

THE 2021 GUIDE TO GETTING BACK TO LIVE

The partners, products and places event marketers need to plan and produce successful events in 2021—and beyond

If you're prepping for a return to live but you need just the right strategic partners and resources to transform your pre-pandemic portfolio into a post-pandemic powerhouse—we've got you covered.

We created The 2021 Guide to Getting Back to Live to help you find the venues, services and expertise you need to make the rest of 2021 and 2022 one for the record books. Inside you will find profiles of the COVID-safe venues, strategic agencies, hybrid providers, technology solutions and other critical industry partners that are offering the event industry best-in-class solutions for their biggest concerns and pain points going into the second half of the year.

Each profile includes vital information on the industry's top partners and providers, all designed to help you get to know who's who, who does what, and quickly review key features, case studies, client rosters and pricing, and narrow down your choices to just those providers worth a closer look.

It's a different world out there. These partners can help. Enjoy the guide and good luck!



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BECREATIVE MARKETING

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Core Capabilities: We create experiences through branded products. Becreative is a creative, sourcing and production agency offering promotional merchandise, apparel, display items, company store management, warehousing & fulfillment, virtual event remote gifting experiences and live printing personalization experiences at events.

Pricing: Our solutions are custom, each program is uniquely priced.

Pandemic Features: When COVID hit, we immediately launched our Remote Gifting Platform, in response to seeing *all* our scheduled live events cancelled. We knew that marketers would still need to reach their audience via virtual events, live streams and influencer campaigns. We wanted to make that process easy and impactful for our clients by offering an end-to-end solution. We start with a custom redemption site for recipients to opt in to select and receive their gift. Custom order verification emails for order acknowledgement, tracking and delivery allow for additional touchpoints. From ideation, sourcing, custom packaging, fulfillment and shipping, we handle it all.

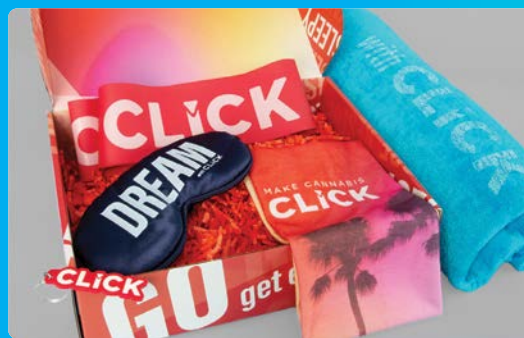
Key Features: Think of us as an extension of your team. Creative and ideation services. Company stores, warehousing and fulfillment. Global sourcing of branded merchandise and in house screen printing and embroidery. Live customization at events with screen printing, heat transfers and laser engraving. Remote gifting campaigns, including redemption sites and custom packaging.

Client List: Unity, Twitch, WynnBET, Pernod Ricard, Wharton, UCLA Health, Mazda, TBS

Case Study: Our client tasked us with curating a luxury interactive gift that would enhance the virtual "Poker Night" experience they produced for Ford's top dealers in the Houston region. Our branded gift, included fine cigars, Blue Label Whisky, custom poker chips, a Texas Hold'em book and savory snacks for the participants.

Testimonial: Becreative provides excellent service, are super creative, solution driven and were patient throughout the entire process. Looking forward to many more successful events with them! — Sarah Paige-Brander, Director of Operations at Hosts Global

REMOTE GIFTING



ONSITE CUSTOMIZATION



PROMO PRODUCTS + APPAREL



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THE COLLECTION AT
McCORMICK SQUARE

THE COLLECTION AT MCCORMICK SQUARE — CHICAGO

Contact:

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About the Venue: The Collection at McCormick Square offers unmatched flexibility and allows you to curate the space based on your needs. Working with seasoned professionals dedicated to the success of your event, you are connected to over 2,400 hotel rooms, multiple restaurants, a 10,000-seat arena, unique production venues, and McCormick Place with easy access to the best shopping, entertainment and attractions in Chicago. In a city known for its architecture, McCormick Place fits right in with its stunning spaces, light and airy design and priceless art collection. You and your attendees will have access to everything you need while on our campus.

Key Features: McCormick Place offers unrivaled flexibility and provides our guests with direct access to two of the most trusted hotel brands, multiple ballrooms, cutting edge technology, over 200 meeting spaces, and striking city and lake front views all seamlessly connected via climate-controlled sky bridges.

