

# EVENT MANAGEMENT

STAR

exhibits. graphics. events.



## Event Planning ■ Program Management Sponsor Management

When it comes to preparing and planning for your next event or trade show, Star is there to handle all your event management needs to ensure your success!

Our comprehensive suite of event management services has you covered at all stages of your event program—from pre-event planning to on-site support and post-event management details. From strategic sourcing to tactical coordination, Star manages the entire range of essential event components.

Combined with our exceptional exhibit and graphics capabilities, along with our complete menu of marketing and creative agency services, Star is your total event solution.

*See our list of services >>>*



## Our Services

### PRE-EVENT SERVICES

*Star has you covered to get your event up and running before it even starts.*

- Program Development
- Sponsor Package Development & Management
- Event Marketing and Marketing Communications Coordination
- Exhibit & Graphics Coordination
- Promotional Products & Apparel Coordination
- Site Selection & Venue Contract Negotiations
- On-site Service Ordering
- Strategic Partner Sourcing & Coordination
- Hotel & Travel Coordination

### ON-SITE EVENT SERVICES

*Our event experts ensure every aspect of your event runs smoothly.*

- On-site Staffing & Support
- On-site Services Monitoring

### POST-EVENT SERVICES

*Star examines your event and analyzes the pros and cons.*

- Sponsor package ROI & POP fulfillment
- Attendee Surveys and Follow Up
- Vendor reconciliation
- Event Success Assessment



## THE STAR METHODOLOGY **events**

### › Discovery

Event Overview & Assessment of Management Needs

### › Plan

Identify Objectives & Key Results & Plan Roadmap

### › Execute

Tactical Event Coordination

### › Evaluate

Post Event Follow Up Details & Evaluation