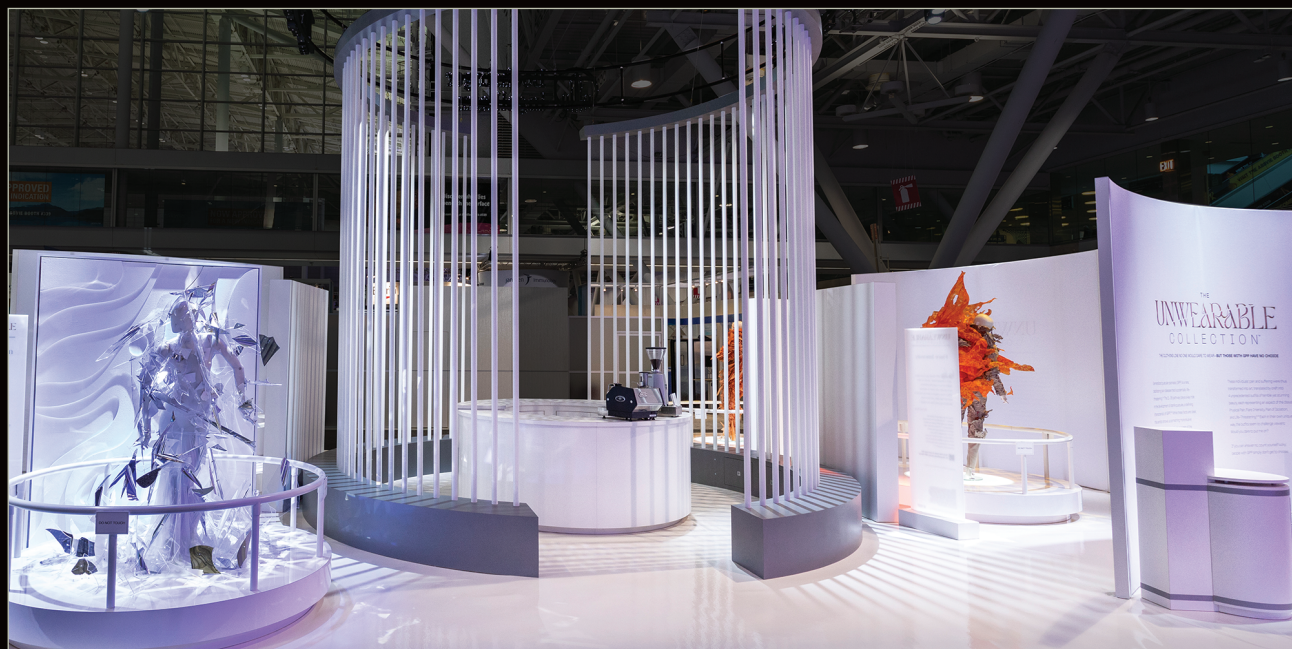


# WE BUILD.



We build experiences that evoke emotion, inspire thought, and motivate people to action.  
We build exhibits and environments that educate your audiences and inspire innovation.  
We build through collaboration – recognizing that together, anything is possible.

Let's build.



## CONTACT INFO

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### Give us the quick version: How do you describe your company?

Since 1985, Access has designed, built, managed, and executed mission-critical events for clients all over the globe. We build exhibits that invite our

clients' customers in for conversations. We build environments that educate and inspire, that align employees, franchisees, partners, and suppliers in a common mission. But, most of all, we build lasting relationships. We focus on our core competency: creating branded environments that produce results. We are committed to attracting the best available talent to do what we do best and fostering partnerships and strategic relationships with best-in-class agencies and suppliers to provide our clients with the perfect resources to activate their programs.

### How would you describe the culture at your company?

The Access culture of innovation is nurtured from the inside out. We are always looking for ways to 'do it better.' Creativity sparks everything we do and has long been a part of the fabric of our company. The cornerstone of our culture is service—that's our superpower. Our teams of client service experts, experience designers, artisan craftspeople, financial wizards, and onsite support know what it takes to bring ideas to life. We pride ourselves on delivering the kind of service that makes people around us stand up and take notice.

### Describe some new or exciting design or fabrication techniques, technologies, or materials that you're incorporating in your work.

The pandemic brought our industry an elevated technology sophistication. Today we're focused on using these technologies in our engagement offerings which have become more targeted, directed, and meaningful. Interactivity is essential. Our new best friends are AI, projection mapping, and VR. Since trade shows have come back, timelines have become shorter and shorter. To help our clients, we need to stay flexible.

Staying flexible is critical---from design inception, we focus on contingency planning that includes material options and fabrication styles, always keeping supply chain disruptions or onsite labor shortages in mind. We augment our custom construction with extruded aluminum components and new flooring options. As a result, we are elevating the final deliverable.

### How can event teams prepare for the changing economic climate?

Planning scalable, multi-use solutions at the outset of a project is important. Developing technology-based engagements that can be easily programmed to appeal to different audiences cuts time and money. One thing we have done at Access is to give our account people advanced training to guide clients in the changing regulations and realities of events. And more than ever, the importance of baking ROI measurement into the entire project can't be overstated. The pandemic has made finance take notice of ROI after two years of virtual events that didn't yield results commensurate with the spend. We manage expectations for strategy, budgets, and collaboration and leverage existing architecture and technology to engage attendees with brands. We learned to develop a complementary social strategy that lengthens engagement and to reuse digital elements on websites so messaging is reinforced. And finally, the new mandate is for enhanced collaboration among partners on a project.

### What are the biggest opportunities for event marketers across the spectrum of fabrication and events heading into 2023?

The biggest opportunity for event marketers is to trust and rely on their partners to bring the lessons learned during the pandemic to the new hybrid marketplace, leveraging digital and physical assets. For fabricators, the opportunity is enhancing a campaign with a built structure, bringing the campaign to life, and marrying the in-person experience with the digital experience. There is a great opportunity to evoke empathy in the event space. For example, pre-pandemic medical clients would focus on data and science. That is still important, but they now educate healthcare professionals about the patient experience. Finally, we are aware that we must present the world and our markets more inclusively, focusing on diversity and the experiences of a diverse audience.