director		
Nora Granados	Production Assistant - Local		

# Other Contacts

McNabb Carpet: Nate Root - 248-249-3233  
AFR Furniture: Julia LeMere - 407-947-1024

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On-Site Mini Schedule

Day & Date	Start	Stop	Sequoia Theater	Upper Courtyard/ Tent	Lobby/Lower Courtyard	Other Areas/Notes
Sunday, May 22						
	8:00 AM	6:30 PM	N/A	Install Main Tent, Upper Courtyard	N/A	
Monday, May 23						
	8:00 AM	6:30 PM	N/A	Install Main Tent, Upper Courtyard	N/A	
Tuesday, May 24						
	8:00 AM	6:30 PM	Floor Protection Install & Mark Out		N/A	
			Scenery Freight In, Window Coverings Install, Deck Install			
	8:00 AM	7:00 PM		Staging / Flooring Load In, Set-Up Tent Flooring		
Wednesday, May 25						
	8:00 AM	6:30 PM	Scenery Set-Up Day 1		N/A	
	8:00 AM	7:00 PM		Cross Sheeting & Ramps, Install Control Tents		
Thursday, May 26						
	8:00 AM	6:30 PM	Scenery Set-Up Day 2		N/A	
	8:00 AM	4:30 PM		McNabb Carpeting Install		
Friday, May 27						
	8:00 AM	7:00 PM	Scenery Set-Up Day 3	Load-In and Set-Up Audio/Video/Lighting	N/A	TEC Displays moved in
			Load-In and Set-Up Audio/Video/Lighting			
Saturday, May 28						
	8:00 AM	7:00 PM	Complete all Scenery Install	Complete all Audio/Video/Lighting Install	N/A	Non-show Vehicles Load in to TEC
			Complete all Audio/Video/Lighting Install	Czarnowski Install Graphics / Scenery		
Sunday, May 29						
	8:00 AM	10:00 AM	Sequoia Vehicle Load-In			
	8:00 AM	6:00 PM	Programming / Technical Rehearsals		Front Lobby - Load-In and Set-Up	
Monday, May 30						
	7:30 AM	8:00 AM	Reveal vehicle delivery	Open	Open	
	8:00 AM	6:00 PM	Open for Client Rehearsals (9 AM - 5 PM)	Vehicle Load-In, Upper Courtyard	Vehicle Load-In, Lower Courtyard	
					Continue Front Lobby - Load-In and Set-Up	
Tuesday, May 31						
	10:00 AM	3:00 PM	Executive Rehearsals			
	2:30 PM	3:00 PM	Lexus Dealer / Social Media Sneak Peek - (2) RX from backstage to TT and Ramp			
	5:30 PM	9:00 PM	SHOW DAY 1: WELCOME/LEXUS REVEAL PROGRAM: 5:30 - 6:30 PM	SHOW DAY 1: LEXUS DINNER: 6:30 - 9 PM	SHOW DAY 1	
	7:00 PM	11:59 PM	Re-Set for Toyota (Graphics)			
	9:00 PM	11:59 PM	Re-Set for Toyota (Vehicles, Window Clings, Etc.)	Re-Set for Toyota (Vehicles, Graphics, Etc.)		
Wednesday, June 1						
	12:01 AM	2:00 AM	Re-Set for Toyota (Vehicles, Graphics, Window Clings, Etc.)	Re-Set for Toyota (Vehicles, Graphics, Etc.)		
	6:00 AM	9:00 AM	SHOW DAY 2: TOYOTA REVEAL PROGRAM: 8 - 9 AM	SHOW DAY 2: TOYOTA VEHICLES SET: 8 AM - 5 PM	SHOW DAY 2	
	10:00 AM	5:00 PM	Strike Inside Sequoia			
	5:00 PM	9:00 PM	Load Out Sequoia			
Thursday, June 2						
	8:00 AM	5:00 PM	N/A	SHOW DAY 3: CONTENT CREATORS	SHOW DAY 3: CONTENT CREATORS	
Friday, June 3						
	8:00 AM	3:00 PM	N/A	SHOW DAY 4: CONTENT CREATORS	SHOW DAY 4: CONTENT CREATORS	
	3:00 PM	9:00 PM		Strike & Load-Out Audio/Video/Lighting		
	3:00 PM	7:00 PM		Load Out Vehicles	Load Out Vehicles in Lower Courtyard Strike Front Lobby Mobility Displays	
Saturday, June 4						
	8:00 AM	5:00 PM	N/A	Strike Carpeting and all flooring	N/A	
	1:00 PM	9:00 PM		Begin Strike & Load Out, Tent		
Sunday, June 5						
	6:00 AM	9:00 PM	N/A	Strike & Load Out Tent	N/A	

