

Events Organized in the Previous Years

Special Edition Press, Inc.'s Staged Events Division is composed of a highly-skilled staff who are proficient in promotions, marketing, and advertising. Below is the list of successful concerts and trade/cultural expositions:

■ 2009 PHILIPPINE FIESTA

KIM CHIU & GERALD ANDERSON /
SHERYN REGIS / BUGOY
Aug. 15-16, Meadowlands Expo Center
Secaucus, NJ

■ 2008 BACK-2-BACK CONCERT

DOLPHY & ZSA-ZSA with POPS FERNANDEZ
Nov. 29, Atlantic City, NJ

■ 2008 PHILIPPINE FIESTA

DINGDONG DANTES / MARIAN RIVERA /
BEA ALONZO
Aug. 16 & 17, Meadowlands Expo Center

■ 2008 PINOY MUSIK FESTIVAL

SAM MILBY / MYMP / DIVO BAYER /
KRIS LAWRENCE / PORK CHOP
May 17 & 18, Meadowlands Expo Center

■ 2007 PINOY MUSIK FESTIVAL

APO HIKING SOCIETY /
HEART EVANGELISTA / NANETTE INVENTOR
May 4, Boardwalk Hall, Atlantic City

■ 2007 PHILIPPINE FIESTA

POPS FERNANDEZ / PIOLO PASCUAL /
JUN POLISTICO / POKWANG
Aug. 18 & 19, Meadowlands Expo Center

■ 2007 PIOLO PASCUAL, SAM MILBY, & POKWANG LIVE CONCERT

April 13, Hammerstein Ballroom, New York

■ 2007 YUGYUGAN SA MANHATTAN

April 13, The Copacabana, New York

■ 2006 GARY VALENCIANO TOUR

DIETHER OCAMPO & KRISTINE HERMOSA
Nov. 11, Boardwalk Hall, Atlantic City, NJ

■ 2006 PHILIPPINE FIESTA

JUDY ANNE SANTOS / RYAN AGONCILLO /
DIETHER OCAMPO / FAITH CUNETA /
CELESTE LEGASPI
Aug. 19 & 20, Meadowlands Expo Center

■ 2005 GARY VALENCIANO/ ZSA-ZSA PADILLA LIVE CONCERT

Nov. 6, Trump Taj Mahal, Atlantic City

■ 2005 PHILIPPINE FIESTA

HON. MAYOR VILMA SANTOS RECTO /
AIZA SEGUERRA / NANETTE INVENTOR/
JON SANTOS / LEO MARTINEZ
Aug. 20 & 21, Meadowlands Expo Center

■ 2004 NORA-KUH (POWER OF 2)

June 11, Boardwalk Hall, Atlantic City

■ 2004 PHILIPPINE FIESTA

NORA AUNOR / LIRIO VITAL / FE DELOS
REYES & BERNARDO BERNARDO
Aug. 21 & 22, Meadowlands Expo Center

■ 2003 PHILIPPINE FIESTA

RICO J PUNO / MITCH VALDEZ
Aug. 16 & 17, Meadowlands Expo Center

■ 2002 PHILIPPINE FIESTA

PILITA CORALES / HOTDOG
Aug. 17 & 18, Meadowlands Expo Center

■ 2001 PHILIPPINE FIESTA

GARY VALENCIANO
Aug. 18 & 19, Meadowlands Expo Center

■ 2000 NORA AUNOR LIVE CONCERT

April 29, Newark Symphony Hall, NJ

■ 1997 Jo Ramos with Randy Santiago & The Manouevers

Sept. 20, Hilton Casino Resort, Atlantic
City

■ 1997 Philippine Trade Fair & Fiesta

RICO J. PUNO / AI-AI DELAS ALAS /
DULCE
July 25 & 26, New York Coliseum

■ 1996 Sharon Cuneta Concert

Oct. 26 & 27, Trump Taj Mahal,
Atlantic City

■ 1996 US-PHILIPPINES TRADESHOW

AMALIA FUENTES / ROMEO VASQUEZ /
PORKCHOP / GABBY CONCEPCION / FE
DELOS REYES / CHERRY GIL / EDDIE
MESA
July 27 & 28, Jacob Javits Convention
Center, New York

■ 1995 Banig In Concert

Nov. 4 & 5, Trump Taj Mahal, Atlantic
City

■ 1994 Kuh Ledesma Live Concert

Nov. 12, Townhall, New York



Organizer Profile & Achievements

The Company

The event is presented by Philippine Fiesta, Inc., a division of Special Edition Press, Inc. (SEPI), a multi-media corporation engaged in publishing, graphic design services, marketing services and staged events. Established in 1991, SEPI now offers diversified services to meet the requirements of its growing clientele.

SEPI offers graphic design services, creative services (copy writing, ad lay-outs, storyboards, slide presentation artwork), printing services (pre-press, color separations and printing), and production of newspapers, magazines, journals, brochures, posters, packaging designs, calendars, and other collateral materials.

In addition, SEPI established its Staged Events Division and successfully ventured into concert presentations and event promotions while blending the elements of cultural festival and international trade show.

Mission Statement

The company aims to be the provider of an avenue for the mainstream business to reach the fast-growing and very strong Filipino American market, and connect the Filipino businesses to the mainstream market in the United States.

In line with this objective, the company focuses on the best interest of customers, exhibitors, advertisers, and sponsors while showcasing the rich Filipino culture and heritage.

Our success is achieved by:

- Responding to our customers
with the highest level of excellent service
- Innovating our work
- Valuing our employees & supporters

The Principals

Fernando M. Mendez
President & CEO



Milagros B. Mendez
Executive Vice-President
Operations, Marketing &
Community Relations

