

# STEP INTO A WORLD OF EXPERIENCES

It's not just staying ahead of the competition, but changing the game, embracing new ways and orchestrating incredible experiences.

**LET'S FLEX TOGETHER!**



## EXHIBITION SOLUTIONS

# THE 'STAND-OUT' STAND

It is imperative that your stand is extraordinary, eye-catching and dramatic to gain interest from an audience visiting a show with masses of traditional cut and paste stand designs. We specialise in making your space and brand visible by bringing your stand to life.



# OUR EXHIBITION SERVICES

- ✓ Custom exhibition stand design & construction
- ✓ Shell Scheme design & construction
- ✓ Furniture & Carpeting
- ✓ 3D Renders
- ✓ Graphic design & signage production
- ✓ Electrical, lighting, tech & audiovisual setup
- ✓ Interactive displays and demonstrations
- ✓ Staffing & personnel management
- ✓ Lead capture & attendee engagement strategies
- ✓ Post-show follow-up & lead nurturing
- ✓ Custom Carpentry
- ✓ Activations



**DISTINCTIVE EVENTS**

# **GENERATING COMPELLING ENCOUNTERS**

When it comes to event production, we have mastered the art of turning visions into reality. An event is intended to propel your brand and set you apart from your competition. Our fluid and dynamic approach is the key.



# OUR EVENT EXPERTISE

- ✓ Event Services
- ✓ Project Management
- ✓ Bespoke Stage & Sets
- ✓ Décor & Furniture Hire
- ✓ Activations
- ✓ Infrastructure
- ✓ Venue selection & Management
- ✓ Budget planning & Management
- ✓ Theme development & Customization
- ✓ Logistics & Transportation
- ✓ Audiovisual
- ✓ Catering Services
- ✓ Guest relations
- ✓ Post Event reporting



**THE POWER TEAM**

# **ENGAGING INDIVIDUALS CREATING BRAND- TO-CONSUMER MAGIC**

Having a well-defined 'Power team' handling every aspect of your event sets the tone. Our crew are synergistic, which results in dynamic collaboration fueled by a shared goal: **#LIT #EVENTS**



# OUR EVENT CREW

- ✓ Management Personnel
- ✓ Front of House Staff
- ✓ Back of House Staff
- ✓ Technical Crew
- ✓ Stagehands & Production assistants
- ✓ Hospitality Staff
- ✓ Guest Service Personnel
- ✓ Models
- ✓ Security Personnel
- ✓ Brand Ambassadors
- ✓ Photographers & Videographers
- ✓ Keynote Speakers
- ✓ Transportation Coordinators
- ✓ Interpreters & Translators
- ✓ Clean-up Crew
- ✓ Makeup Artists & Stylists



**LET US ENTERTAIN YOU**

# **ENGAGE & DELIGHT YOUR AUDIENCE**

Deliver your message through a  
Dynamic Speaker.

Enthrall your guests with a  
choreographed tailor-made show. The  
options are endless.

Entertainment is designed to keep your  
audience upbeat and engaged.



# OUR ENTERTAINMENT SERVICES

- ✓ Bands & Musical performances
- ✓ DJs & Emcees
- ✓ Magicians & Illusionists
- ✓ Comedians & Stand-up Acts
- ✓ Circus Performers & Acrobats
- ✓ Dancers & Dance Crews
- ✓ Specialty Acts
- ✓ Interactive Experiences
- ✓ Costume Characters & Performers
- ✓ Interactive Performers
- ✓ Celebrities
- ✓ Virtual Reality Experiences
- ✓ Celebrity Impersonators
- ✓ Culinary Performers
- ✓ Digital & Multimedia Performances
- ✓ Escape Room Experiences
- ✓ Innovative Technology Acts



**CUSTOMIZED GIG RIGS**

# AMPLIFY YOUR PRESENCE

Customization is the key.  
You have a need; we create the  
solution. Taking your product to the  
consumer is not only innovative, but  
also forward thinking and trendy, as  
are our concepts and designs.  
functionality.