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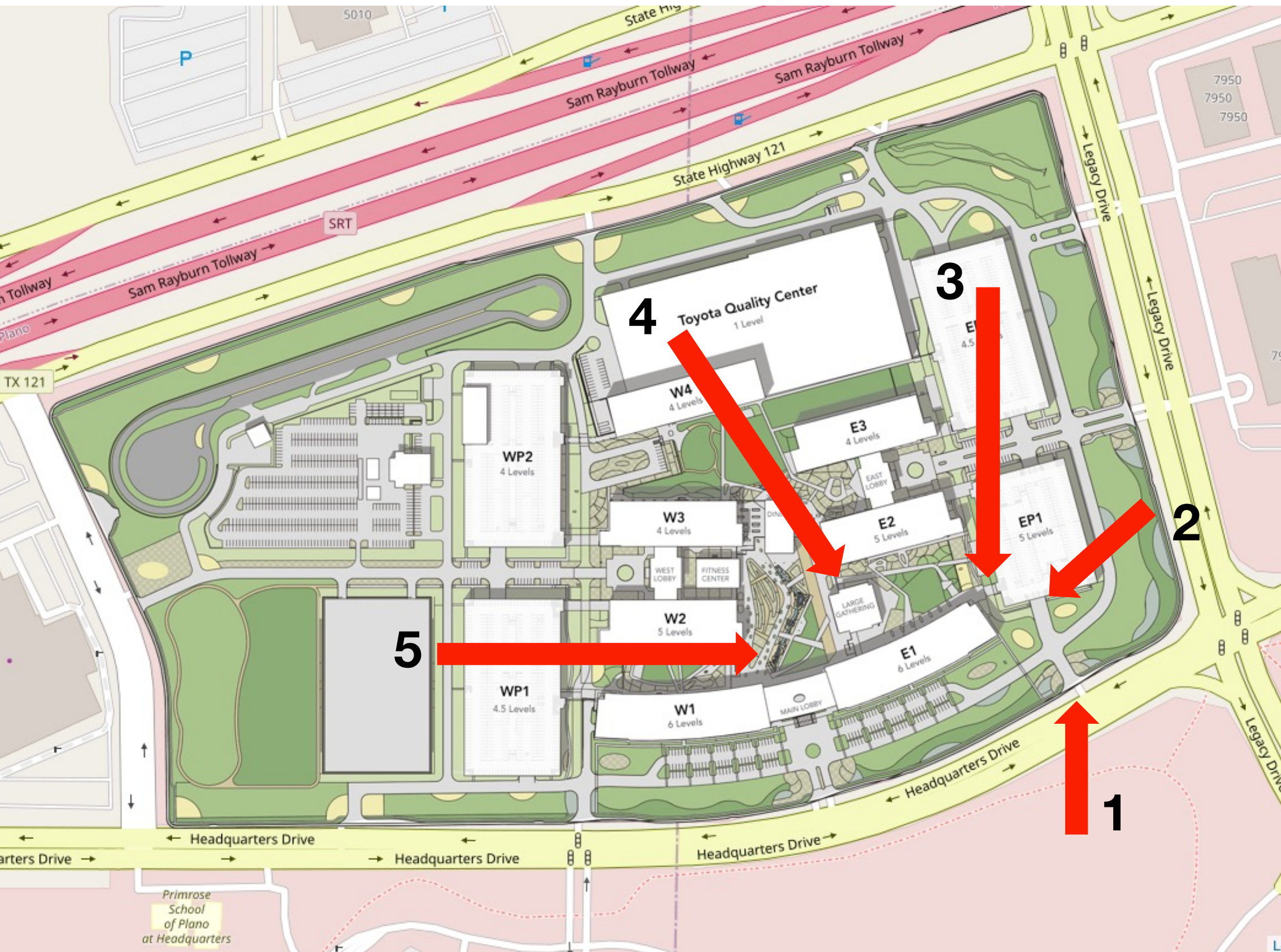
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