



live, virtual, hybrid events and experiences.

**CONTACT INFO**

INFO@FGPG.COM  
714.367.9260  
FGPG.COM

**WE HAVE THE BEST OF AGENCY EXPERTISE  
AND SHOP EXPERTISE ALL UNDER ONE ROOF.**



HERBALIFE



FG|PG was founded 21 years ago. Today we're one of the largest Woman-owned experience design and production agencies in the US. That trajectory isn't accidental. It's the result of a commitment to continually evolve, never stop learning, and always listen to our clients' needs.

Our award-winning multidisciplinary team of strategists, designers, producers, technologists, and fabricators give us the rare ability to provide a full suite of in-house experiential, exhibit, event, PR, and content solutions that help the world's most innovative brands stay one step ahead of the competition and drive meaningful business results.



CARBON

**WE'RE LEADERS IN THE  
EXPERIENCE FIRST MARKETING REVOLUTION**

We are a unique collective of ambitious makers, doers, and dreamers that work as one to push forward the power of what's possible.



CLOUDINARY

We utilize our strategic originality, cultural depth, and razor-sharp technical skills to craft authentic brand stories across physical, digital, and virtual landscapes—helping our clients stand apart in their industries.

We are fearless and flexible ninjas that navigate solutions at the speed of "live," running toward challenges others might avoid, and staying nimble to capitalize on opportunities.

We are passionate creators driven to connect people through the joy of shared experiences, tech-fueled innovation, and timeless entertainment.

We exist to bring the unimaginable to life. Contact us to find out more about our approach to crafting technology infused, culture connecting, human-centric, live, virtual and hybrid experiences.



OPENDRIVES

# JJLA

## CONTACT INFO

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**JJLA IS A LIVE EVENT AND ENTERTAINMENT AGENCY CREATING GROUND-UP EXPERIENCES THAT GROW AUDIENCES, ENERGIZE FANS AND CONNECT COMMUNITIES.**

With a unique and creative approach to global event management, production, design, fabrication, talent booking and content creation, JJLA's work and clients span the globe and the projects range from immersive fan experiences, live concerts & festivals, all the way to corporate brand launches and non-profit galas.

## BRAND ACTIVATION + IMMERSIVE EXPERIENCE



**PROJECT HIGHLIGHT: Money Heist: The Experience**  
**CLIENT: Netflix & Fever**

Named CNN's top pick on a list of "the best immersive experiences around the world you need to visit", JJLA produced, managed, designed and directed, Money Heist: The Experience, in collaboration with Netflix & Fever, for its North American debuts in both Miami and New York. Based on Netflix's global phenomenon Money Heist, guests were recruited into this fully immersive and theatrical experience. The experience took guests on a heart-pounding adventure to solve puzzles and find the keys in order to steal the gold that was locked away in the safe of a historic bank.

## LIVE CONCERTS + FESTIVAL PRODUCTION



**PROJECT HIGHLIGHT: OUTLOUD x WeHo Pride | CLIENT: The City of West Hollywood**

JJLA is proud to have produced the City of West Hollywood's first ever WEHO Pride! The three-day event included the WEHO Pride Street Festival, the WEHO Pride Parade, and JJLA's very own OUTLOUD Raising Voices Music Festival at the center of it all. The Pride festivities kicked-off the month of June and marked the first major LGBTQ+ festival to return to Southern California. Performers included Lil Kim, Jessie J, Years & Years, and many more!

## TRADE SHOW FABRICATION



**PROJECT HIGHLIGHT: Paul Mitchell booth at Ulta Beauty FLC | CLIENT: John Paul Mitchell Systems**

Taking its cue from Mother Nature, Paul Mitchell and JJLA designed a booth for the Ulta Beauty Field Leadership conference that was all about sustainability, simplicity, and technology with a focus on their Tea Tree and Clean Beauty products. From the floor to the walls, every inch of the booth was dressed with hand-picked florals and greenery. Conference attendees were educated on the sustainability practices of the brand, which included some AR activations reinforcing Paul Mitchell's mission to plant 1 million trees by the end of the year.

## GALAS + PRIVATE EVENTS



**PROJECT HIGHLIGHT: The Steve Chase Humanitarian Awards | CLIENT: DAP Health**

JJLA partnered with DAP Health (formerly Desert AIDS Project), Coachella Valley's leading community health organization, to produce a newly dubbed Chase gala. Esteemed guests were treated to a dinner and show under the stars at the iconic Palm Springs Convention Center. Hosted by Michael Urie, the show included entertainment by some of Broadway most talented artists - Max von Essen, Eden Espinosa, and Deborah Cox. The evening raised over \$1.4 million dollars, ensuring that DAP Health can continue to expand its campus and outreach to the community at large.



