

elevation3D[®] | MEDIA

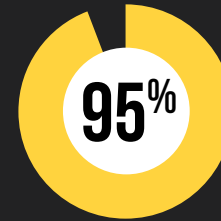


FAST FORWARD TO RESULTS

Visual content is the most valuable marketing asset to have in your arsenal. Video and imagery generate more click throughs, shares, and overall conversions than text content. Compelling experiential content and technology converts event traffic to leads, and is far more memorable than traditional event marketing techniques.

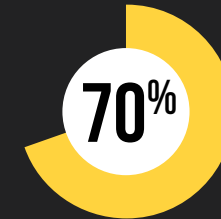
TURN UP THE VOLUME ON YOUR BRAND

Our in-house media team creates engaging multimedia that maximizes your presence on-site. From initial ideation, through identifying the appropriate technology and developing the content, our team delivers superior value to your audience's experience. Engage with audiences off-site with live broadcasts. Capture attention with interactive elements such as touch screen, virtual reality experiences, and holograms. These enhancements provide versatile tools for content creation on websites and social media, as well as in sales tools and portfolios.



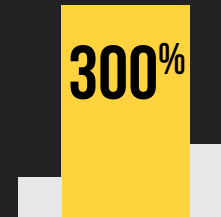
**VIEWERS RETAIN 95% OF A MESSAGE
WHEN THEY WATCH IT IN A VIDEO**

Compared to 10% when reading it in text



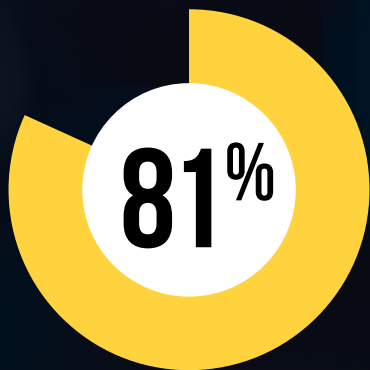
**70% OF USERS BECOME
REGULAR CUSTOMERS**

After an experiential marketing event



MORE INBOUND LINKS FROM POSTS

With videos as opposed to text only



**OF PEOPLE ARE CONVINCED TO
BUY A PRODUCT OR SERVICE
BY WATCHING A BRAND'S VIDEO**



VIDEO PRODUCTION

Video is an essential tool for reaching your audience. On web, social media, and at events, video is increasingly preferred by audiences. Content from videos has proven to have higher retention rates than text only. Video delivers results, is flexible to content updates, and remains relevant longer than print or other content.

BRAND STORY VIDEO

Compel customers and prospects to engage with your business by capturing your brand voice and culture. Highlight capabilities, success stories and strengths, as well as mission and vision while communicating the spirit and personality of your team.

HIGHLIGHT VIDEO

Capturing a face-to-face brand experience allows brands to connect with audiences beyond the event floor. A highlight video utilizes b-roll footage to convey the energy of an event, focusing on clips of the design and structural elements, customer and team interactions, demonstrations, and traffic flow. It is set to music, but does not include on-r off camera narrative, or in-depth product explanation content.

LIVE EVENTS/LIVE STREAM TO SOCIAL MEDIA

Connect audiences not attending the event and increase your impact by streaming well produced, engaging, live video content. Not only do these videos get watched and shared while streaming live, the video event is saved and watched later. We set-up a mobile, multi-camera studio equipped for on-site editing and streaming throughout the event space as well as to social media.

Facebook users
SPEND 3X LONGER
WATCHING LIVE VIDEO
than recorded video.

Source: Facebook, 2016.

VIDEO PRODUCTION

KEYNOTE PRESENTATION

Prominent industry figures, company leadership, and mainstream celebrities deliver impactful presentations that educate and excite employees and clients. Maximize the reach of these special events, and plan to use it for post-event marketing, website content, and promotional collateral for future events. A single or multi-person crew captures the presentation from multiple angles, and edits sound and graphics to deliver a polished keynote video.