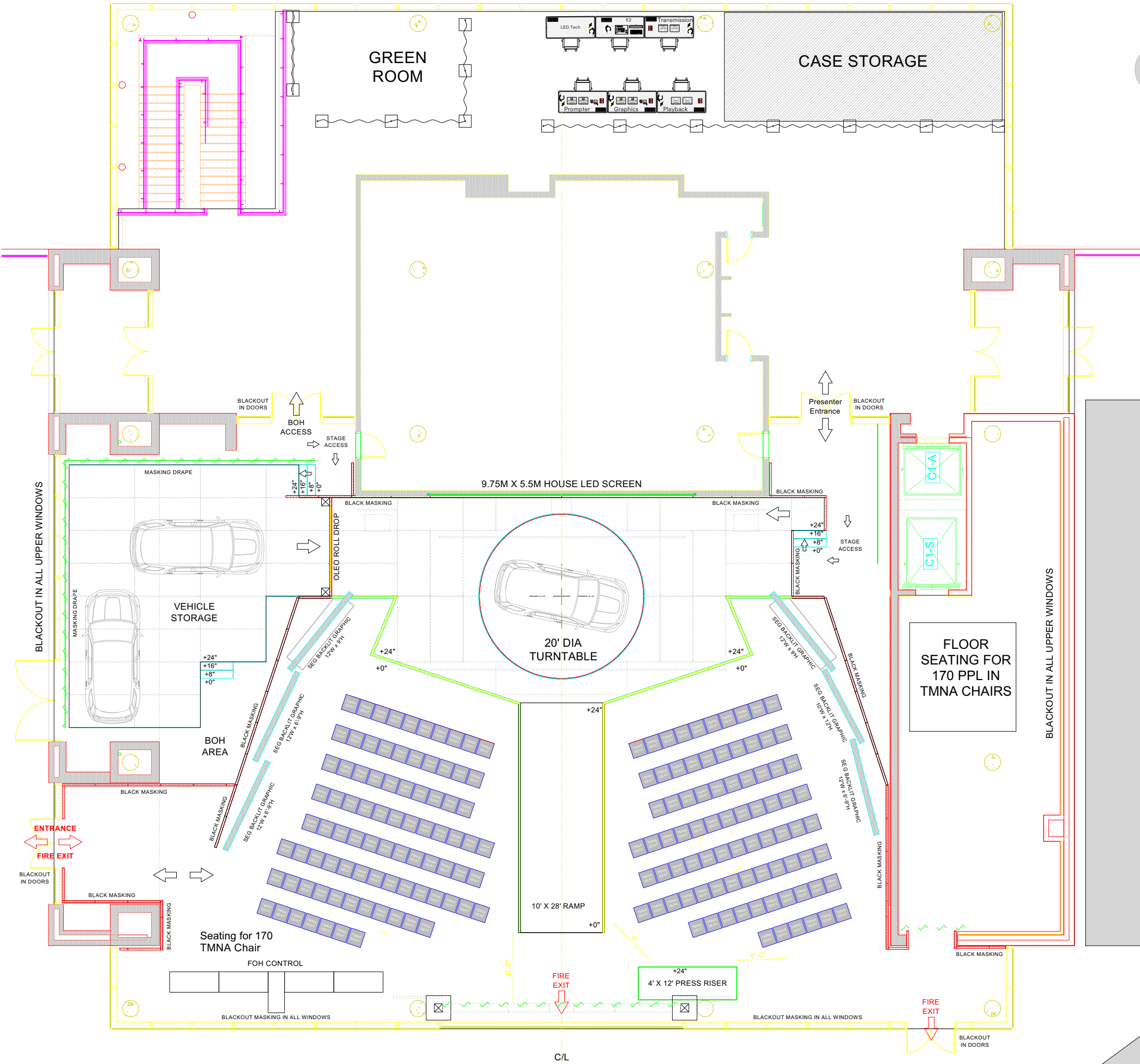
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## Campus Map

