

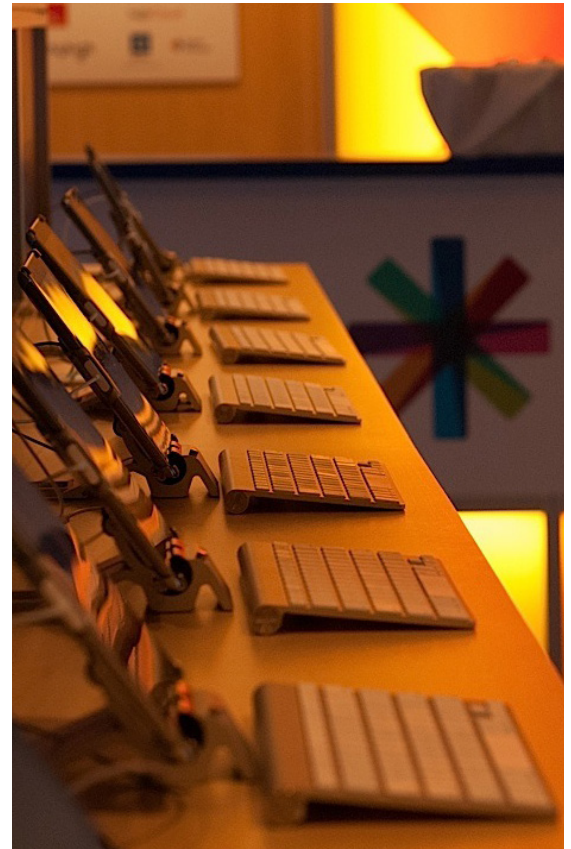
Star Event Management

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.






STAR INCORPORATED

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STAR

Dynamic Exhibits. Engaging Environments.

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 **engagement**

» Discovery

Product Overview
& Assessment of
Experiential Needs

» Plan

Identify Format,
Concepts & Key
Metrics

» Execute

Tactical
Experiential
Coordination

» Evaluate

Surveys, Post
Event Follow Up
& Evaluation