

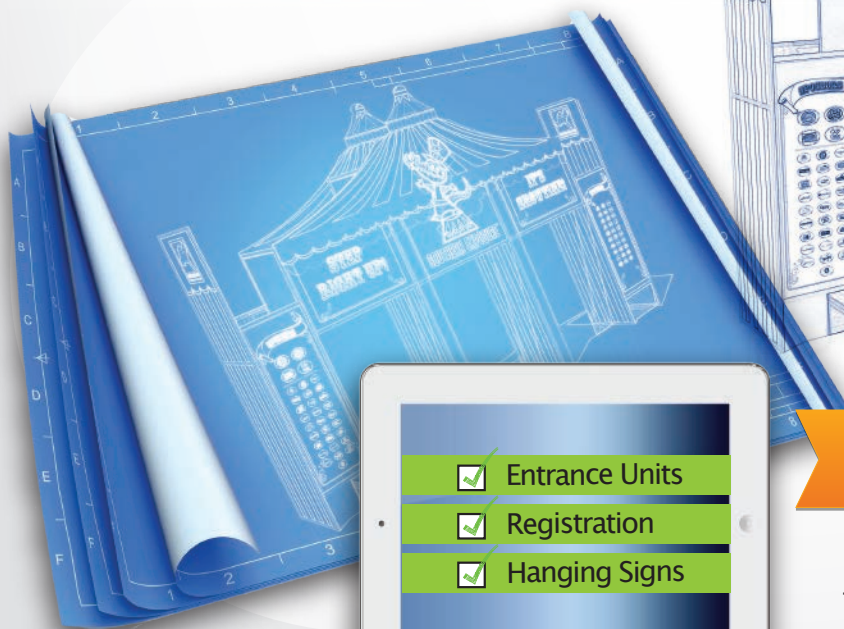


Building a Brand on a Budget

All events have a story to tell. That's why we've made an art out of translating your ideas into a compelling message and event experience. The best part—our design services are free. You pay only for the production, materials, graphics and signage. And because we produce these components in-house, using the best technology and techniques, you save even more.

1 Getting Started

Got a great show idea, but need graphics, an entrance & more. Easy. After we brainstorm, send off: (1) logo; (2) copy; & (3) branding guidelines to our designers & we'll create the best campaign ever.



2 Theme Development & Design

Using the latest technology & design techniques, we take jotted down ideas and sketches & turn them into one creative entity, all within your budget.





6 Site Visit

We love doing walk-throughs of event sites with clients, wherever & whenever. Technology is great, but there is no substitute for face-to-face.



7 Delivery & Installation



Our labor team deploys expert craftsmanship & attention to detail to assemble your show. Shows are meant to be enjoyed & experience, even by you!



- ✓ Supervised project management
- ✓ Round-the-lock customer service
- ✓ Seamless coordination

3 Mock-Ups & Layout

Once your team and ours fine tune the designs, full mock-ups are produced, along with floor plans & dynamic 3-D perspective drawings—a true simulation of your event a year in advance



4 Out-of-the-Booth Solutions & Support

Sometimes you need your brand & message to be heard everywhere customers turn. Our affordable services include:

- Entertainment booking & production
- Set design & production
- Booking speakers



5 Building Your Event

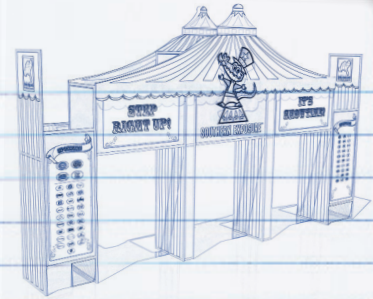
We use the latest technology to print your signage and custom-build your event structures with the finest materials. We do this in-house to cut costs, ensure quality & meet deadlines.

DTS (direct-to-substrate) printing is our standard for producing eye-catching graphics



AGS According To:

David Sherrod, Executive Director,
Southeast Produce Council



"Our **UNDER THE ROOF TOP** Theme featured aerialists, fire breathers & stilt walkers. Other companies wouldn't have been so bold, but AGS went for it."

AGS doesn't just talk creative strategy, they live & breath it. When we started working on this year's **SOUTHERN EXPOSURE SHOW**, the end result was our most successful conference & trade show in our 11-year history. It wasn't just the spectacular events they pulled off— it was the marketing & graphics supporting them.



Our collaboration turned heads this year & is still being talked about.
[<<Watch On](#)

Thinking outside the box:
Creative event planning & Marketing helped Improve booth traffic & flow



Our Gala was perfectly staged with beautiful backdrops. Plus, there wasn't one hitch



See how AGS helped top last year's show at ags-expo.com/sep



Creating an Event On a Budget Can Lead to Great Feats of Creativity

Southeast Produce Council

Overview

Southeast Produce Council (SPC) started working with AGS in 2011 to find fresh ways to improve their annual conference and trade show, all without breaking the bank. AGS collaborated closely with SPC to understand their mission, needs and budget to make the necessary improvements. The exhibitors and attendees also noticed, signing up in record numbers. This combination not only cemented a lasting relationship between AGS and SPC, but has created an event that keeps getting better every year.



Objectives

- Create a captivating atmosphere on a tighter budget.
- Evaluate and optimize services to accommodate changes to education sessions, networking receptions and parties and a large trade show.
- Retain exhibitors and increase the number of companies exhibiting for the first time
- Increase registrations among retail customers

Solutions

- Developed, designed and produced chosen theme through in-house graphic services for all signage, registrations, entrance units and other structures.
- Reduced costs by suggesting creative alternatives (including live performers) to costly marketing collateral.
- Optimized attendee flow and increased booth traffic with out-of-the-box thinking.
- Made further recommendations for optimizing shipping & I & D
- Leveraged local presence to manager contractors
- Conducted multiple onsite inspections with SPC to discuss staging, logistics and additional cost-

Results

- In 2004, following the success of last year's show, the Under the Roof Top event was held in a larger convention space that included three different venues
- The event saw record attendance from exhibitors (up 25%), attendees (up 40%) and gala guests (up 60%)
- The number of coveted retail attendees increased by nearly 45%
- Booth space sold out 4 months in advance, and more exhibitors moved from table tops to booths.
- The show's carnival feel provide a dynamic environment for buyers and sellers to interact.



At least 75 people stopped me to say what a good job we did and how incredible the expo was. We could not have pulled this off without AGS. All I can say is that they did it again.

—Bobby Creel, Director, Southern Exposure