

StellCo Inc. 'AT A GLANCE'

VETERAN EVENT MARKETERS

STELLCO INC. is a full service, independent brand experience and live event agency with 20 years of experience. We specialize in on-the-ground event marketing activation, and take pride in the trust placed in our team by our clients. Central to this relationship is our ability to internalize stakeholder objectives in the creation of strategies, creative design, experiential programming, and the operational logistics required to deliver events to market.

ABOUT OUR PROCESS

While we gladly participate at any stage of a project's workflow, we excel when brought in at the earliest points of origination. This encourages collaboration and a fully integrated partnership in bringing events to life. At STELLCO INC., we have employed detailed systems and processes to ensure the highest levels of quality control across the breadth of our services, including: Strategy and Thought Leadership, Consulting, Creative Ideation and Design, Asset Build Oversight, Branding, Project Management, and Production Execution.

TYPE OF EVENTS

Over STELLCO INC.'s 20 years, we have worked on virtually every type of event imaginable, both domestically and internationally. Among these we have staged Tradeshows, VIP Hospitality, Retreats, Conferences, Mobile Tours, Awards Shows, Event Installations, Concerts, Fan Festivals, RFP Response/Sales Enablement Presentations, and Sporting Events.

CLIENTS AND PROJECTS

STELLCO INC. works across a broad field of brands and properties, including, though not limited to:

- **College Football Playoffs** – Staging of the Championship Weekend Fan Festival for the National College Football Championship Game
- **Gannett / USA Today** – Conducting a 23-plus date award show tour honoring High School athletes across the United States
- **TrackTown USA** – Supporting the host organization for the US Olympic Track and Field Trials (2008, 2012, 2016) and the IAAF World Indoor Championships (2016)
- **Sodexo** – Staging sales enablement programs to engage clients and institutional partners, including USAA, Mayo Clinic, and premier Universities

EVENT SERVICES OVERVIEW

- **ESPN** – Creating hospitality and event programs around marquee sporting events such as The ESPYs, Las Vegas Bowl, College Football Playoffs
- **Adidas** – Executing domestic and international destination hospitality retreats for VIP brand and athletic ambassadors, as well as corporate partners
- **NIKE** – End-to-end production of corporate “Go-To-Market” meeting for the company’s brand marketing teams, co-design, creation and oversight of a soccer barge and river shuttles for competition on the river.

VENDOR SOURCING AND RELATIONSHIPS

STELLCO INC. prides itself in its ability to work across disciplines and geographies to engage the highest quality vendors and operational partners to facilitate needs as we execute events. We maintain a variety of service relationships with vendors, including national agreements and at-the-ready, “as-needed” arrangements. This allows us to identify appropriate and best-in-class solutions to fit the needs of an individual project.

MUNICIPAL, STATE AND FEDERAL COLLABORATION

As one might expect, the scale and visibility of the events on which we work require extensive coordination with numerous governmental agencies. We are adept in collaborating with these agencies in the execution of public safety, emergency response, law enforcement, counter-terrorism, risk mitigation, operational logistics concerning permitting, first aid, and more.

TRADESHOW & HOSPITALITY EVENT FOCUS

SCOPE: EXPO, CONFERENCES & TRADESHOWS

The STELLCO INC. team is extremely well-versed in industry trade shows of all kinds. We have produced events for financial service companies, technology companies, institutional food service, facilities management, and other entities. Additionally, our executive leadership draws on decades of experience staging literally thousands of expo and conference events across the United States and internationally.

While no two events are identical, we have developed a repeatable and scalable process for executing tradeshow activations. We offer multiple base package options – designed to fit various footprint sizes, attendee audiences, and brand integrations. Base packages include (but are not limited to) brand signage packages, tenting/structural elements, temporary walls and scenic design, furnishing décor, audio/video and technology integrations. We then work with clients to identify incremental custom or semi-custom enhancements that further distinguish the activation space, and provide a high-value experience.

SCOPE: VIP HOSPITALITY – EVENT SPACE TAKEOVER

One of STELLCO INC.'s strengths is creating transformative environments within existing venues. Whether it's a "room take-over" of a hotel ballroom, aircraft hangar, studio, warehouse, restaurant, storefront, or other brick-and-mortar location, our team is exceptionally skilled in re-inventing a space and its use to seamlessly incorporate and dramatically elevate a client's brand and objectives into the production.

We strive to utilize existing venue appointments, and thoughtfully integrate temporary event-specific assets to support programming activities. This allows us to retain the authenticity of the location while also casting an entirely fresh and thought-provoking potential to the space. Some of our best work is done within client facilities, taking rooms familiar to attendees and creating an experience that challenges their very notion of what that room has become.

SCOPE: VIP HOSPITALITY – GROUND UP/OUTSIDE BUILD

Given a blank slate, whether its dry land or a convention floor, STELLCO INC. has created one-of-a-kind experiences from the ground up, for event sizes as small as a ten foot square to as large as 45 acres. STELLCO INC. has created the "wow" factor in urban environments, parks, rural open spaces, in stadium parking lots, and anywhere else capable of supporting the infrastructure we bring in to produce the show.

STELLCO INC. also has experience creating self-contained mobile tours, allowing for repeatable experiences in a multitude of geographies, which are both visually and functionally exciting.

Our team handles each and every detail, including the concept design, creative development, vendor and material sourcing, labor, build execution, permitting and insurance, programming, catering, credentialing, invitations, transportation logistics – and everything in between. We cover every detail, so our clients can be confident of the outcomes. We create destination events that inspire and engage.