Client List: McCormick Square is home to some of the most prestigious conferences, events and trade shows in the world.

Pandemic Features: The Collection's #1 priority is to ensure the health and safety of our guests. The entire campus holds GBAC STAR Accreditation, the industry's gold standard for safe facilities. The Collection is ready to welcome guest and events back to McCormick Square. As one of the most adaptable facilities in the world, we offer the ability to conduct hybrid, virtual and in person events. For more information about our commitment to health and safety visit www.healthymeetingschicago.com

Pricing: The Collection at McCormick Square offers competitive pricing and flexible plans to ensure that every event can find a home.

Client Testimonial: "We are excited to make use of this great studio (*the ACT Studio at McCormick Place Powered by Freeman*). We broadcast live from IMTS and we have for the last 14 years, so this takes it to another level." said Peter Eelman, International Manufacturing Technology Show.



THE COLLECTION AT McCORMICK SQUARE:

NORTH AMERICA'S MOST CONNECTED
AND FLEXIBLE MEETING SPACE,
LOCATED ON CHICAGO'S LAKEFRONT

2.6M SQ. FEET OF EXHIBIT SPACE	2,400+ GUEST ROOMS
289 MEETING ROOMS	ASSEMBLY SEATING FOR 18,000, 10 BALLROOMS
3 DYNAMIC PRODUCTION STUDIOS	10,000+ SEAT ARENA
730,000 SQ. FEET OF MEETING SPACE	1 AMAZING EXPERIENCE

www.TheCollectionAtMcCormickSquare.com



WINTRUST
ARENA



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ENCORE NATIONWIDE

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Core Capabilities: For 20+ years, Encore Nationwide has provided event staff to support experiential marketing campaigns from coast to coast, including Brand Ambassadors, Event Managers, Tour Managers, Street Teams, Product Demonstrators, Conference Staff, Emcees, Drivers and more. We also provide logistics services such as mobile tour routing, location permitting and truck rental/leasing.

Key Features: We hand select staff to align with the specific event needs. We have a robust database of performance-rated staff nationwide and perform active recruitment to continuously add new talent to our roster. We pay all staff every two weeks as Encore employees to ensure legal compliance and prompt payment.

Pricing: We offer competitive pricing based on your specific staff needs. We develop comprehensive quotes for your approval at the start of each program.

Client List: Marketing Werks, Riddle & Bloom, Sense NYC, Eventive, Freeman, MAG, Zumba

Pandemic Features: We have successfully staffed events throughout the pandemic, continuously refining our health and safety protocol based on current requirements and recommendations of the CDC and the city where we are activating. We utilize a multi-step health screening process to ensure staff do not exhibit any concerning symptoms pre, during or post activation. We provide fully trained Covid Compliance Officers and Safety Leads to ensure staff and attendees follow all protocol on site.

Client case study snapshot: We were engaged by Sense NYC to identify, vet, train, manage and mentor diverse and engaging staff to shape perception and drive sales for The Economist. Positioned alongside concept-driven experiential vehicles, our staff used their outgoing personalities and brand knowledge to facilitate subscription sign ups from passersby in NY, Chicago and DC throughout this 3 year partnership.

One client testimonial: "I have utilized Encore for 15+ years and have thoroughly benefited from our partnership. Extremely knowledgeable within the Experiential Marketing landscape with quality staff." — Shawn Hughes, Senior Director of Operations, Marketing Werks



Encore Nationwide has been providing top caliber staff to the experiential marketing industry for 23 years. Here's what we offer:



FOR OUR CLIENTS

- 24/7 support for last minute needs/updates
- Trusted network of vetted staff + ongoing recruitment
- Complimentary Overbooks at scale
- Comprehensive General Liability & Worker's Comp
- Logistics support, including tour routing, permits, truck rental, asset management & more



FOR OUR STAFF

- Dedicated Talent Help team
- Performance incentives & referral bonuses
- Prompt payment (every two weeks)



TO KEEP EVERYONE SAFE

- Fully trained COVID Compliance Officers (CCOs) & Safety Leads
- Staff health screenings (pre, during & post activation)
- On-site rapid COVID tests for staff & attendees

We're here to help bring your events to life. Call us to discuss your upcoming event staff & support needs.