**CONTACT INFO**

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901.766.1836  
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**Trusted partners.  
In any event.**



**We've seen it all (and then some).**

And our seasoned team of experts knows what it takes to make events truly great.

We like to say we're in the bringing-people-together business. When we help our clients shine, their audiences are inspired to take action. We leave big egos and attitudes to the others.



We serve up innovative, on-target, total event solutions - onstage, onscreen, and onsite. For us, no problem is too big and no detail too small. When our clients call, we deliver with expert precision, every time.

**So tell us what you want, and we'll give you all we've got.**

**We are...**

 **The Solutions People**



CONTACT INFO

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OUR MISSION



NCompass is a global award-winning women-owned experiential marketing agency.

WE ARE THE *PEOPLE* PEOPLE.



OUR APPROACH



We capitalize on the power of the story to educate, engage, entertain, and inspire every audience.



We are experts in delivering award-winning programs for Fortune 500 Lifestyle, Esports and Gaming brands.



**CONTACT INFO**

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**INFUSING YOUR BRAND INTO THE MOMENTS PEOPLE LOOK FORWARD TO THE MOST.**



**CREATIVITY ENGINEERED TO CUT THROUGH THE NOISE.**

MUSIC IS IN OUR DNA. OUR FOUNDATION IN THE MUSIC AND FESTIVAL INDUSTRIES GIVES US UNIQUE INSIGHT INTO HOW TO MAKE AN IMPACT—FROM LOGISTICS TO CONSUMER MINDSET, WE KNOW WHAT PLAYS.



**WE'VE GOT THE JUICE.**

WE ARE A TEAM OF HARD-WORKING, FAST-MOVING, ENERGETIC, PASSIONATE, DRIVEN, STRAIGHT-TALKING CREATIVE THINKERS. WE LIKE BEING CHALLENGED AND WE LOVE THE COLLABORATION NECESSARY TO SUCCEED. WE LIVE AND BREATHE EXPERIENTIAL MARKETING AND WILL STOP AT NOTHING TO GENERATE VALUE FOR OUR CLIENTS, OFFERING A KNOCK-OUT COMBINATION OF ENTHUSIASM, PROFESSIONALISM, AND NEXT-LEVEL KNOW-HOW.



**LET'S GET LOUD AND CREATE SOMETHING UNFORGETTABLE**





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**MAKE  
IT MEAN  
MORE**

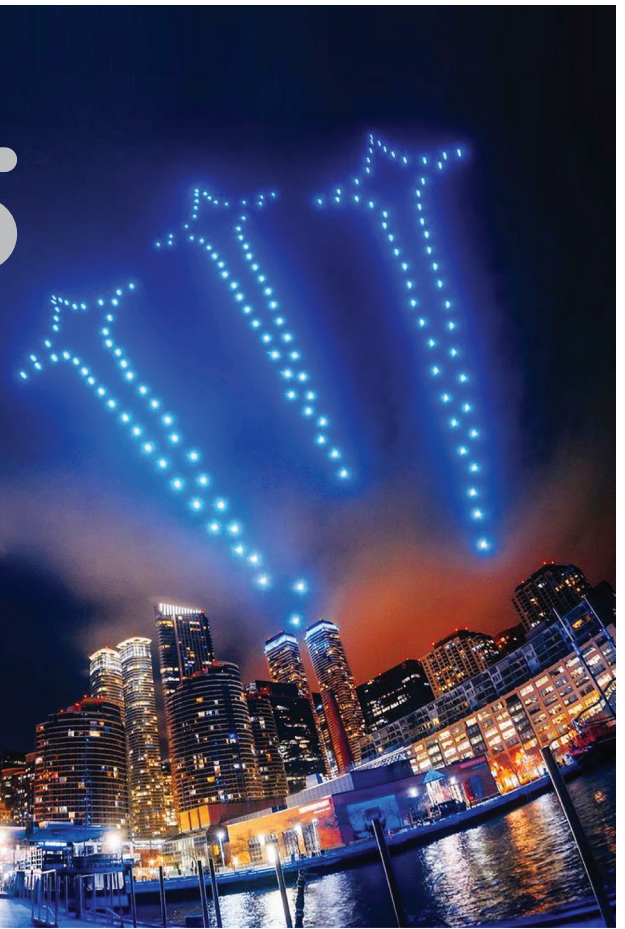


**PIXIS**

STORIES IN THE SKY

THE PREMIER  
DRONE SHOW COMPANY

We design  
unforgettable branded  
experiences blending  
innovative technology  
with storytelling.