IN-PERSON PRODUCT DEMO VIDEO

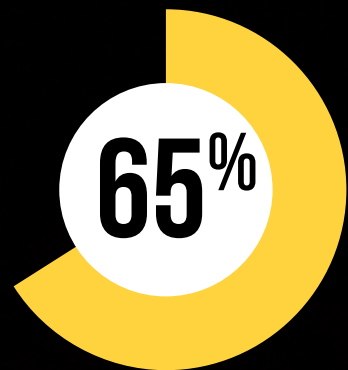
Capture a product demonstration in real-time. Post-production services allow the proper editing and finishing touches to be made before delivering an impressive demo video that can be used in marketing and prospecting tactics.

TESTIMONIALS

The power of referral is undeniable. Go beyond a written quote with a video of your clients and employees expressing the value of your partnership. Testimonials can be captured during trade shows and events without any interruption, or scheduled for a separate day of production. We assist with preparing and conducting interviews through editing one or many testimonial videos.

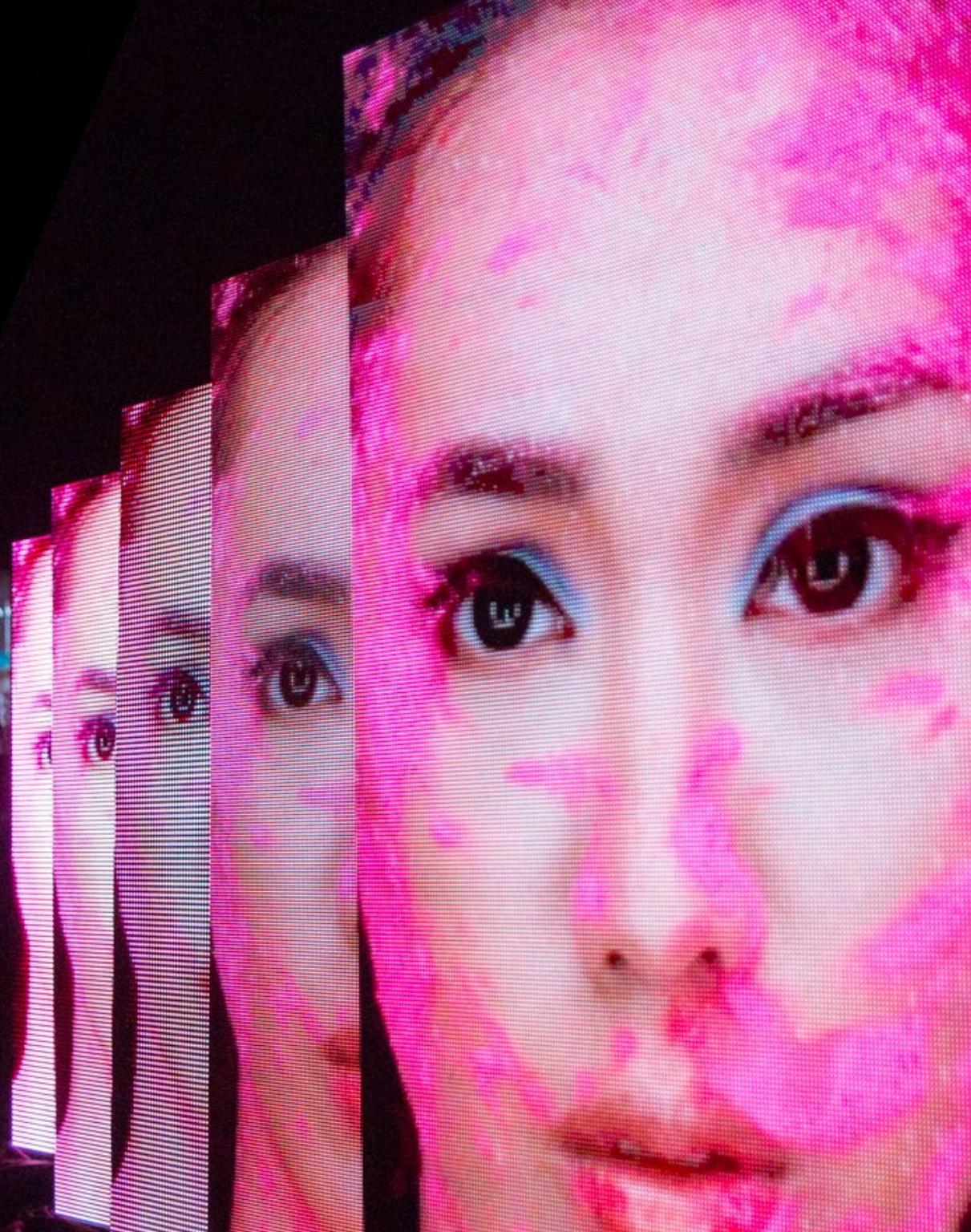
Video marketers receive
**66% MORE
QUALIFIED LEADS**
per year.

