



# Alpha Decor Dallas

Premier Florist and Event Decoration Services

We Create, You Celebrate





Events Today  
Demand *Bold,*  
*Immersive*  
Experiences That  
Create Lasting  
Impressions!



# Navigating Event Challenges & Expectations



## Client Expectation

Clients should expect that a decorator will translate their conceptual vision into a cohesive and functional reality, effectively balancing aesthetic requirements with judicious budget and timeline management.



## The Planner Challenge

The paramount challenge for an event planner involves orchestrating numerous interconnected components and unforeseen variables into a flawless experience, thereby sustaining the perception of effortless execution for the client.



## The Partner Challenge

Identifying a decoration partner who successfully integrates creativity, dependability, contemporary trend awareness, and a comprehensive understanding of your distinct vision and brand prerequisites, all while delivering exemplary customer service.



# Alpha Decor & Events: Award-Winning Design & Full-Service Event Transformation

## Local Expertise & Proven Reliability

*As an established, Dallas-based provider, we specialize in high-quality floral design and comprehensive event decoration for weddings, corporate functions, and special occasions. We guarantee timely delivery, exceptional client satisfaction, and flawless installations across diverse venues.*

## Creative, Detail-Driven Execution

*We combine artistic vision with meticulous attention to detail to consistently craft fresh, inviting, and memorable event experiences. Our designs thoughtfully exceed expectations while precisely meeting each client's unique aesthetic and logistical requirements.*

## Innovative & Trend-Forward Design

*Our team remains at the forefront of design trends, creating impactful visual statements through bold floral installations, organic arrangements, progressive color palettes, and curated visual storytelling.*

## Scalable & Comprehensive Production

*From intimate events to major corporate functions, we offer comprehensive services to fully transform unforgettable spaces. We provide cohesive decorative direction, planning, and on-site execution concept through final completion.*



# Our Services Cover Every Aspect of Event Decoration Excellence



## Wedding Florals

Bridal bouquets, ceremony decoration, reception backdrop decor, centerpieces, dance floor overlays, photobooths, and full venue transformation for your special day.



## Corporate Events

Conference staging, product launches, gala dinners, and professional branded arrangements that enhance your business image.



## Special Occasions

Birthday celebrations, anniversaries, baby showers, seasonal events, and personalized consultation with full installation services.



# Partnering With Alpha Decor Dallas Delivers Measurable Value Beyond Beautiful Décor

## For Event Planners

- Reliable execution reduces stress and protects reputation
- Creative designs impress clients consistently
- Full-service approach saves coordination time
- Consistent quality you can depend on

## For Corporate Clients

- Memorable experiences strengthen brand image
- Professional installations reflect company values
- Customized designs align with brand identity
- Proven track record ensures event success

## For Private Clients

- Personalized attention brings vision to life
- Expert guidance throughout planning process
- Stress-free setup and breakdown services
- Unforgettable designs guests remember forever



# Our Seamless Three-Phase Process



## Phase 1: Concept & Vision

We begin with an initial virtual consultation to discuss your aesthetic and requirements. Following this, you will receive a detailed, bespoke proposal tailored to your event's specific needs, including decor details and breakdown prices.



## Phase 2: Refinement & Finalization

Approximately two to three months prior to your event, we enter the 'fine-tuning' stage. During this period, we review all selections, adjust quantities, and lock in the final design and the color theme details to ensure everything is aligned with your vision.



## Phase 3: Production & Execution

Our team handles the full lifecycle of the event—from mass production and meticulous prep to on-site delivery and setup. We coordinate directly with the planners and venue to manage the logistics of the day, including a professional teardown once the wedding concludes.



# PREMIUM EVENT VENUES

Curated for Your Perfect Day



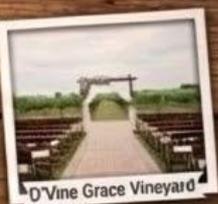
Renaissance Hotel



Springs Event Venue



Verone Villa



O'Vine Grace Vineyard



The Bowden



Fairmont Dallas



Hilton Granite Park



Renaissance Addison



The Loews



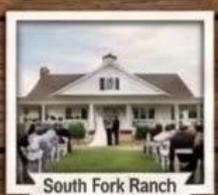
Ganson Hotels



Arlatide



Aristide



South Fork Ranch



Marriott Hotels



Hilton Hotels



Texas Discovery Gardens



Horst Conference Center



Hall of Lights



Knotting Hill



Hilton Hotels



Hotel Crescent Court



The Joule



Renaissance Hotel at The Springs Park



Dallas Oasis Red Oak



Westin Hotels



Hilton Hotels



The Ritz-Carlton



Four Seasons

# ELEVATE YOUR VENUE

CUSTOM THEMATIC DESIGN & BESPOKE CONCEPTS



As specialists in custom thematic design, we are pleased to present our expanded portfolio featuring hundreds of bespoke floral and decor concepts.



Thousands of Bespoke  
Floral and Decor  
Inspirations



Whether you are seeking inspiration for a corporate gala or an intimate gathering, our comprehensive guide offers professional-grade solutions to transform any space.

