

ASSOCIATE CLOSE-UP

JEFF AND JULIE HELFAND
EXECUTIVE PRODUCER
GAME SHOW GURUS
HOFFMAN ESTATES, ILL.



Jeff Helfand has been an entertainer since he was 10 years old. He participated in theater and graduated from Bradley University with a degree in Broadcasting. He worked in various aspects of theater and television broadcasting. In 1992, Helfand began a deejay business that included music, karaoke, and trivia games. As he continued the deejay business, the demand for the trivia games grew. Game Show Gurus was born.

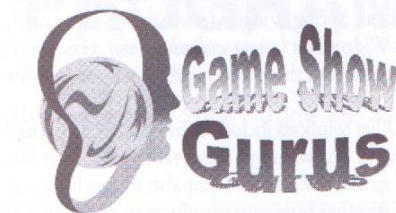
Helfand continues to provide some karaoke and dancing entertainment, but over 70% of his business is now game shows. He and his wife Julie provide stage game shows and other trivia games to fairs, corporate events, and colleges throughout the country. Game Show Gurus produces around 150 shows a year and is growing.

Trivia Blitz is a game patterned after Jeopardy! that includes teams of two or three contestants answering high speed pop culture questions. Trivia Blitz can be fit for events of all sizes. Versus is a game that combines physical and mental challenges. Stage 2 is a show that combines constant running, changing game shows, karaoke, and audience interaction.

Jeff and his wife regularly work at updating their question database. Julie has written trivia questions and games through work with Alzheimer's patients in a nursing home. While history and geography don't change, the couple make sure to keep on top of pop culture. "We sometimes take polls to see what is popular," said Helfand. One aspect that seems to move even faster than pop culture is technology.

The most significant change that Game Show Gurus has made is the use of technology. MP3 technology has made music storage easier. Computers have helped with efficiency and organization. An e-reader is used to store and organize all trivia questions. New text message technology is used in some of the shows. Equipment is continually being updated for new games and to replace travel worn props and apparatus. A production can be performed on any stage or the company's new self-contained RV/trailer can host a show.

Game Show Gurus strives to be a family-oriented attraction. Questions are designed for



contestant success. "We aren't trying to stump or embarrass people. We want everybody to do well and have a good time," said Helfand.

While some of the games look like popular game shows from television, the live stage production is more efficient to produce than a T.V. series. A one-hour television episode may take

several hours to produce. A Game Show Gurus production is much more efficient in an effort to get as many people involved as possible.

Because many of the games are based on television shows that survive on advertising, game shows are sponsor friendly. "The host can mention the sponsor often and prizes can be provided by sponsors. Not only is it entertainment, it is also advertising," said Helfand. Not only can clients provide prizes, but they can also submit question for the contest. Along with trivia, musical games and physical challenges are offered. "When it comes to game show entertainment, we want to be the 'final answer,'" said Helfand. □



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