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FREEMAN®

FREEMAN

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Core Capabilities: As health and safety considerations evolve, Freeman is ready to help you determine how to best meet your event goals. Whether it's an in-person event or virtual experience—or somewhere in between—Freeman has the resources and expertise available to help you meet your goals and engage your audience, safely and effectively.

Key Features: Health & Safety Consulting by Freeman provides a comprehensive assessment of your event plans, including:

- Event favorability report + event format analysis
- Occupancy analysis and traffic flow planning
- Communications strategy and messaging toolkit

Each element of the final report focuses on maximizing your goals while prioritizing health and safety.

Pricing: Health & Safety Consulting by Freeman is customized for events of all sizes. Prices vary depending on the size and scope of an event.

Pandemic Features: Health and safety considerations for face-to-face events add an extra layer of time and planning that require analysis, expertise, and attention. Freeman stands ready with its experts to take on that added complexity, so you can focus on making moments that matter for your audience. From consulting services to on-site execution, and everything in between, Freeman can help you deliver on your in-person and hybrid event goals, safely. Learn more about our health and safety tools and services, and get started with one of our experts, at freeman.com/event-services/safety



Let us worry about
health and safety

so your team can focus on the event

- Event favorability report
- Occupancy analysis and traffic flow planning
- Communications strategy and messaging toolkit

Get the details here:

freeman.com/safety-consulting

Freeman[®]

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GES EVENTS

Contact:

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Core Capabilities: GES Events is an experiential marketing agency with a passion for creating human connections that make a difference for your team, your brand, your customers, and most importantly your business success. Our capabilities, global reach and expertise in experiential marketing are focused on creating immersive brand experiences via in-person, hybrid and virtual events.

We believe events are a powerful marketing channel with a unique ability to change behavior and reframe brand perception. Experiential marketing, when done well, can literally change hearts and minds. That's a bold claim and we stand by it. This belief inspires us and informs our thinking, our culture, and our work.

Industry Experience: In-Person, Hybrid & Virtual | Brand Activations | Corporate Events | Consumer Pop-up Events | Sports Activations | Sponsorship & VIP Experiences | Motorsports & Automotive Experiences

Key Features:

- Branded Experiences
- Community Builders
- Strategy
- Creative and Design
- Production
- Broadcast-level Digital Production

Client List: Tableau Software, Procore, LPL Financial, Bell, Greensboro Science Center

Our Reason
FOR BEING

TO DELIVER POWERFUL
experiences.

STRATEGY, DESIGN & PRODUCTION

BRAND ACTIVATIONS

COMMUNITY BUILDERS

LET'S TALK ABOUT YOUR STORY.
www.ges.com/experiences

GES Events.

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IMPACT^{XM}

IMPACT XM

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Core Capabilities: Impact XM creates events, meetings, conferences, exhibits, environments, digital engagements and consumer activations that connect brands with their audiences. Trusted by some of the world's most innovative brands, Impact XM has a nearly 50-year heritage of insightful strategy, brilliant creative, flawless production, and actionable analytics.

Key Features: Impact XM creates impactful experiences that deliver measurable results. We provide our clients with a customized suite of services spanning program management, strategy, creative, production, fabrication, logistics and measurement. We are able to scale to your exact needs across a variety of event and experiential marketing touchpoints.

Pricing: Impact XM offers highly competitive pricing across all solutions. Each project is priced depending on the specific features of the event and/or experience.

Client List: AT&T, Citibank, ExxonMobil, GSK, Juniper, Northrup, Nutanix, Pfizer, Sony, Takeda.

Pandemic Features: A leader in innovative solutions, Impact XM expanded our offering to include a full suite of digital services, ultimately delivering over 500 virtual/digital projects on behalf of clients. In addition, Impact XM deployed temporary and permanent structures and signage to support hospitality, retail, schools and healthcare in response to COVID-19. For brands looking for a fast and easy virtual option, Impact XM created Ready-To-Go Virtual Exhibits solutions that were easily customizable to each brand's standards. As we move back to live, our industry leading team is working with brands to create hybrid experiences that maximize the benefits of both in-person and virtual events to help drive their business forward.

Client Case Study Snapshot: For Nutanix, Impact XM created a global virtual event experience that reached over 3,000 attendees worldwide. Impact XM developed a virtual 3D environment that featured multiple interactive areas and easy navigation. With access to downloadable content, expert information, prizes, and more, attendees had tons of engagement throughout the Nutanix Xperience.