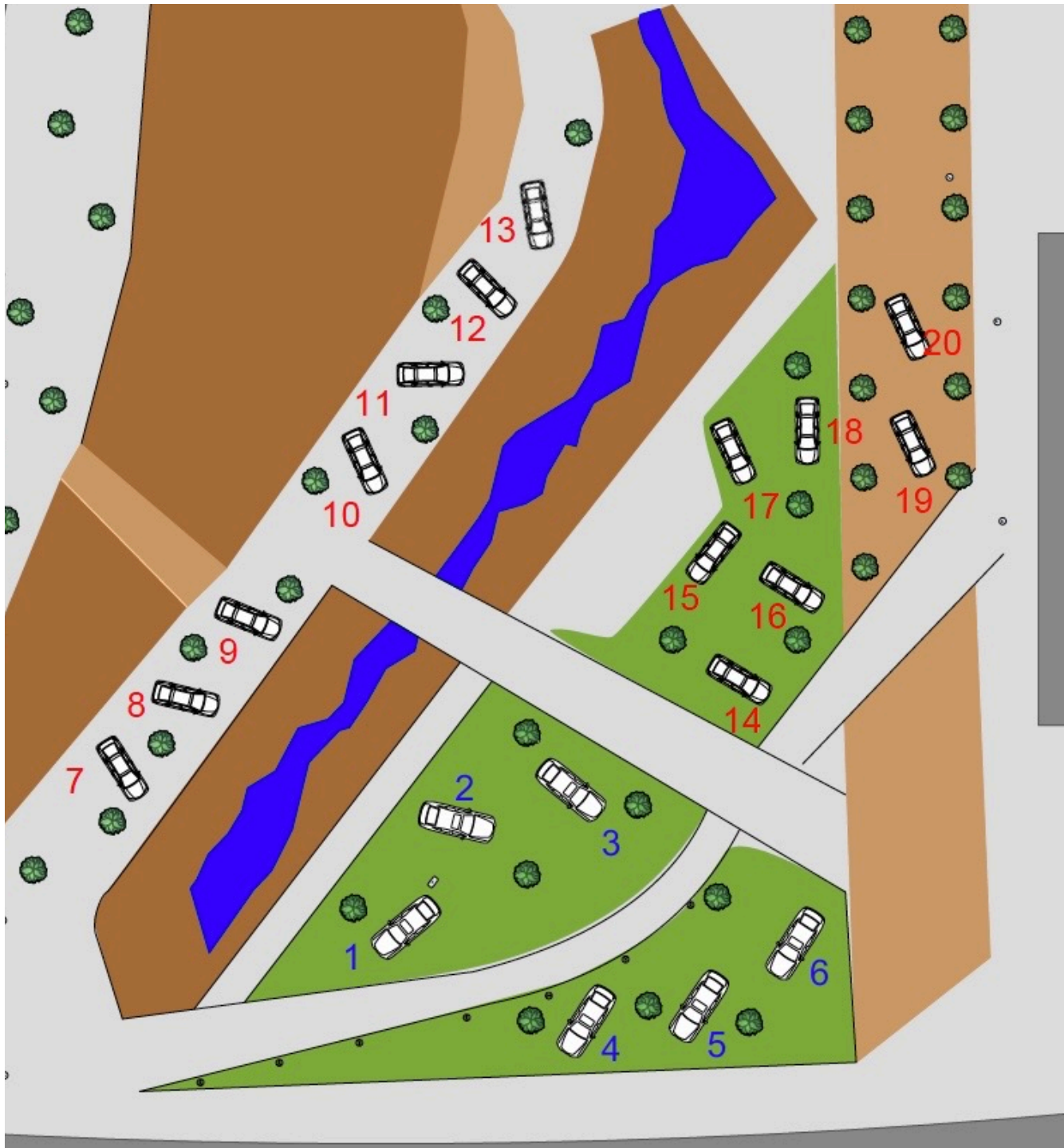


- 1: Crew entrance to TMNA headquarters
- 2: Crew entrance to E1 parking garage
- 3: E1 Gate is crew entrance to campus
- 4: Sequoia Theater and Courtyard (Upper)
- 5: Lower Courtyard

