

**LEGACY MEETS
INNOVATION**



**MEDIA KIT
2024**



INGRAM ENTERPRISES, INC.



INGRAM ENTERPRISES, INC. MARKETING DEPARTMENT

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THE POWER OF THE PARTNERSHIP

The partnership between Ingram Enterprises, Inc. (d.b.a. Fireworks Over America) and Pyro Spectaculars has been strategically designed to leverage and maximize both companies' core strengths. The power and synergy that these two companies wield together is an industry game-changer.

ENHANCED PURCHASING POWER AND DISTRIBUTION

FOA brings substantial purchasing power with its global network of factories. Additionally, their in-house brokerage team excels in overseas bookings, importing, customs clearance, and drayage. These capabilities streamline the logistics of hazardous materials, offering a significant competitive advantage.

Additionally, FOA's established distribution points in the Midwest and East Coast will facilitate our immediate entry into new markets, with their Hawthorne, NV facility serving as a new distribution center for ShowtimeFX 1.4G & 1.3G.

COLLABORATIVE EXPERTISE

The longstanding collaboration between Pyro Spectaculars and FOA on proximate and outdoor displays has provided deep market insights. Both companies have rigorously studied industry needs, leading to improved business models and unparalleled customer experiences.

ADDRESSING MARKET DEMAND

The fireworks market currently faces a significant supply-demand imbalance. This acquisition addresses critical constraints by reducing time spent on inventory procurement, venue assessment(s), and compliance, which enhances the overall performance and improves customer satisfaction.

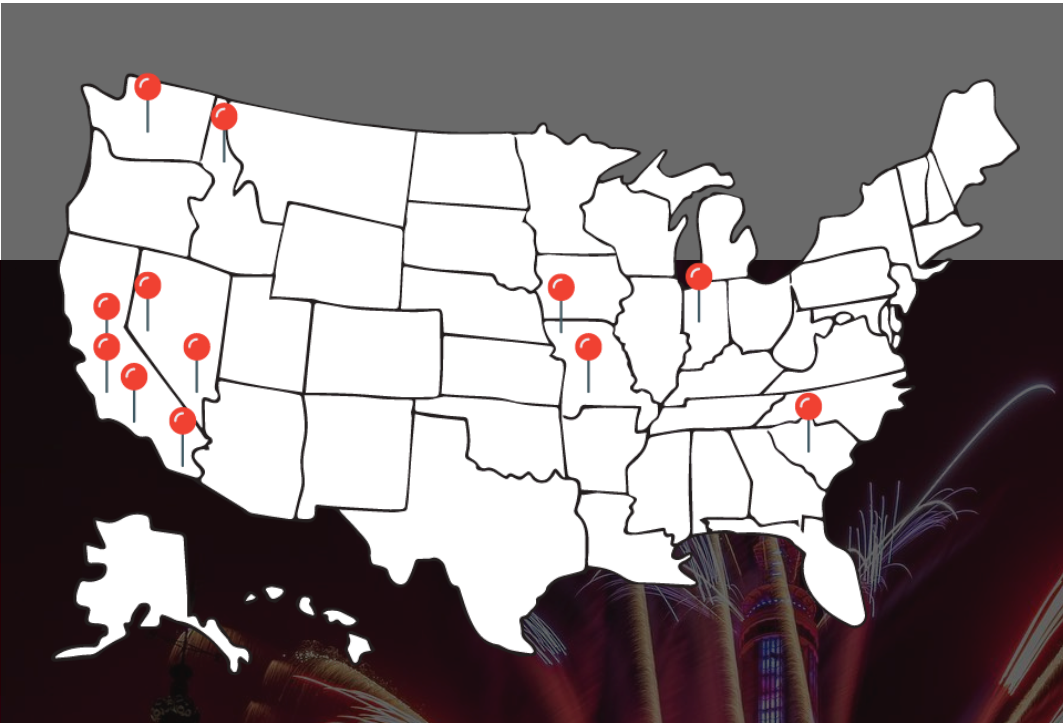
UNIQUE HOSPITALITY APPROACH

Mirroring the dining industry's front vs. back-of-house model, Pyro Spectaculars excels as a premier back-of-house fireworks provider, while FOA is developing a front-of-house concierge service with their newest company, Opulence Productions, LLC. Opulence acts as the customer liaison, ensuring a seamless experience from planning through execution and beyond. By integrating high-end hospitality management with elite production capabilities, the end result is an unparalleled experience.



A NEW FOOTPRINT

The company plans to open a **Pyro Spec Midwest** branch that will enable them to better serve their growing clientele across states including Missouri, Oklahoma, Texas, Kansas, Arkansas, and others.





HARNESSING THE POWER OF
DRONES

With the acquisition, the company will operate a fleet of drones that utilize the latest technology to perform the largest and most dynamic multimedia productions.

In an exclusive partnership with Pablo Air, they are *one of only three* companies nationwide with an approved FAA permit for launching pyro from drones.