NIKE x Drake collaboration launch in Toronto

WHY PIXIS?

- ✓ Shows rooted in storytelling
- ✓ Collaborative design process
- ✓ Best-in-class animators
- ✓ Most sophisticated technology in market
- ✓ Largest inventory of drones in U.S.
- ✓ Highest safety standards and protocols

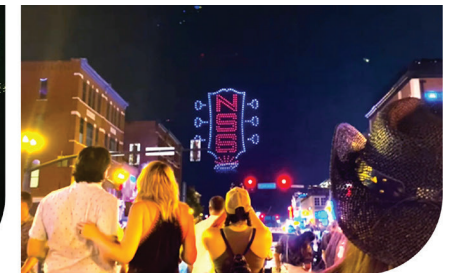
OUR WORK



Super Bowl celebration show in downtown L.A.



NBA Draft promotion above NYC



ally Co-branded show between Nashville Super Speedway and Ally Bank



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# REDROCK

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AWARD WINNING  
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# REDROCK

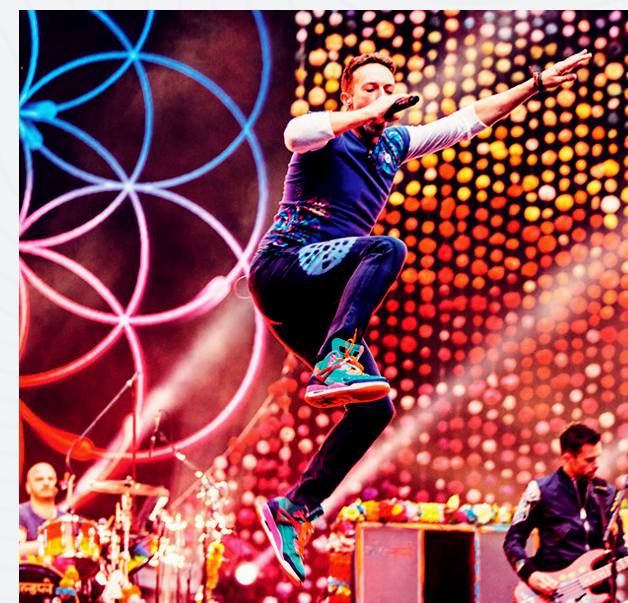
WE MAKE THE  
IMPOSSIBLE-  
POSSIBLE.

WE'RE THE GO-TO AGENCY FOR MAKING  
BIG IDEAS COME TO LIFE.

STRATEGY DRIVEN BRAND EXPERIENCE AGENCY  
MADE UP OF AWARD-WINNING CREATIVES  
WITH OVER 30 YEARS EXPERIENCE.



EXPERIENCES  
SPONSORSHIP  
STRATEGY  
FABRICATION



CREATIVE  
PRODUCTION  
DIGITAL  
CONTENT



# RMNG

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**RMNG!**

*Nice to meet you.*

WE'RE RMNG  
AND WE'RE VERY  
NICE PEOPLE.

WE LOVE SUPER FUN EVENTS LIKE POP-UPS, TRADE SHOWS, MOBILE TOURS, STUNTS, TAKEOVERS, DIGITAL ACTIVATIONS



**RMNG**  
NAMED A

**TOP 100**  
**EXPERIENTIAL**  
**AGENCY**





**CONTACT INFO**

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**HOW DO YOU DESCRIBE YOUR AGENCY?**

Spiro is the brand experience agency for the NEW NOW™. We bring together our legacy of excellence in the events and experiences space to develop truly integrated solutions for our clients. As part of the GES Collective, our business solutions include the services that we have been entrusted with for decades- global meetings and events, exhibitions, brand experiences and venue services. Spiro now offers new resources and capabilities to deliver future-forward enhanced services for our clients, including thought leadership and innovation, spatial narrative and immersive storytelling, virtual and hybrid event production, and monetization and measurement strategy.

At Spiro, we have stopped grasping for the “new normal,” and it has allowed us to become change embracers. We are now primed to create what is possible for our clients and for our industry, making change work for our clients, instead of it happening to them. This is the NEW NOW, and the NEW NOW has a new agency.

**HOW DID YOUR BUSINESS EVOLVE OVER THE LAST YEAR AND WHAT ARE CORE AREAS OF FOCUS?**

Embracing change has never been more important. Our industry has transformed. This has inspired us to evolve—both in the way we view experiences, and in how we create them for our clients. This is our moment to be more creative and more courageous in how we embrace and deliver the future to our clients, the industry, and the world. So, as we formed Spiro, we put future-casting, macro-trends, strategic foresight, and innovation at the core of our value proposition. It’s so core that it needed to be its own area of our business, where insight and inspiration collide.

