



FABRICATOR PORTRAIT



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 includes the services that we have been entrusted with for decades. We offer end-to-end integrated meeting, event, and strategic exhibit program design solutions that include portfolio analysis, metrics development, data collection and analytics, surveying services, exhibit and show audits, and asset utilization analysis.

No matter the business, event, or exhibit program solution, we are primed to create what is possible for our clients and for our industry within a rapidly changing landscape, 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 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 built Spiro, we put future-casting, macro-trends, strategic foresight, and innovation as a 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, strategic exhibit programs, etc.—the results are high-impact experiences in the moment, with high-yield community

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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.

We use the Core Four as our foundation and lens through which we create, design, and build immersive experiences for our clients, including the following solutions:



1. Meetings & Events

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. 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.

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 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.

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2. Exhibits & Program Management

We provide digital creative and production support to our clients to help bring together the analog and digital worlds, delivering immersive brand experiences. 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.

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 design, build, and execute solutions that truly meet our clients’ audiences wherever THEY are and whenever they want to engage.

3. Custom Builds & Rentals

Spiro rental exhibits are the answer for clients who need an exhibit that wows attendees but whose program volume or branding needs do not support owning exhibit inventory. These are also an ideal solution for clients exhibiting at overlapping shows with insufficient exhibit inventory for multiple shows. We offer a robust rental line catering to every type of experiential activation need from modular systems to custom rentals and hybrid exhibits combining client-owned exhibit properties with rental components.

Whether you are looking for a linear, peninsula, island, double deck or just a meeting room, we have everything you need to make an impact at your next event. In addition to turnkey rental packages and individual exhibit components such as counters, kiosks, and wall panels, GES also offers furniture, shelving,



lighting, carpet, audiovisual equipment, product displays, and more. Both our builds and our rentals maximize our clients’ budgets, giving you one trusted partner to take care of every detail.

We apply our proprietary process, CCXD™ (Community-Centered Experience Design) and our years of experience in exhibit builds and rentals to provide high-impact business solutions no matter the client or effort. 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.

AT A GLANCE
Spiro offers the following business solutions:

- Brand Standardization
- Exhibit & Graphic Design
- Custom & Rental Solutions
- Fabrication
- Graphic Production
- Logistics & Inventory Management
- Warehousing
- Service ordering
- A/V
- I&D
- Staff Training
- Portable Solutions
- Keynote Presentations
- Annual & Corporate Meetings
- Proprietary & User Conferences
- Marketing & Sales Kick-Off Meetings
- Galas & Award Shows
- Incentive Meetings
- Housing & Travel
- Registration
- Speaker Support
- Venue Sourcing
- VIP Events
- Event Technology