We invite you to explore these concepts and discover how we can bring an unparalleled level of artistry to your next event.



# Elegant tall floral centerpieces.





# Short floral centerpiece.





# Candelabra Centerpieces



# Candle Holder Centerpieces





# Vases & Candles Centerpiece





# Mandap Decor

Hindu Ceremony



# Reception Backdrop, Stage Decor





# RECEPTION STAGE BACKDROP DECOR

Exquisite Designs for Your Special Day





# Reception Stage Backdrop Decor

Arches & Cherry Blossom trees



Arches & Cherry Blossom trees



## Haldi, Sangeet, Mehndi, Henna ideas



# Vinyl Dance Floor Overlay.





 Bridal Party  
VIP/King Table





# Bouquets & Bouts



# FAQ: Frequently Asked Questions



## How much does my decor cost?

Every event is a unique production that deserves a tailored financial plan. Because no two celebrations are identical, we do not offer "one-size-fits-all" pricing. Your final investment is a reflection of three core variables:



### The Scope of Design

From minimalist elegance to immersive, full-scale installations.



### Logistics & Timing

The specific date, duration of setup, and labor requirements.



### Venue Specifications

The architectural opportunities and technical constraints of your chosen space.

To provide you with an accurate and honest quote, we begin every project with a discovery consultation to ensure our proposal aligns perfectly with your vision. Our general availability for consultation is Mon-Thu 2 PM to 8 PM.

## But I need to plan my budget. We have not done events/wedding before. Where do I start?

### Your Budget Framework

-  **Guest Count:** More guests = more tables = more linens, centerpieces, napkins, charger plates, chair cover, speciality chairs.
-  **Backdrop/Stage Decor:** Large setting + More floral = More cost. Irrespective of how many people are attending your event. If your guest count is small, backdrop decor will be become high % cost factor. With higher guest count, backdrop decor becomes lower %.
-  **Bridal Party/VIP/King Table Decor:** More rectangle tables = More cost. Rectangle tables will need much more decor than round tables.
-  **The Venue:** Your venue may offer items free of cost part of your package, such as linens, napkins, charger plate, speciality chairs.
-  **Labor & Logistics:** If your venue only gives you a small window for setup and teardown, your labor costs will be higher because the decor team has to hire more hands to move fast.

# FAQ: Frequently Asked Questions



## How do I approach the planning?

### Establish Your "Impact Priority"

You are not alone, no one can have everything! Choose **one** area to be the "Wow Factor."

- **Option A:** Heavy on the **Table Decor** (Where guests spend 3-5 hours sitting).
- **Option B:** Heavy on the **Stage/Backdrop** (Where all the photos are taken, including backdrop for dances).
- **Option C:** Heavy on **Atmosphere** (Lighting and draping to change the "vibe" of the room).

See Decor ideas here [https://drive.google.com/drive/folders/13X2ZD10I0r2iNnqzPDi806y0Jwjy\\_eow?usp=drive\\_link](https://drive.google.com/drive/folders/13X2ZD10I0r2iNnqzPDi806y0Jwjy_eow?usp=drive_link)

## Can you provide guideline for pricing estimates?

Because every event is bespoke, a final quote requires specific details. However, to help you establish a realistic **baseline budget**, you may follow these guidelines. Floral will be custom themed. Available standard floral colors are cheaper than custom theme.

### Stage/Backdrop Decor

- Drapes Designs: Simple \$700-\$1200
- Drapes Designs: Moderate \$1200-\$3,000
- Drapes Designs: Elaborate \$3,000 +
- Floral Backdrop: Small: \$1200-\$1800
- Backdrop with Floral: Medium: \$1500-\$3500
- Backdrop with Floral: Elaborate: \$3500+

### Centerpieces

- Tall Floral Arrangement : \$70-\$95
- Short Floral Arrangement \$60-\$75
- Candle Holder 3 pc Set: \$38-\$50
- Vases & Candle 3 pc Set: \$47-\$60
- Base Floral Add-ons: \$45/pc
- Base Candle Add-ons: \$38 - \$75

### Other Items

- Table Linen: \$14 - \$30
- Napkin: \$0.64-\$0.84
- Charger Plates: Acrylic: \$1.64-\$2.95
- Chair Cover: \$2.14 to \$2.99
- Chair Bands: \$0.44 to \$0.54
- Dance Floor: Basic White: 4x8 = \$44.00
- Bridal Bouquet: \$165-\$220

# FAQ: Frequently Asked Questions



## What if I don't have my final guest count yet?

That is perfectly normal. For our initial proposal, we use a **median guest count** (the midpoint between your minimum and maximum estimatum estimates). Once your RSVPs are finalized, we enter "**Phase 3**" of **our process**, where we adjust adjust quantities for linens, centerpieces, and place settings to match your actual headcount.



## What if I don't have my final venue selected yet?

Our availability is determined by both the event date and the venue location; therefore, we are unable to confirm our opening for your celebration until a venue has been secured. As we limit the number of events we produce each week to ensure dedicated attention to each client, **we recommend selecting your venue prior to booking a consultation**. You will find our comprehensive venue selection guidelines included in the attached presentation to assist you in this first step.



