THE 2021 GUIDE TO GETTING BACK TO LIVE

IMPACT XM

Contact:
Experience@Impact-xm.com
732-274-2000
impact-xm.com

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 PLATFORM
TAKE YOUR EXPERIENTIAL MARKETING TO THE NEXT LEVEL

Contact:
Please contact us at limelightplatform.com/contact
877-888-5458
limelightplatform.com

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