One Client Testimonial: "It was a smashing success. Our booth was spectacular — really a stand-out brand experience. Thank you. You are truly great partners." — Karen Such, Sr. Director, Global Events at Juniper Networks

limelight

LIMELIGHT PLATFORM

TAKE YOUR EXPERIENTIAL MARKETING TO THE NEXT LEVEL

Contact:

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Core Capabilities: Our software platform helps global brands and their agencies deliver amazing connected consumer experiences. We track and capture first party data (customers + prospects) from any type of live marketing activation onsite and integrate into existing systems so you can nurture leads until they're ready to commit. We use real-time spatial analytics to help you understand on-site consumer behavior to improve future prospecting campaigns and prove your offline ROI.

Key Features: We bridge the gap between digital and live marketing. Our software enables clients to understand consumers, capture first degree data and attach hard numbers to measure the ROI and attribution of their events and experiential marketing programs.

Pricing: Please contact us about pricing by visiting our website at limelightplatform.com/our-pricing.

Pandemic Features: Limelight's Covid self-assessment ensures safety of attendees with all touch-points handled directly through your mobile phone.

Attendees scan a QR code to access the assessment allowing users to:

- Answer in-depth health questionnaire
- Track body temperature
- Add inoculation documentation

Once cleared for entry, attendees are directed to a contactless self check-in process on their mobile screen.

Proximity Tracking captures footfall, engagement, dwell time, frequency and journey paths. This enables a visualized visitors' journeys, optimizing your position key points of interest, facilities, and materials.

Data is stored in Limelight's system in real-time. API integrations automate data to any 3rd party system endpoint.

Client List: BMW, Porsche, Toyota, BRP, RBC, Scotiabank, Nationwide Insurance, Kellogg's

Client Case Study Snapshot: Porsche Canada faced experience and communication challenges during COVID for their premium track experiences. Using Limelight's system, Porsche integrated new health and safety policies, captured performance, leveraged contactless registration, and self check-in at a safe distance. The system helped to create an intimate, and safe experience for drivers and instructors.

One Client Testimonial: "We received tons of feedback and compliments on how well executed the program was and how safe people felt" — Jennifer Cooper, Manager, Events, Motorsports & Experience

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next

NEXT MARKETING

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Core Capabilities: From supermarkets to Super Bowls, we create live and virtual experiences for a wide variety of clients across North America.

- Mobile Tour Design, Management & Operations
- Creative Design
- Event Staffing & Management
- Sampling & Retail Activation
- Sponsorship Evaluation, Negotiation and Activation

Pricing: As an independent, our client relationships are transparent, fair and mutually beneficial, working on a retainer or project basis, we customize our pricing to meet each engagement.

Key Features:

- Experience: Founded in 1993, we're established, sharp and just hitting our stride
- Independence: We think without fear, partner precisely and act fast. Because we can
- Diversity: The audiences we reach span a broad spectrum of diversity, as do the people on our team.
- Performance: Driven through powerful insight-based experiences.

Client List: U.S. Air Force, General Tire, Weber, Community Coffee, HPI

Client Case Study: Since 2012, Next has worked with GSD&M to elevate The U.S. Air Forces' recruitment campaign into a force to be reckoned with. Each of our six unique touring assets deliver an exciting journey of performance competition testing potential recruits through challenges that embody the world's most technologically advanced fighting force.

Pandemic Features: In early 2020, Next put its logistic and operational expertise to work partnering with industry leaders NIC and Impact Health to create TourHealth: a turnkey COVID-19 testing and vaccination solution. After administering 1 million+ COVID tests and vaccines across the U.S., no one is more prepared or qualified to guide marketer's re-entry to events.

Next has safely and successfully re-launched touring assets for General Tire, Weber and the Air Force. By deploying specific training, tactical activation protocols and having a distinct understanding CDC and local guidelines, we have engaged tens of thousands of consumers at dozens of events since mid-2020.

Client Testimonial: "Next Marketing continues to provide us strategic approaches to make our events more efficient and effective. With their insights, we continue to get better." — L. Tyler Selhorst, Experiential Marketing Manager, Weber-Stephen Products LLC

next

AN EXPERIENTIAL AGENCY.



WHAT'S NEXT FOR YOU?