Sequoia Floor Plan



## Lower Courtyard – Vehicle Layout



### LOWER COURTYARD

#### Lexus

1. NX Plug-In Hybrid - Ultrasonic Blue Mica
2. NX Hybrid - Cloudburst Gray
3. 2023 UX 250h - Ultra White/ Obsidian (moved from UC after dinner 5/31)
4. LC Hybrid - Cadmium Orange
5. LS Hybrid - Iridium
6. ES Hybrid - Cloudburst Gray

#### Toyota

7. 227D S Grade
8. 178D
9. bZ4X
10. RAV4 Prime
11. Mirai
12. Sequoia CV
13. Tundra i-Force MAX
14. Prius
15. Prius Prime
16. Camry Hybrid
17. Venza
18. RAV4 Hybrid
19. Highlander Hybrid
20. Sienna

Denotes Code Red Vehicles

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## Upper Courtyard – Lexus Day 1

### UPPER COURTYARD

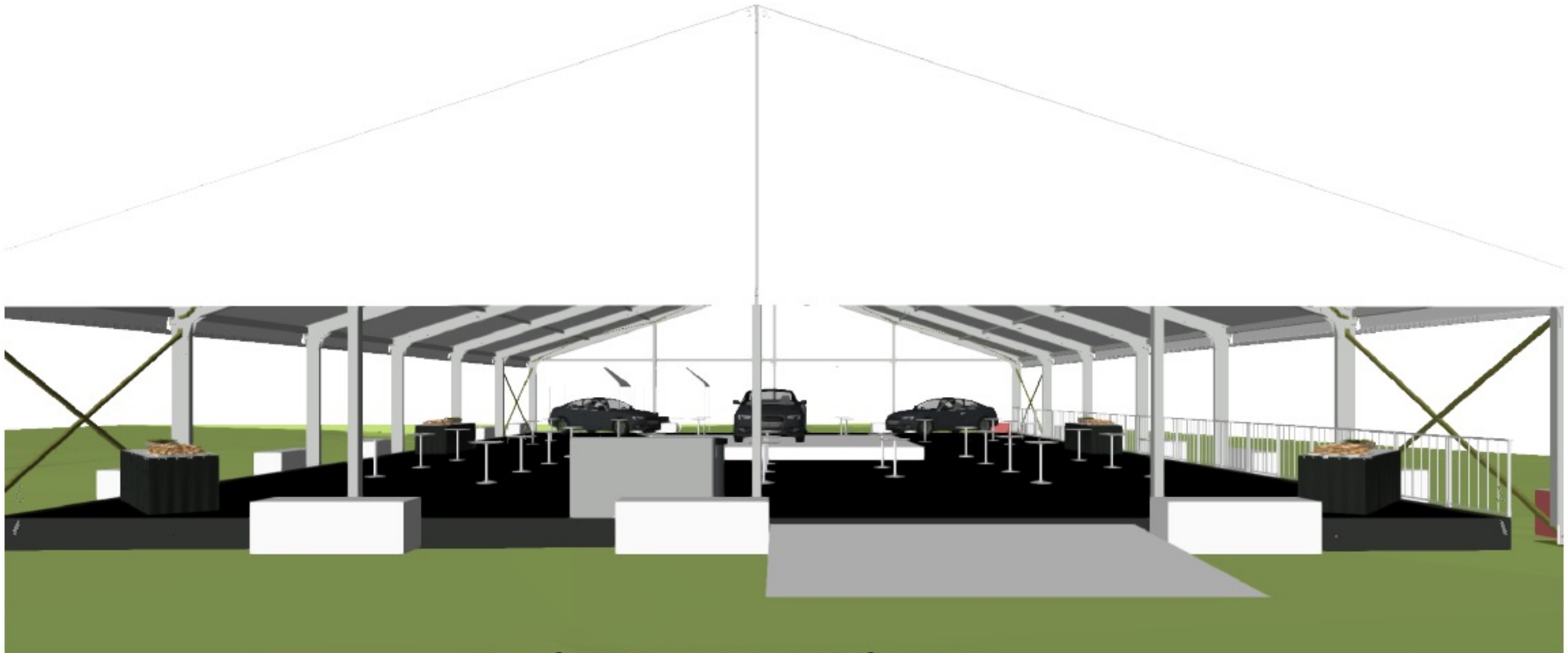
#### Lexus

1. 2023 RX Premium Plus - Iridium (Post Reveal)  
\*must remain locked
2. 2023 RZ 450e Luxury - Dapple Gray/Black
3. 2023 UX 250h F SPORT - Ultra White/Obsidian
4. 2023 RX F SPORT - Ultra White