Our services and experience marketing business solutions are based on what we call our Core Four—the four concepts that form the basis for our practice, approach, and methodology for creating NEW NOW events and experiences. The Core Four are designed as a sequential and overlapping spiral, as each concept supports and reinforces the previous one. They include the NEW NOW, THERE•ness™, ARL™ (All Real Life), and Community.

When these concepts are applied to any client need, in any experiential medium—exhibits, corporate meetings and events, brand and product activations, immersive environments, strategic exhibit programs, etc.—the results are high-impact experiences in the moment, with high-yield community dividends that continue long after the experience ends. It’s an entirely new way to approach and deliver events and experiences that reflect the changing business and consumer behaviors



of today. Our Core Four puts the customer’s choices and preferences at the center of our experience design process.

Using the Core Four as our foundation and lens through which we create, design, and build immersive experiences for our clients, our services touch on the entire brand journey, including:

**1. Marketing & Measurement**

Global brands need global marketing, and they need quantifiable results for their marketing efforts. Our focus on brand and platform strategy, data and insights, and market intelligence position us as a trusted member of our clients’ teams. That enables us to be consultative, instead of reactive.

We apply our smarts and experience to a variety of efforts, including pre-, during, and post-event marketing; audience engagement; community facilitation; strategy, innovation, and intelligence; data and insights; immersive storytelling; content creation and management; and video production and curation.

Some clients struggle to keep a consistent brand voice and image throughout large campaigns that include various forms of marketing. For example, a single campaign may require digital, PR, exhibition design and build, and content curation and production. Instead of partnering with various agencies for each of these services, our clients prefer to work with us and have not only a single point of contact, but a consistent brand narrative across the entire experience journey.

**2. Environments & Permanent Installations**

Because we focus on designing, building, and executing experiences and events that are ARL—All Real Life—our approach spans in-person and digital venues, platforms, mediums, and channels. We’re able to create exhibits, environments and permanent installations that truly meet our clients’ audiences wherever THEY are and whenever they want to engage.

We apply our secret sauce—what we call our THERE•ness—to create high-impact customer experience centers; visitor centers; lobby installations; VIP lounges; museum displays; chalets and pavilions; holiday displays; technology centers and more.

We are able to overcome our clients’ biggest challenges: Beyond delivering high impact creativity and flawless execution, we ensure turnkey service and brand consistency through our global presence.

**3. Brand & Product Activations**

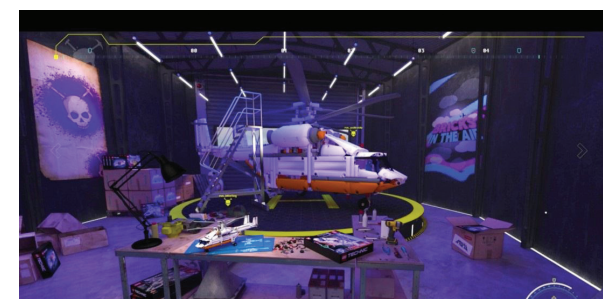
The Spiro team is a global community of strategists, thinkers, dreamers, creators, producers, innovators, builders, branders, marketers, technologists, logistics experts and operations specialists. We use creative solutions to deliver more powerful opportunities to connect and create community in a constantly changing world.

Spiro believes that experiences—regardless of whether they’re in-person, remote, or a combination—are catalysts to developing connections that last far beyond when the event ends, forming communities that can benefit the brand and its customers far more than a single point of engagement. Our challenge at Spiro has been to crack this conundrum: How might we deliver experiences and events that result in connection and community, whenever and wherever THERE is? We cracked it wide open.

We apply this design strategy to product launches; pop-ups; mobile tours; hospitality houses; festival activations; press activations; sports marketing; sponsorship activations; luxury marketing; guerilla marketing; social and digital marketing initiatives; and more. We also touch on almost every industry, across verticals that range from healthcare and aerospace to tech and media, software and gaming to manufacturing and industrial, energy to fintech—and beyond.

**4. Meetings & Events**

We use creative solutions to deliver more powerful opportunities for keynote presentations; annual meetings; corporate meetings; proprietary conferences; user conferences; marketing and/or sales kick-off meetings; galas and award shows; incentive



meetings; housing and travel; registration; speaker support; venue sourcing; VIP events; event technology; and more.