NEXTMARKETING.COM

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OPEN GRID

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Core Capabilities: Open Grid's patent-pending, enterprise-grade web platform is setting new standards in how brands interact with and inspire customers through immersive, virtual experiences. Virtualizing any environment such as showrooms, conferences, pop-ups, and exhibition booths, we bring your brand to life globally while enabling e-commerce, live chat, live streaming, and gamified experiences.

Pricing: Pricing varies depending on level of customization and client needs but starts at \$80K per virtual environment.

Key Features:

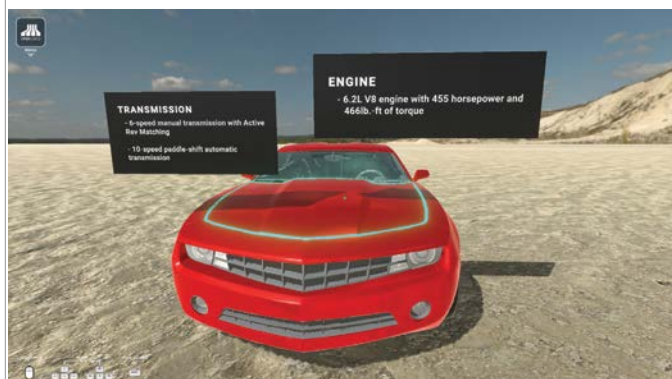
- Supports millions of users concurrently
- Unrestricted User Movement.
- No Download Required. Open Grid is accessible via web browser and across platforms.
- Live Video and Text Chat, Live Streaming, Audio and Video Playback.
- E-Commerce Integration and Unique Gamified Experiences.
- Deep Insights Behavioral Analytics Engine tracks user gaze and time spent.

Pandemic Features: The pandemic normalized the concept of virtual events and experiences. As the world re-opens, a new era of hybrid experience will be the next great opportunity for event marketers. Open Grid allows brands to virtualize their IRL experiences and extend them to a greater audience globally online, significantly reducing the cost-per-customer engaging with activations. Through lossless compression, our virtual environments render beautifully with life-like representation of brand products. Additionally, our patent-pending behavioral tracking technology allows you to see exactly how consumers are freely moving around your space as well as what is catching their attention and for how long.

Client List: BuzzFeed, PepsiCo, Automotive, Retail, Tech, and Entertainment.

Client Case Study Snapshot: Open Grid is partnering with a major CPG brand to capture consumers' imaginations through a virtual scavenger hunt on the high seas. Over the multi-month campaign, timed events will keep consumers coming back to engage with the immersive game environment, multimedia brand assets and the opportunity to win prizes.

One Client Testimonial: "Open Grid is pioneering a whole new world of hybrid experiences. The platform is extremely engaging, and the team has a clear pulse on the future." — Kristin Campbell | BuzzFeed | Creative Lead, Partner Innovation



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Scanalytics Inc.

SCANALYTICS

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Core Capabilities: Get real-time and historical reporting on foot traffic data, trends, and behavior in your space with floor sensors with industry leading accuracy. Our easy-to-use dashboard simplifies your data into actionable insights, helping you learn about your visitors, increase engagements, optimize your floor plan and improve the ROI of your space.

Pricing: Pricing can vary based on exact goals and objectives, specific to the client. We typically lease our hardware, but handle all install and support throughout the deployment.

Pandemic Features: We are able to help better understand true occupancy within space to adhere to new restrictions for social distancing or max capacity limits. We have the ability to send real time alerts to staff when limits are reached or create features to allow consumers or guests visibility into building capacity. We are also able to do touchless, handsfree, triggered messaging for marketing purposes, line management and other guest interactivity, by turning the flooring into a smart floor.

Key Features: We'll anonymously capture and record each foot step within your space and provide actionable reports and analysis to make more informed decisions. Data includes:

- Entrance Data — daily and historic
- Engagements with displays or products
- Optimize staff and resources
- Heat Mapping
- Hands-free triggering for audio or visual displays

Client List: Novartis, Sanofi, Qualcomm, US Cellular, Intel, LinkedIn, Microsoft, Acer, Trek

Client Case Study Snapshot: By utilizing Scanalytics floor sensors, we were able to help a global pharmaceutical company determine which product displays and areas of interest performed best in both capturing and holding the attention of visitors during the 3-day show. They were also able to look at their booth, areas, and paths throughout to determine how their design could be altered to direct traffic to underperforming areas of interest.