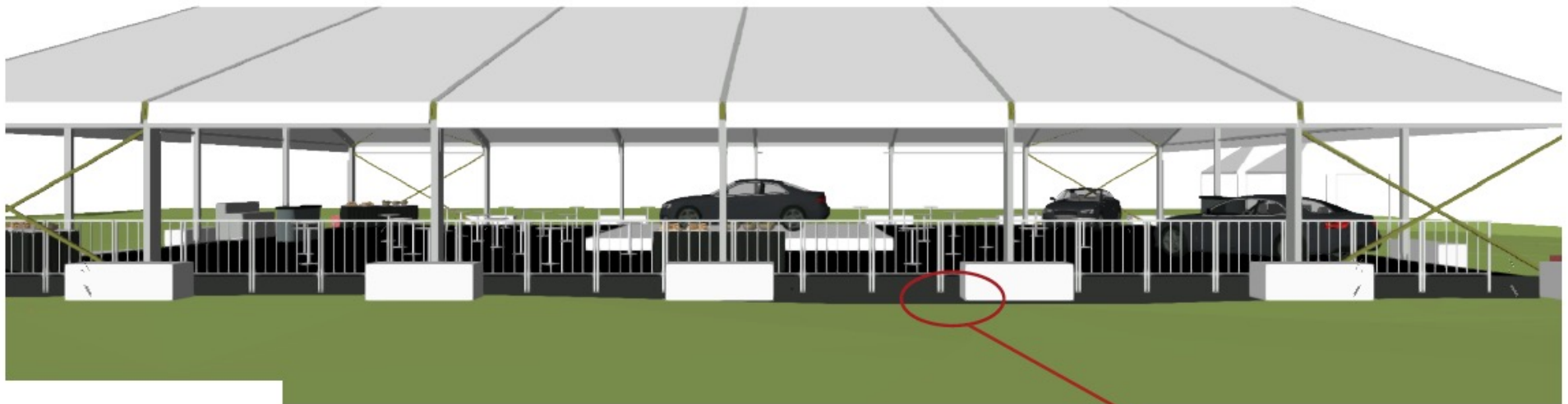


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## Upper Courtyard – Lexus Day 1



View from West - In Front of Sequoia  
Average Deck Height is 12" Across Pavement



View from the South  
Deck Height Average 14" Across Grass  
Noted Section is 1'-9"  
Railings installed along this entire side of staging