PABLO AIR

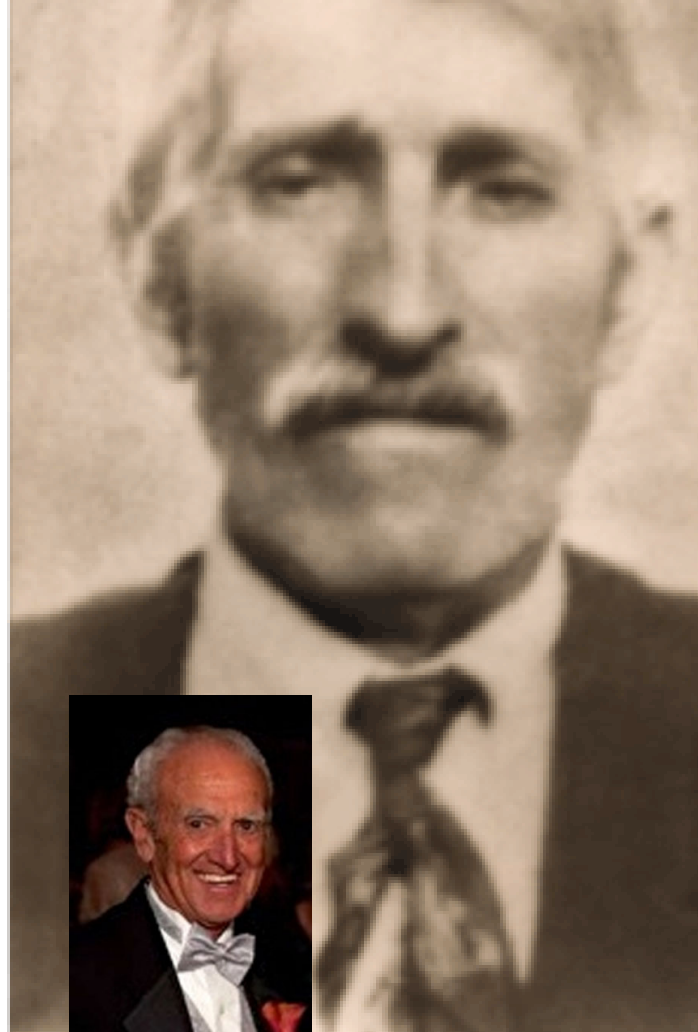
Pyro Spectaculars boasts the finest drone pilots, choreographers, and producers, turning the most elaborate visions into reality.

PYRO SPECTACULARS

A LEGACY OF FIREWORKS MASTERY

In the early 1900s, Manuel de Sousa, later Americanized to Souza, gained fame in the San Francisco Bay Area for his vibrant fireworks displays at Portuguese community festivals. Known as "Papagaio" or "parrot," he and his family produced shows from their farm. Manuel passed down pyrotechnic secrets to his son Alfred, whose expertise attracted the U.S. military. Dr. John Conkling praised their innovative color compositions, marking the Souza family's impact on the pyrotechnics field.

In the 1950s, Alfred's son Bob Souza took the helm, delivering fireworks displays for county fairs and Fourth of July events. By 1976, he showcased innovative pyrotechnics for the American Bicentennial. In 1979, Bob founded Pyro Spectaculars by Souza, transitioning from a small family business to a major global fireworks company.



Bob Souza

Manuel de Sousa



Alfred Souza

The family trade had become one of the largest and most respected fireworks display companies in the world.

Moving forward, the Fourth Generation (Jim Souza, Ian Gilfillan, and Gary Souza) will serve as consultants, leveraging their extensive experience to guide the company in creating extraordinary productions.

"Joining forces with Ingram Enterprises is a fantastic opportunity for Pyro Spectaculars. Their vision aligns with our commitment to excellence, and together, we can push the boundaries of what's possible in pyrotechnics."

-Jim Souza, Former Owner



GEN 5

'Generation Next' of Souza and Gilfillan family members (Christopher, Paul, Ricky, Matt, and Kevin) will step into executive leadership roles to ensure both continuity and growth. By integrating Ingram Enterprises' extensive purchasing power and distribution networks with Pyro Spectaculars' century-long industry expertise, the company is poised to become a leader in full-scale pyrotechnic production. With Mike Ingram serving as CEO and Michael Ingram as President, the company is set to build on its rich history while driving future innovation and success.



"I view this unprecedented opportunity to collaborate with the Ingram family as a game-changer in the display fireworks industry—a chance to move our craft forward through proven showmanship with a keen focus on safety. At the same time, this strategic move ensures the future of the Souza and Gilfillan family's next generation of talented pyrotechnic professionals."

-Ian Gilfillan, Executive Vice President

PYRO SPEC STATS

PRODUCTION
HOUSES AROUND
THE GLOBE

8

SHOWS/EVENTS
PER YEAR

1.5K

YEARS IN
BUSINESS

45

COMBINED YRS
OF EXPERIENCE

100+

INGRAM ENTERPRISES, INC.

EMPIRE IN BLOOM

Founded by Mike Ingram, who started with a small fireworks stand in Branson in 1964, the company has grown from a local business to a national powerhouse. Ingram's journey began at age 15 when he used his savings to buy fireworks from Little Rock, Arkansas. Despite his parents' initial disapproval, he persevered, eventually opening a stand with his brother in Branson. Over the years, he expanded to multiple Springfield locations and launched Mid-American Fireworks, which later became Fireworks Over America. Today, the company operates (4) distribution centers and (22) retail showrooms across the U.S.

Mike Ingram



“We believe in controlled growth, and we are constantly looking for opportunities.”



Michael Ingram



Fireworks Over America is renowned for its exclusive Showtime FX brand, designed solely by FOA and celebrated as the pinnacle of pyrotechnic excellence. From Mount Rushmore and the Golden Gate Bridge, to NFL and MLB events, weddings, corporate functions, and iconic locations like New York City and the Seattle Space Needle, our products light up celebrations across the country and around the world.





**CONTACT
US**



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