## Why should we select you as a decorator? (5 Key Value Pillars)



**Exclusivity:** We limit our calendar to ensure your event receives our team's full, undivided creative energy.



**Logistical Expertise:** Over 13 years of experience in event decoration. Our full service manage venue coordination load-in schedules, and strike logistics so you don't have to.



**Customization:** We don't offer "packages." Every design is built from the ground up based on your specific venue and vision.



**Resource Management:** We help you allocate your budget toward "impact zones" to ensure you get the highest visual return on your investment.



**Custom Themed Decor:** You can be precise with the look you are going for, with the ability to customize your elegant decor.

# FAQ: Frequently Asked Questions

## How do I estimate Cost?

 **Estimated Guest Count:** 250 divided by 10 (250/10) = 25 Round Tables 

Please Note: Don't worry if your guest list isn't set in stone yet. Since final numbers usually fluctuate until the RSVPs arrive, it's best to start with a "middle-ground" figure for your initial budget.

We have a dedicated phase in our process specifically for adjusting these quantities once your headcount is locked in upto 4 weeks before event.

We also Recommend alternating different types of centerpieces for optimal experience.

	Description	QTY	Unit	Total
	Table Linen: Round	25	\$15	\$375
	Centerpiece : Tall Floral	10	\$75	\$750
	Centerpiece : Short Floral	5	\$65	\$325
	Centerpiece : Candle Holder	10	\$38	\$380
	Bridal Party 6 Ft table	2	\$180	\$360
	Bride & Groom Table	1	\$170	\$170
	Dance Floor 20x20 Basic White 4x8	18	\$44	\$792
	Dance Floor 20x20 White Vinyl Overlay	400	\$2.84	\$1,136
	Cake Table Decor	1	\$150	\$150
	Guest Sign-in Table	1	\$150	\$150
	Bridal Bouquet Fresh Flower	1	\$175	\$175
	Bridesmaid Bouquet	1	\$65	\$65
	GroomsMen Bout	1	\$9	\$9

# FAQ: Frequently Asked Questions



## How Long does the set up take?



Depending on the scale of your design, setup can take anywhere from **2 to 6 hours**.

Moderate decor takes approx **4 Hours**.  
Teardown is approx **2.5 Hours**.

## I have a Pinterest board—can you recreate it?



Pinterest is a fantastic starting point for identifying your "vibe." We use your inspiration photos to understand your aesthetic, but our goal is to create a **bespoke design** tailored to your specific venue and personality...

You may also create lookbook in docs, sheets, slides, pdf or any other format and share it with us.



## What information do you need to create a proposal?



- ✿ **Event Host/Bride, Co-host/Groom** full name, phone number and email address
- ✿ **Event Planner:** If you already have one. Let us know if you need recommendations.
- ✿ **Event Type, Date & Time** of each event. Approx time-window is fine, we can finalize that later.
- ✿ **# Of Guests:** Estimate Guest Count for each Event.
- ✿ **Venue Name & Address.** If there is a ballroom, include ballroom or sections of ballroom.
- ✿ **Inspirational Ideas:** Include any pictures you may have, include backdrop/stage decor if you are planning to have one.
- ✿ **Approx Budget:** Provide approximate Decor and floral budget. If you are unsure, use the worksheet to estimate.
- ✿ **Submit your request** online will help expedite the process @ <https://www.alphadecordallas.com/cgi-bin/contactus.php>

# FAQ: Frequently Asked Questions



## How far in advance should I book? / How long do I have to get back to you to reserve the date?

- To ensure the highest level of service for our clients, we operate on a **first-come, first-served basis**. A date is considered officially secured only upon receipt of the initial deposit. Please note that we do not offer "hold" windows for dates, and availability is only guaranteed once the deposit has been processed.
- To simplify the process, you are not required to finalize your full design aesthetic at the time of booking. Your deposit secures your date on our calendar; specific decor details and refinements will be addressed during **Phase 2 and Phase 3** of our planning process. As we limit the number of events we accept per week to maintain our quality standards, we recommend securing your date as early as possible.

## How can we contact you.

- While we accept most forms of payment, recommend to pay the advance payment via Zelle. For payment options, contact us.

## How can we contact you?

**Once you reserve the date, owner personal cell phone numbers are provided to the client. They are engaged in partnering with you to the finish line, one of the rare companies in the market.**

## Contact & Links

✉ E-Mail: [Decor@alphadecordallas.com](mailto:Decor@alphadecordallas.com)  
[alphadecordallas@gmail.com](mailto:alphadecordallas@gmail.com)

☎ Phone: 214-228-4612 / 469-647-2990

🌐 Web: [www.alphadecordallas.com](http://www.alphadecordallas.com)

📷 Instagram: <https://www.instagram.com/alphadecordallas/>

📌 Pinterest: <https://www.pinterest.com/alphadecordallas/>

📁 Our portfolio for inspirations: <https://share.google/pl2RnyDpBiPLzem6W>

📘 Facebook: <https://www.facebook.com/alphadecorusa/>

🖼 Large Images: Upload to your google/cloud drive & email link to [alphadecordallas@gmail.com](mailto:alphadecordallas@gmail.com)