The New York City Special Events Float

Was created by Michael Laino and his team, as a tribute to the hardworking event professionals who bring New York City's most iconic events to life. From the Macy's Thanksgiving Day Parade and Times Square New Year's Eve to the NYC Marathon, Global Citizen Festival, major conventions and conferences, these industry professionals work tirelessly behind the scenes.

Each year, through his company Parade Float Rentals, Michael creates a uniquely themed float for the Village Halloween Parade, bringing together friends and peers from across the special events industry for an unforgettable experience. With no corporate logos, advertising, or promotions, the float is simply a celebration of friendship, appreciation, and giving back to the extraordinary people who make New York City's events possible.

Michael Anthony Laino



Entrepreneur | Founder & CEO | Live Event & Infrastructure Innovator

Michael Anthony Laino is a visionary entrepreneur and industry leader with over 30 years of experiencebuilding and scaling companies across live event production, mobile staging, parade "oats, specialty trailers, holiday lighting, and solar-powered infrastructure. As Founder & CEO of multiple successful ventures, he has become a trusted partner for Fortune 500 brands, municipalities, and major broadcast productions nationwide.

Michael's expertise lies at the intersection of event production, experiential marketing, and public infrastructure, where he delivers turnkey solutions that combine logistics, fabrication, audio/visual production, and large-scale deployment. His companies have supported nationally televised events and major public activations including the National Puerto Rican Day Parade, Dominican Day Parade, Macy's Thanksgiving Day Parade, NYC Pride March, and The Today Show Summer Concert Series, where his team has served as a mobile stage provider for over a decade. He has executed brand activations and experiential campaigns for leading global companies including Macy's, Bud Light, PepsiCo, JetBlue, Walmart, JPMorgan Chase, Unilever, Tommy Hilfger, and Marriott International, consistently delivering high-impact, consumer-facing experiences in complex urban environments.

Michael is the Founder & CEO of:

Mobile Stage Network – A pioneer in the U.S. mobile staging industry and exclusive U.S. distributor for Stage-mobil, with over 100 units sold and a multi-unit rental "eet providing full-scale production services nationwide.

Parade Float Rentals – A national provider of custom-designed parade "oats with in-house branding and fabrication capabilities.

Trailer Manufacturers Inc. – A specialty fabrication company focused on custom trailers, repairs, parts, and rental-based revenue models.

Holiday Street Lights inc. – A company dedicated to enhancing commercial corridors and public spaces through large-scale decorative lighting programs for municipalities and Business Improvement Districts.

Solar Street Lightings - (DBA of Holiday Street Lights Inc.) – His newest venture focused on solar-powered, infrastructure-based lighting solutions that improve safety, reduce energy costs, and eliminate the need for traditional electrical installation—positioning the company at the forefront of sustainable urban development.

Under Michael's leadership, these companies form an integrated platform capable of delivering end-to-end event infrastructure, branded environments, and permanent public space enhancements.

A New York City native raised in a bilingual Puerto Rican household, Michael brings cultural "uency, resilience, and community awareness to his work. He is a graduate of LaSalle Military Academy and studied business at the New York Institute of Technology.

He has also expanded operations into Florida, supporting major events and infrastructure projects throughout the Southeastern United States.

Michael's long-term vision is to build a vertically integrated ecosystem that combines event production, fabrication, infrastructure, and energy solutions, allowing his organization to capture a larger share of both corporate experiential budgets and municipal investment in public space activation.