Source: Aberdeen Group, 2018



**OF BRANDS SAY EXPERIENTIAL
PROGRAMS ARE DIRECTLY
RELATED TO INCREASING SALES**

Source: EMI & Mosaic, 2017



EXPERIENTIAL AV

Create an immersive experience that draws attention and engages audiences and you will leave a lasting impression of your brand. Prove that you are consistently ahead of the curve with cutting edge technology.

3D PROJECTION MAPPING

Utilize cutting edge projection technology to create dynamic content on a three dimensional surface. Projection mapping scales from large or small, making this flexible to all venues. Use it on the exterior of a building or museum, or keep it contained in a small section of a room for an event.

VIRTUAL REALITY

Blur the lines of what is real and what doesn't exist yet. Send customers into a completely digital environment where they can explore and even interact with computer-generated objects and scenarios. This technology not only excites audiences, but also sparks their imagination.

HOLOGRAMS

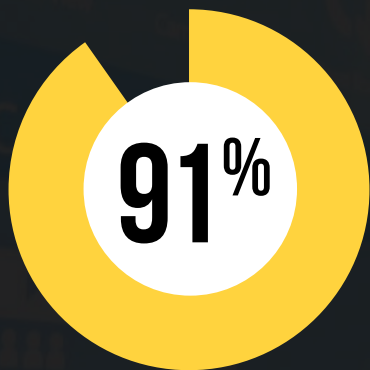
Captivate everyone with a two-dimensional surface that shows precise, three-dimensional images of real objects.

TRANSPARENT DISPLAYS

Combine a physical product with an interactive touchscreen overlay detailing various features on the actual product. Built entirely to suit each client's needs, we utilize text, digital images, and video to deliver messages and engage crowds.

Of Forbes World's Most
Valuable Brands,
MORE THAN 75%
use VR or AR to create
experiences for customers.

Source: Forbes, 2017



**OF B2B BUYERS PREFER
TO CONSUME INTERACTIVE
AND VISUAL CONTENT**

Source: DemandGen Report, 2016



INTERACTIVE TECHNOLOGY

Interactive media can be used in a variety of ways, from sales tools and advertising, to entertaining and educational games. It all adds up to delivering an unforgettable event experience.

TOUCHSCREEN CONTENT

Let customers get hands on with your message. Touchscreen technology can be used on multiple platforms, ranging from an iPhone to a entire wall of immersive LCD monitors.

GAMES

Build interactive games that allow your customers to not only learn about your brand, but experience your brand. Develop something custom to your business, or apply your branding to a pre-designed games. Make it educational or simply entertaining. Games are opportunities to engage your team with prospects and existing customers.