Drainage Depression

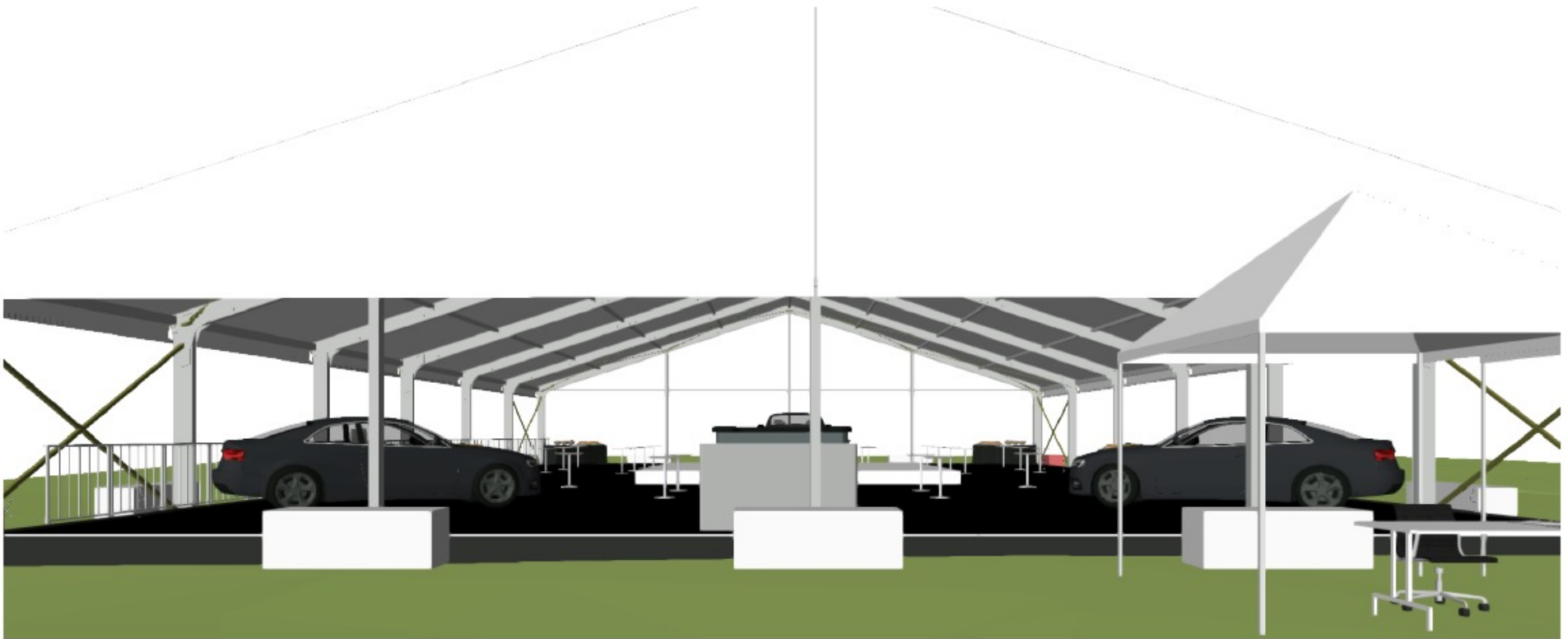
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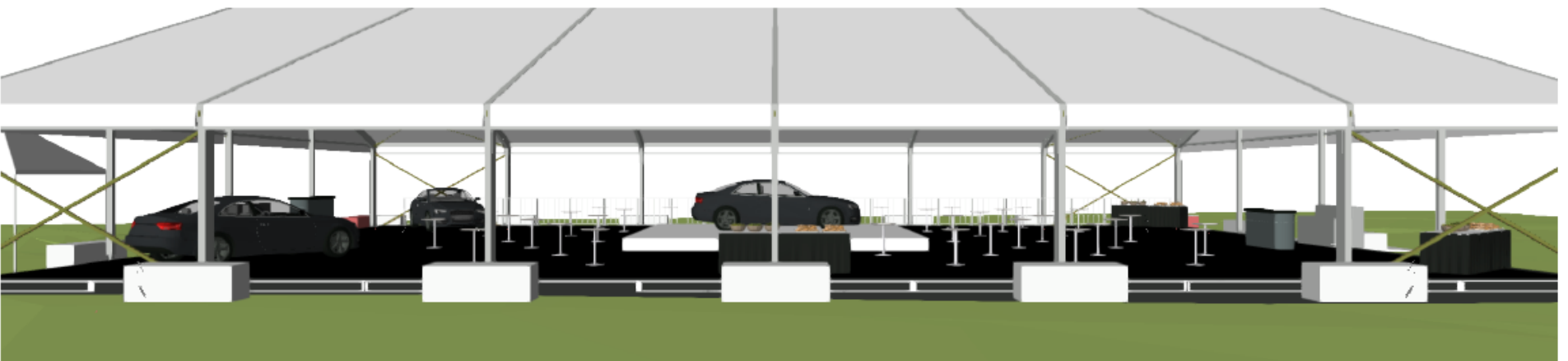
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## Upper Courtyard – Lexus Day 1