# OUR GIG RIG SERVICES

- ✓ 3D Renders
- ✓ Mobile: Stores, Event Areas, VIP Area, Media Broadcasting Studio, Workshop, Clinic, Exhibitions, Promotions, Office
- ✓ Customized audio & lighting rig design & setup
- ✓ High-quality sound system rental & installation
- ✓ Professional lighting design & programming
- ✓ Stage & set construction
- ✓ Technical support & troubleshooting
- ✓ Live streaming & broadcast services
- ✓ Equipment & Furniture Rental
- ✓ Indoor & Outdoor Activations



**EVENT TECHNOLOGY**

# CONNECT AND ENGAGE ON ANOTHER LEVEL

We make Business, Tech and Innovation collide. Showcasing these evolving technologies at your next event or exhibition will impact your business, in the best possible way. Be one of the first to set the pace in utilising what's on offer in this magically advanced world of technology.



# OUR TECH SERVICES

- ✓ Holograms
- ✓ Audiovisual equipment rental & setup
- ✓ Digital signage & interactive displays
- ✓ Event app development & management
- ✓ Virtual event platforms & streaming solutions
- ✓ Digital Business Cards & wearables
- ✓ Smart 3D models
- ✓ Augmented reality & virtual reality experiences
- ✓ Gamification & audience engagement tools
- ✓ Event analytics & data insights
- ✓ Technical Productions
- ✓ Video & Photography
- ✓ Studios, Recording & Virtual Streaming



*The*  
**EDGE**  
*Agency*

**STRATEGIC EVENT MARKETING**

# **AMPLIFY YOUR EVENT REACH**

Avoid the whiplash of shifting marketing trends. To succeed in this fast-paced and evolving space, you need to maintain a sense of relevance with your audience. A Brand is only as powerful as the consumer thinks it is...



# OUR MARKETING SERVICES

- ✓ Event branding & promotional materials design
- ✓ Social media marketing & advertising campaigns
- ✓ Email marketing & newsletter distribution
- ✓ Search engine optimization (SEO) & search engine marketing (SEM)
- ✓ Content creation & copywriting services
- ✓ Influencer marketing & partnerships
- ✓ Public relations & media outreach
- ✓ Sponsorship & partnership activation
- ✓ App Design
- ✓ Web Design & Development
- ✓ Graphic Design
- ✓ Content Creation (Copy, Photography & Videography)



**CORPORATE GIFTING**

# MAKE YOUR BRAND VISIBLE

Well thought out, functional, usable and high quality branded corporate giveaways are a surefire way of making your brand visible and top-of-mind.



# OUR CORPORATE GIFTING SERVICES

- ✓ Customized corporate gift selection
- ✓ Branded merchandise design & production
- ✓ Packaging
- ✓ Presentation customization
- ✓ Bulk ordering & fulfilment services
- ✓ Employee recognition & incentive programs
- ✓ Client appreciation gifts
- ✓ Loyalty Rewards
- ✓ Holiday & seasonal gift campaigns



**BRANDED CORPORATE APPAREL**

# **DRESSED FOR SUCCESS**

How your company representatives dress impacts the image of your business. Uniformity with a high level of comfort and quality is a step-forward in creating a successful work culture.



# OUR CORPORATE CLOTHING SERVICES

- ✔ Branded uniforms & Workwear
- ✔ Corporate apparel selection &
- ✔ customization
- ✔ Embroidery & Branding Services



**BRANDING SOLUTIONS**

# DEFINE YOUR BRAND IDENTITY

Well designed branding makes an impactful impression, boosts business value and inspires trust with consumers. Once consumers recognise your brand, you inadvertently have a competitive edge in the market.



# OUR BRANDING SERVICES

- ✓ Logo design & brand identity development
- ✓ Brand guidelines
- ✓ Brand strategies & implementation
- ✓ Graphic design services for marketing materials
- ✓ Packaging design & label production
- ✓ Brand storytelling & messaging development
- ✓ Brand positioning consulting
- ✓ Brand activation campaigns & events
- ✓ Brand audit & rebranding services



**INNOVATIVE SHOP FITTING SOLUTIONS**

# TRANSFORMING RETAIL SPACES

It's a fact. Online shopping has evolved, hence getting the consumer to come to you means creating a dynamic and overall sublime ambiance in your store or offices. It lends to the overall experience and mood of the consumer.



# OUR SHOP FITTING SERVICES

- ✓ 3D Renders
- ✓ Retail space design & layout planning
- ✓ Custom fixture fabrication & installation
- ✓ Interior design & décor selection
- ✓ Visual merchandising & display design
- ✓ Point-of-sale (POS) system integration
- ✓ Lighting design & implementation
- ✓ Storefront signage & branding elements
- ✓ Retail technology solutions implementation



**IT'S TIME FOR CHANGE**

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