

AGENCY OPS

TRENDS, TIPS AND TRICKS FROM THE TRENCHES

QUARTERLY BEST PRACTICES FOR EVENT AGENCY OPERATIONS TEAMS

PRODUCED BY:
expand

SUMMER 2016

ROLLING OUT NOW...

BEACH SAMPLING
MLB ACTIVATIONS
PARK SPONSORSHIPS
OUTDOOR INTERCEPTS
AIRPORT EXPERIENCES
MOBILE TOURS
STREET MARKETING

HOW MUCH IS... A BRANDED HOT AIR BALLOON?

The charm of hot air balloons can easily be extended beyond the tourism industry and into marketing. Branded balloons receive unprecedented visibility that often leads to free publicity from local media outlets covering your event. However, the investment is significant. Large, custom-built balloons will generally cost \$50,000-\$70,000 and have a lifespan of about five years. If you're looking for a less expensive option, banners the size of a standard roadside billboard can be wrapped around a rented balloon for about \$3,000 per weekend. Additional operations fees include hiring a federally registered pilot and crew for about \$2,500 per day.

OPS VIDEO



OPS PREP: BACK TO SCHOOL

Back to school retail programs are chock full of sales promotions, making retractable banners with catchy graphics and few words your best bet to cut through the noise. "You're trying to paint a picture within a graphic that is going to relate to your potential customers," says David Nanamaker, National Sales Manager at Expand. "So you're trying to burn an image into that person's mind." The Expand M2 retractable banner is ideal for indoor back to school events, which usually include a variety of sales within a limited time span. Graphic insets made for the M2 are easily swapped out without the need for tools, making it easy to switch graphics for each promotion. And as with any indoor event, fire-classified materials should be used throughout the exhibit. If the event is held outdoors, using two-sided banners will help increase visibility, while using windproof materials will help safeguard both the display and nearby consumers.



WHAT YOU NEED TO KNOW ABOUT: USING EVENT GRAPHICS IN MALLS

When it comes to using graphics inside shopping malls, boundaries are the top priority. Virtually every inch of the mall is associated with one retailer or another, meaning you should keep your exhibit within its designated space, and not one step over. The same goes for any signage, which should never block another retailer's display or territory. And when it comes to securing your display, respect the space you've been given. Never use materials that could fall from or damage mall property.



PRODUCT SPOTLIGHT: EXPAND'S GRANDFABRIC OUTDOOR

The Expand GrandFabric Outdoor is the world's first transportable outdoor graphic backdrop and can easily be assembled by two people in about 30 minutes. The system can be showcased on most level surfaces, including asphalt, sand, grass and concrete, making it suitable for a variety of event environments. It is also resistant to corrosion from rain, snow, UV radiation and other extreme weather conditions and offers options including plates, water tanks and ground stakes to increase stability. Depending on what you plan to use the GrandFabric Outdoor for, the graphic can be printed either double-sided or single-sided with a plain fabric backing. An optional fabric skirt is also available to hide the base of the structure.



CHALK TALK: EXTENDING THE LIFE OF EVENT GRAPHICS

David Nanamaker
National Sales Manager,
Expand International



Q: Advice for ops teams trying to get more than one season out of event graphics?

A: Take the time to unclip and slowly roll up your display to avoid fraying the sides. When you pack a display the correct way, both to and from the show, it extends the life of it. But honestly, the key component in extending the length of the display is the quality of the product that you're buying.

Q: What are some best practices for maintaining event graphics?

A: Make sure that materials are clean and dry before packing them, or they won't last. Never pack a wet banner or it'll likely be ruined when you unpack it. You should always clean your banners before packing them. Banners with stains can even be saved sometimes by taking them to a dry cleaner.

TRENDING: WHAT'S HEATING UP THIS SUMMER

Shipping Containers

Usage of shipping containers continues to expand as marketers leverage "cargotecture" for pop-ups, consumer activations, b-to-b event retail stores and more. Containers come in various sizes and can be customized—and stacked—to include multiple zones, rooms, hinged displays and more.

Modular Footprints

With seasonal tours invading more venues than ever over the next 90 days, ops teams are putting more emphasis on traveling with a flexible footprint that can be set up in multiple sizes depending on the event. These modular footprints can be executed amid as little as 100 sq. ft.—and up to 10,000 sq. ft.

Smarter Routing

Ops teams are getting savvier about tour routing, planning schedules with more live event "up" days and less downtime. Enhanced schedules put more emphasis on staying in-market and less on achieving greater distance numbers. The overall goal: More experiences with more consumers.

Oculus Upgrade

As more event experiences feature VR interactives, agency ops teams are upgrading their virtual reality equipment with better resolution, better bit rates and more 360-degree content. Hot Oculus alternative for Summer 2016? The HTC Vive, which offers laser-tracked controllers and headsets, enabling greater user mobility than other VR experiences.

Longer Dialog

Activation footprints, in-store engagements, mall intercepts and the like are being designed with a longer conversation in mind. Many marketers have seen better ROI generated from longer engagements so the latest exhibits, footprints and pop-ups are being created with the expressed goal of a longer conversation.

UPCOMING HOT STOPS ON EVENT ROUTING SCHEDULES

AUG. 29-SEP. 11 | US OPEN
Flushing, NY | usopen.org

SEP. 30-OCT. 1 | RYDER CUP
Chaska, MN | rydercup.com

SEP. 30-OCT. 2 | AUSTIN CITY LIMITS
Austin, TX | aclfestival.com

OCT. 1-9 | ALBUQUERQUE BALLOON FIESTA
Albuquerque, NM | balloonfiesta.com

Expand is the event agency's #1 partner for exhibits, graphics and event displays. Contact us about your upcoming needs at **800-758-3020** or us@expandmedia.com.