



CONTACT INFO

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HOW LONG HAVE YOU BEEN IN THIS BUSINESS?

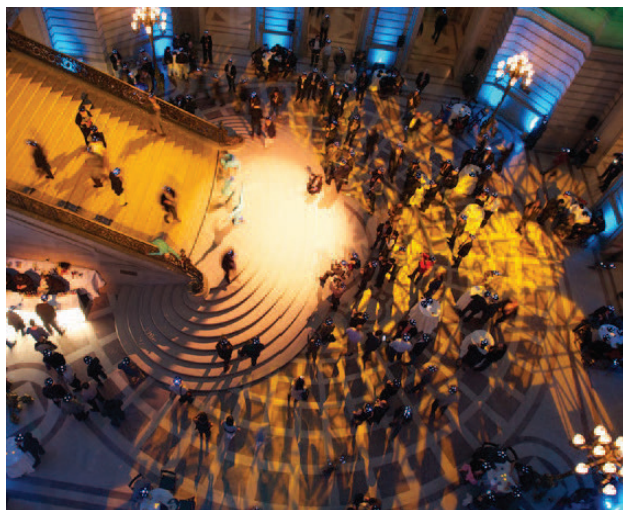
Nth Degree has been in business for over 40 Years and has grown to manage 330 clients worldwide.

WHERE ARE YOUR OFFICES?

We have locations across the United States, Canada, Europe and Asia.

HOW DO YOU DESCRIBE YOUR COMPANY?

Nth Degree is an experiential marketing and management agency made up of experience-makers and brand-enhancers. From event ideation to execution and everything in between, we are a full-service event agency with a human-centric approach to event management. Known for taking events to the next level in quality, scope and revenue generation, we also have a reputation for pushing the limits. We provide event strategy, marketing and creative, experiential marketing, live event production, event planning & execution, event technology solutions, content & learning, financial management, space & sponsorship sales, and exhibition, exhibitor and sponsor management. Collectively, we've seen and done just about anything events related.



WHAT ARE THREE WAYS YOUR AGENCY EVOLVED OVER THE PAST YEAR?

1. We are offering more specialized solutions to meet the needs of our clients. For example, we have expanded our content strategy team to complement our speaker management team, offering comprehensive services for content and learning.

2. Our analytics department has invested in the latest data visualization and consolidation platforms that offers digestible snapshots of our client's measurement metrics.
3. We've added an **Event Technology Solutions** offering that helps clients with everything from selecting their own platforms to providing onsite infrastructure at the event. We're leveraging rapid advances in technology that allow us to do our job better, faster and smarter.

WHAT TYPES OF THINGS DO YOUR CLIENTS SAY ABOUT YOU, YOUR AGENCY, YOUR PEOPLE?

Resoundingly, Nth Degree's clients say we are the *best kept secret in our industry*. Taken right from a recent client survey, our clients say we are:

- » A trusted long-term partner and extension of their team
- » Highly strategic, creative and forward thinking
- » Honest, trustworthy, and know we have their best interests in mind
- » Consistently provide excellent operational, logistical and tactical event marketing and management services at a high level
- » Accessible, from team leaders to senior management





DO YOU HAVE A SWEET SPOT?

Nth Degree has worked across just about every industry throughout our 40-year history. Our services cover both B2C and B2B, but most of our clients are in the technology and automotive sectors. We typically compete against larger counterparts, yet our clients express how happy they are once they partner with us and say we are the *best kept secret in the industry*.

WHAT PROGRAMS HAVE YOU RECENTLY DONE?

- » Google Cloud Next
- » PegaWorld
- » RSA® Conference
- » Arm TechCon
- » Pure Storage Accelerate
- » HubSpot INBOUND

WHAT ARE YOU MOST PROUD OF?

We are proud of our ability to continually grow our client's events year over year, which brings about new challenges—that we are excited to provide solutions to solve. For example, RSA® Conference, which has grown to 40,000 attendees in recent years, we were able to reengineer the onsite registration process to reduce wait times from 8-10 minutes to less than 90 seconds. Utilizing a three-step registration process, with strategic placement of technology, badge and bag pick up, we were able to achieve minimal wait times for registration during peak times, creating a great first impression upon arrival.

WHAT'S BEEN THE BIGGEST CHANGE YOU'VE SEEN IN THIS INDUSTRY?

We've seen a lot of consolidation and commoditization of vendors, specifically technology partners. This presents challenges for our clients to ensure they are partnering with reliable companies. Clients are now relying on our expertise and deep-rooted partnerships to play a consultative role to help them make the right choices.