One Client Testimonial: "...Scanalytics is providing meaningful insights and measurable results. This is incredible for brands. With this information, the ROI for experiential tech increases dramatically." — Sandra Marcel, Creative Director, Real Art

DATA ISN'T JUST FOR DIGITAL MARKETING

Capture The Same Insights For In-Person Events



Scanalytics Inc.

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SOUTHPORT MARKETING

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Core Capabilities: Southport Marketing is a full-service marketing agency with clients on both the brand and agency side. Our focus is to provide a turn-key experience to our clients with strengths in creative and design services, production and fabrication, logistics and execution, staffing, App development, digital and new media offerings, fulfillment, and warehousing operations.

Key Features: We have brought services such as staffing, App development, fulfillment and warehouse operations in-house to directly manage those offerings for our clients. This allows us to have more control over the outcome of our execution and be nimbler with turn-around time. Likewise, Southport places a strong emphasis on operations and logistics as part of our front-end preparation to ensure a successful execution.

Pricing: Our pricing is based on services selected, elements produced and fabricated, and level of customization.

Client List: Agency 720 — General Motors, Alaska Airlines, Los Angeles Rams, TaylorMade Golf, Ford, Los Angeles Football Club, SDCCU

Client Testimonial: “Southport has been a key partner in concepting and executing major events and activations for Alaska Airlines. Their expertise, attention to detail and level of service is unparalleled. We are proud of the work we’ve accomplished together!” Whitney Ellison — Manager, Brand Marketing, Alaska Airlines

Pandemic Features: Our ability to adapt and move quickly, all while looking at the quality of the consumer experience, allows us to be flexible during this changing event environment. Southport’s approach has always been to think ahead while planning, developing creative ideas, and procedures that are on target with our client’s goals and brand objectives. Likewise, the ability to utilize our in-house resources allow us to be nimble and have quality control over every campaign.

As part of our in-house offerings, Southport focused on marketing fulfillment and digital client programs when events were at a standstill. Marketing fulfillment provides an avenue to bring the brand into the consumer’s hands. Clients can integrate into a specific campaign or program to increase brand awareness, build loyalty, and further engagement. Custom kits included: Surprise & Delight, Product Launch/PR, Activation kits, POS, and Virtual Event extensions.

Secondly, creating custom Apps for our clients allowed us to build platforms specific to their consumers and retail networks. Custom content and timely updates allowed for relevant information to seamlessly reach their audiences.



X-FCTR

Contact:

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Core Capabilities: We create experiences that make emotional connections between people and brands, turning audiences into enthusiasts and consumers into lifetime loyalists.

- Pop-Up Stores
- Mobile Tours
- Virtual Events
- Product Launches
- Brand Activation
- Retail Experiences
- Grand Openings
- Press & Influencer Events
- Sampling Programs
- Tradeshow Activation
- Internal Events & Meetings
- Sports Marketing

Key Features: We surround your brand with a dedicated team from concept through completion across Account Service, Strategy, Creative, Production and Project Management. Customizable measurement dashboard for real-time results. Large warehouse to store client assets and prep program deployment. Boutique agency with no bloated overhead. Offices in Dallas and Minneapolis.

Pricing: We are Flexible, Nimble and Transparent. We strive to provide detailed, clear and seamless solutions to our clients and are flexible to their needs.

Client List: Target, NBC Sports, Petmate, Philips, Rally Health, Safeway

Pandemic Features: Just because we could no longer connect person-to-person didn’t mean we couldn’t create relevant experiences for our target audiences. Starting with the consumer need state, we journey-mapped touch points that would be meaningful to each group by re-thinking the kinds of experiences we could deliver.

- Virtual Meetings
- Interactive Digital Game Experiences
- Touchless Drive-Through Retail Experiences
- Social Content & Strategy
- Influencer Strategy
- National Sweepstakes

Client Case Study Snapshot: We drove awareness for Petmate with National Fetch Day. The program consisted of a national sweepstakes promoted by four influencers, free doggie bags at restaurants in 22 markets on NFD, and the Virtual Fetch Challenge where throwing a virtual ball online launched a real Chuckit! ball at a rescue shelter.

One Client Testimonial: “X-FCTR has been such a joy to partner with. I know that we can trust them to not only concept memorable experiences for our guests, but they will execute with high attention to detail!” — Tara Meyers, Lead In-Store Events Planner, Target Retail Brand Experience