

Marketing, Creative & Management Services

2022



STAR

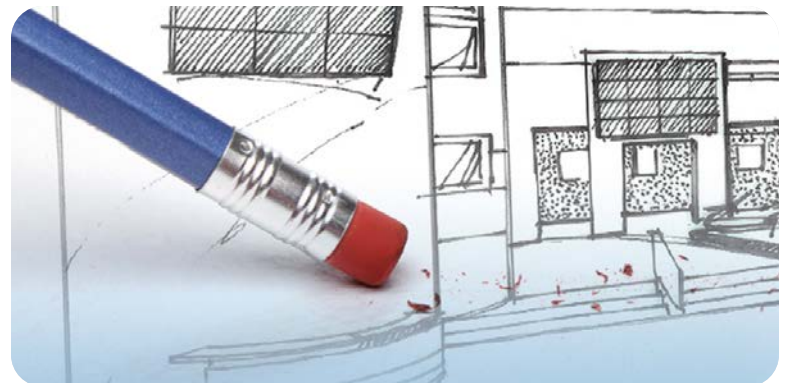
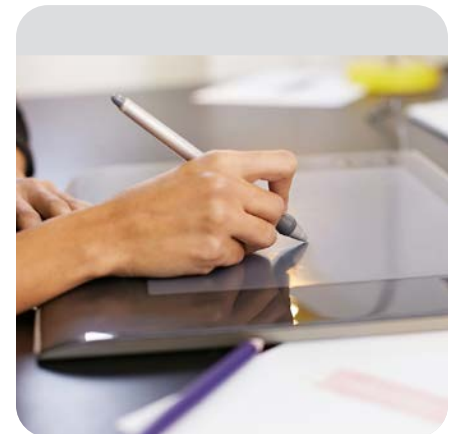
Creative Agency Services

Event Management

Event Marketing

Let Star be your **full-service agency**—not only for your next event, conference, or trade show but for all your marketing, management, and creative needs!

At Star, we pride ourselves on our effective, multi-tiered approach to every aspect of your event—from start to finish. From the largest structures to the smallest details, Star can handle every aesthetic, promotional, management, and marketing component you'll need.



Comprehensive Services—from Design and Marketing to Construction and Management.

Star provides a full suite of creative, design, and marketing communication services as a standard for our clients. Combined with our acclaimed exhibit and graphics services, you truly have a harmonious, one-stop event solutions partner with Star.



Creative Services



Design and Graphic Services

CREATIVE

Star provides high-impact art and design services for every medium imaginable.

- Creative Direction / Concepting
- Art Direction & Graphic (Production) Design
- Print Collateral / Web Sites / Social Media Design
- Visual Branding & Logo Development

MEDIA

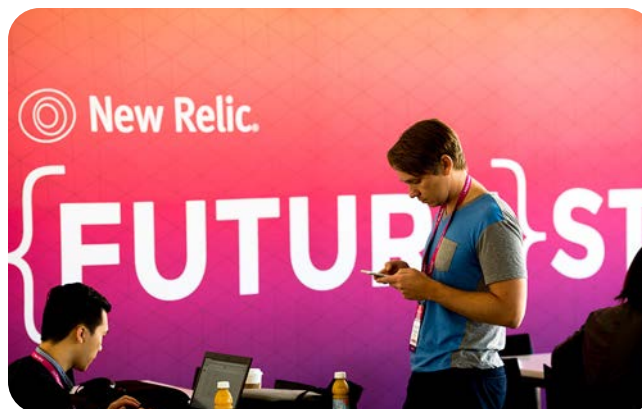
As a full-service agency, the Star team can create dynamic visuals that highlights your brand and their capabilities.

- Renderings, Storyboarding, Visualization
- Video and Motion Graphics
- Advertising (TV, Print, Online)
- Copywriting
- Public Relations & Promotions

MANAGEMENT

Whether big or small, Star can manage every aspect of your projects—from the planning phase all the way to final on-site execution... and everything in between.

- Creative Project Management
- Presentation Development
- Construction, Delivery, and Implementation
- Vendor Management & Logistics













FutureStack¹⁶

SAN FRANCISCO • PIER 27
NOVEMBER 16-17

Better is a never-ending work in progress.

FutureStack¹⁶ is all about getting you from here to the never-been-done-before. From containers to the cloud, hands-on workshops to cutting-edge keynotes—this is the place to discover ground-breaking modern software insights. So you can be ready to solve what's next.



Lew Cirne
Founder & CEO
New Relic



Kumail Nanjiani
Comedian & Actor
HBO's Silicon Valley



Nate Silver
Founder & Editor in Chief
FiveThirtyEight

THIS WAY TO THE FUTURE.

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www.futurestack.io

FutureStack¹⁶

SAN FRANCISCO • PIER 27
NOVEMBER 16-17

KEYNOTE SPEAKERS

Lew Cirne, Kumail Nanjiani, and Nate Silver

PLUS

Engaging Workshops & Tech Talks
Fun Celebrity Dashboards
Great Food and Live Entertainment

VALUABLE TRAINING SESSIONS

Advanced APM & Troubleshooting
Browser & Synthetics Fundamentals
Synthetics Scripting & Insights
And more

FS¹⁶ THIS WAY TO THE FUTURE.

New Relic



THE STAR METHODOLOGY **design**

› Discovery

Needs & Goals
Assessment

› Plan

Concept &
Development
Phase

› Execute

Design,
Production &
Final Delivery

› Evaluate

Analytics &
QA Follow Up



Event Management



Event Planning & Management

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

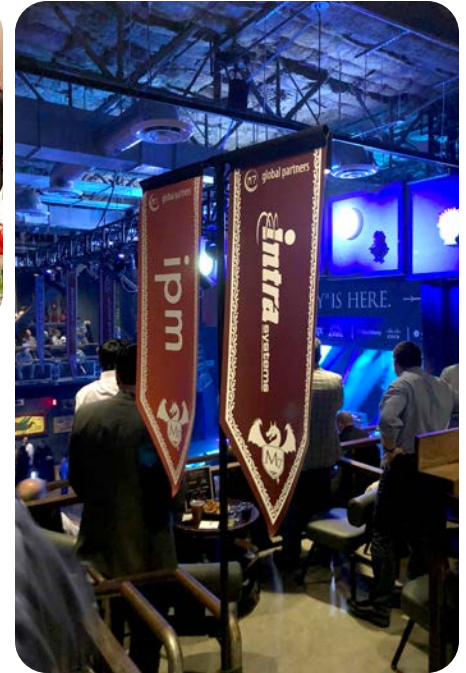
POST-EVENT SERVICES

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



Event Marketing



Event Marketing Services

Star understands the power of using engaging, experiential marketing techniques to promote your brand. Whether you refer to it as “live marketing,” “participation marketing,” or “special events”, you can count on Star to help create lasting memorable experiences—with measurably effective results.

Our Star Marketing and Events team can incorporate user engagement and interactivity with your next exhibit or event, enhanced by our world class exhibit architecture and dynamic graphics products.





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