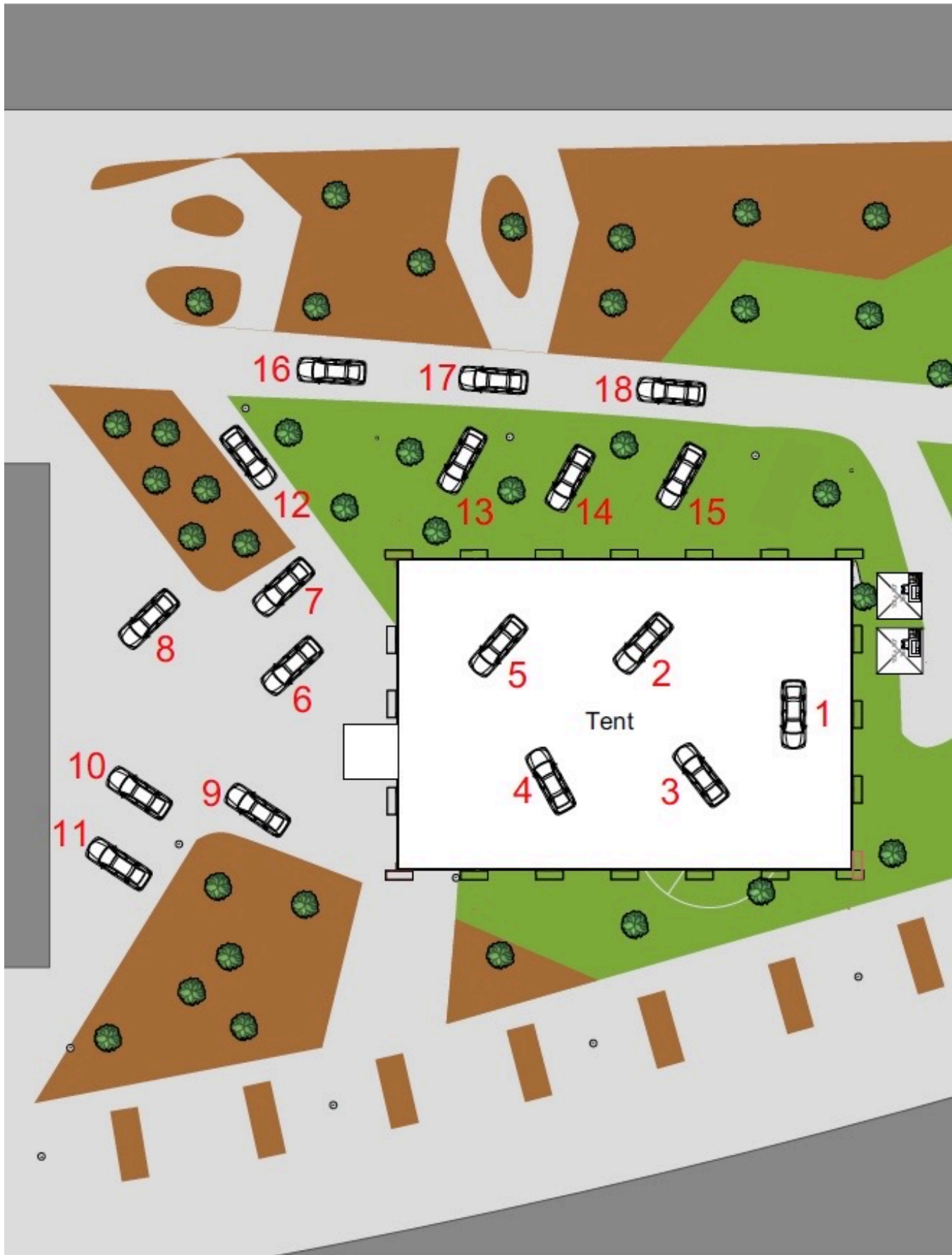


View from East  
Deck Height at left 14"  
Deck Height at Right 10"



View from North  
Average Deck Height 11"

## Upper Courtyard – Toyota Day 2



### UPPER COURTYARD

#### Toyota - Day Two

1. 227D XSE
2. 227D SE
3. 186D
4. 177D
5. Camry Nightshade
6. Supra Manual
7. GR86 Cup Car
8. 460B
9. GR Corolla M\*\*\*\*
10. GR Corolla Circuit Edition
11. GR Corolla Core Grade
12. 4Runner 40<sup>th</sup>
13. Tacoma Chrome
14. Tacoma SX
15. Tundra SX
16. Venza Nightshade
17. RAV4 Woodland
18. Sienna 25<sup>th</sup>

Denotes Code Red Vehicle