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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

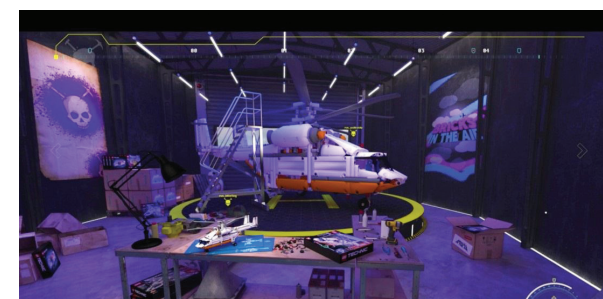
The Spiro team is a global community of strategists, thinkers, dreamers, creators, producers, innovators, builders, branders, marketers, technologists, logistics experts and operations specialists. We use creative solutions to deliver more powerful opportunities to connect and create community in a constantly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