DATA COLLECTION

Whether it is simply information to be displayed on your screens or a way to collect data for analysis, we create educational content for your space. Gather information on what areas customers were most focused on, contact information for prospects, and other valuable data points.

Interactive content
generates
**6X MORE
CONVERSIONS**
than passive content.

60%

**OF BUYERS HAVE ALREADY MADE
THEIR PURCHASE DECISION BEFORE
SPEAKING TO A SALES PERSON**



CONTENT CREATION

Provide useful information and engaging content that drives SEO, educates audiences, and encourages brand interaction. Content creation is valuable at all points in the marketing and sales cycle.

2D ANIMATION

Simple messages, such as news, can be creatively executed using 2D animation. This style is successful in creating excitement and expressing humor and light-hearted messages. Typography and graphics are used to explain straight-forward product information, or promote an upcoming event or announcement.

3D ANIMATION

Particularly common in games and virtual reality experiences, 3D animation enhances content and is especially well-received by audiences. Animate graphics to move like real objects to capture attention, explain intricate systems, or simply to entertain.

EXPLAINER VIDEOS

Accurately convey the function and value of your product with an explainer video that is entertaining and engaging. This style communicates new products and services using a mix of on-screen demonstration video and imagery, graphics, and voice over. Connect your customer to your product and provide key selling points to drive sales.

DIGITAL SIGNAGE

Display content or an advertisement on a vibrant digital canvas. Use looping video ads, pictures, wayfinding, informational kiosk, or menu boards to deliver dynamic messages. This solution can be as simple as a media player and screen, or even more intricate for large scale signage projects.

Content marketing
generates
3X AS MANY LEADS
as outbound marketing, and
COSTS 62% LESS.

Source: Content Marketing Institute, 2017

ADDITIONAL OPPORTUNITIES

LEAD CAPTURE + MEASUREMENT

The project does not end when the installation is complete. From registration through post event reporting, we provide a comprehensive view of each event. Lead and traffic measurement equip sales teams for success. ROI tracking and other monitoring tools allows you to evaluate the value and performance of each program event. Key learnings fuel our collective passion to improve.

PROFESSIONAL PHOTOGRAPHY

Whether you are using it across your website, in print advertisements, or simply to show off around your office, a polished, professional image displays more than an impressive design. Photography conveys the energy of the room highlighting interactions with your team and your audience. Emphasize your impact and make an event last longer with high resolution images that can be strategically repurposed.

APP DEVELOPMENT

Give your audience the convenience and control to interact with your brand on demand. Deliver the content they are looking for with easy-to-use features and clear flow of information and they will use the app longer and more frequently. You can track who is accessing it, when, and what information is most utilized, turning a convenient app into a strategic marketing tool.

SOCIAL MEDIA

Optimize your message for social media. Let us navigate the constant updates of social media platforms and create the media content you need to stay relevant in social feeds, attract new followers, and successfully communicate your message.

Social media ad spend is set to

OUTGROW TV
ad spend in 2018, for the
FOR THE FIRST
TIME EVER.

Source: Marketer, 2018

HOW IT ALL COMES TOGETHER

You don't have to start the process with an idea of your own. Start with a goal or a need. From there we will ask the questions that will lead us to the best solution. Who is your audience? What are you trying to communicate? How do you describe your brand? Tell us everything.

Invite us into the planning early, even if you only have a due date on the calendar. We take any and all information you provide and put together a recommendation for the best solution and concept that will be successful for your unique objectives and requirements. We create cohesive solutions and innovative applications whether you are planning in conjunction with a trade show or event, or focused solely on a strategic marketing objective.

We develop schedules, storyboards, interview questions, and even scripts. Every step of the way we are there to prepare you for what is next. During production and editing we are laser focused on enhancing your brand and making you stand out as leader in your industry. Our team works on-site and behind the scenes to execute flawlessly and deliver impactful media solutions.

Ready for success? Let's talk.

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elevation3D®



RFP Certified
Member



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