No matter the solution, we focus on what happens when people go back to their day-to-day routines. In other words, we think beyond what happens the room. When attendees are “in the room,” we create content, interaction points and personalized journeys for every attendee. Then we create ongoing opportunities for them to stay connected “beyond the room.”

**5. Exhibits & Program Management**

From creating virtual exhibits and immersive brand worlds to augmenting the in-person experience with multimedia production, AR, VR, mixed reality, animations, gamification, simulations, and projection mapping, Spiro offers a wide range of business solutions to excite, educate, and engage any audience.

Our solutions include brand standardization; exhibit and graphic design; fabrication; graphic production; logistics management; inventory management; warehousing; service ordering; A/V; I&D; staff training; and portable solutions.

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**AT A GLANCE**

**Spiro offers the following business solutions:**

- Event & Meeting Marketing, Management & Measurement
- Audience Engagement & Community Facilitation
- Strategy, Innovation & Intelligence
- Data & Insights
- Immersive Storytelling
- Content Creation & Management
- Video Production & Curation
- Environments & Permanent Installations
- Exhibits & Program Management
- Product Launches
- Pop-ups & Mobile Tours
- Hospitality Houses
- Festival, Sponsorship & Press Activations
- Sports Marketing
- Luxury Marketing
- Guerilla Marketing
- Social & Digital Marketing



# STREET FACTORY

## CONTACT INFO

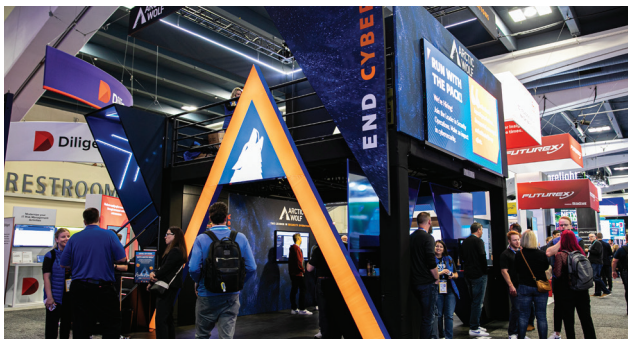
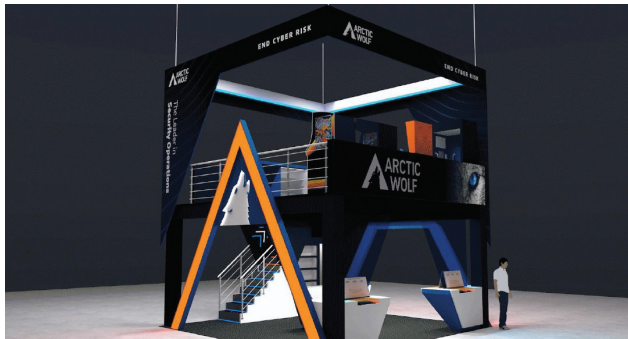
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## WELCOME TO STREET FACTORY MEDIA

Headquartered in a restored machine shop in south Minneapolis, Street Factory Media has been pulling off experiential stunts and creative out-of-home media installations throughout the country since 2003.

We are a fully integrated experiential shop, a team of artists, fabricators, designers, strategists, planners, producers, and foot soldiers who build highly strategic, memorable media experiences that drive brand awareness, buzz, and affinity among target consumers.

Let's take a quick tour.



### 1. Experiential Design

Street Factory's collaborative team concepts and creates the blueprints to build and deploy intentional experiences—from strategic planning and environmental renderings to UX schematics and structural designs.

### 2. Custom Fabrication

In-house multimedia carpenters and artists bring ideas to life through sculpting, painting, woodworking, metalworking, mechanical, tech, print production, lighting, and SFX integrations at our full-service fabrication shop.



### 3. Event Production

Working in parallel paths with design and fabrication, SFM's producers own the domain where ideas move from the shop into the real world. Location scouting, permitting, COIs, logistics, casting, styling, and ambassador staffing are all prepped for prime time to ensure event production precision.

### 4. Creative Media

Creating media inventory where it doesn't exist. Street Factory helps brands do the unexpected through guerrilla street marketing tactics, public stunts and unorthodox OOH installations.



### 5. Content and Social Strategy

Using content to tell stories. Street Factory helps brands forge relationships with consumers in a tangible way through immersive brand experiences that enhance customer value and loyalty. From pre-event teasers to live-action social snipes and digital micro-campaigns, our content team can amplify these shareable moments to a much greater audience.



TAKE A PEEK INSIDE OUR FACTORY WALLS!