



## PSAV Event Technology Tips Add BIG Impact with Little Cost

New advances in audiovisual technologies, such as circular screens, LED video walls, and soft sets such as drapery and stretch fabrics, maximize impressions with meeting attendees and dress the facility.

**LONG BEACH, CALIF. — MARCH 20, 2008** — When it comes to event planning today, it's all about the "Ahhhhhhh!" No company adds "Oohs and Ahhs" to meetings and events quite like PSAV® Presentation Services, the leading supplier of audiovisual and event technology to hotels, associations, producers, and meeting planners worldwide.

As more and more conventions and meetings are being added to event calendars each year, meeting planners spend more on the look and feel of the total meeting environment; from registration and conference signage to the General Session and Tradeshow Floor. According to PSAV, you don't have to spend a lot to create dramatic impact.

Brian Lagestee, senior vice president of technology and business development for PSAV, said all it takes to put pizzazz into events, large or small, is good technology planning. Taking the time to work ahead with a knowledgeable event technology partner that is intimately familiar with the facility, its room layouts and sight lines is critical to event success and affordability.

"Screen technology really has come a long way in the meetings environment," Lagestee said. "In the past, if a meeting planner wanted a widescreen display, the hotel was required to set-up three standard screens side by side. Today, widescreen processors—such as the Spyder or Encore systems that are standard equipment for PSAV—can dramatically cut down on an event's scenic costs."

"In addition, circular screens add interest and excitement while allowing the video system (projection, switching, cameras and signal distribution) to remain exactly the same as a traditional show," he said. "Circular screens also provide a scenic treatment and have an impact on the meeting environment. For smaller meetings, using a 16:9 screen surface provides that high-definition look without actually presenting in HD resolution."

### **MPI's 'Meet Different' Debut**

PSAV showcased a circular screen for the opening general session at the Meeting Planners International Professional Education Conference in Houston, Texas where the theme was "Meet Different."

"We decided to 'Meet Different' by completely changing the meeting environment so that it is held in a round," said Tom North, vice president of sales for PSAV's Show Solutions Division. "PSAV's technology not only communicated the meeting theme visually, but really got meeting planners excited about changing the look and feel of presentations altogether."

Just as advances in screen technology have evolved, Lagestee said selecting the right audio system can improve impact and cost-savings. Line-array speakers, for example, will save on labor, by cutting down on the number of speakers required for an event. That will then lower rigging costs and shorten setup times.

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"There also are a wide variety of 'soft-set' options available – such as drapery, stretch fabrics, and polymers," he added. "These soft-set options are often less expensive than hard sets. We used these small panels on a recent event that were not only less expensive than a comparable hard set, but were simple to assemble, fairly lightweight, and can be configured as a backdrop and/or screen surround. The combination of shapes and neutral color make for a fantastic look when washed with color changing light fixtures, and the use of gobos will add a textured look. By using an intelligent fixture or even a media server, you can add motion and content to your soft set."

**Technology Tips to Add Impact to Meetings -- Cost Effectively:**

1. The better you've planned things out technologically, the better chances you have at staying on budget.
2. Technology is more cost effective when it is purchased well in advance of the event. Always begin the purchasing process as far out in advance as possible.
3. Partnering with your A/V supplier far enough in advance can help overcome last-minute snafus that can lead to big expenses.
4. LED is a more cost effective option than traditional incandescent lighting.
5. Screen savvy equals savings.
6. Line-array speakers save on labor costs.
7. Opt for soft sets and save.

To illuminate those soft-sets affordably, LED lights are growing in popularity as a way to dress-up a General Session or adding "pop" to empty rooms during site visits. LED fixtures pack bright light output in a small attractive package and produce little heat. All LED lights provided by PSAV are Energy Star compliant and use up to 80 percent less energy than incandescent lights.

**Onsite Insight = Big Savings**

PSAV's entire array of event-technology services has been helping meeting planners to hold cost-effective meetings for more than 45 years. Instead of using multiple off-site vendors to coordinate with hotel services for a single event, PSAV remains onsite all day, every day, removing complications that can infiltrate any show. As part of your event team, PSAV technicians have intimate knowledge of the facility's meeting space, operations and staff. Techs also know which scenes, sightlines and lighting levels are best for any room onsite.

PSAV orchestrates an event from behind the scenes, allowing meeting planners to concentrate on what they do best – executing the perfect meeting. This could not be done without the expertise of PSAV technicians and its extensive event technologies.

"Advanced planning cannot be stressed enough," Lagestee said. "It is critical to stretching your meeting budget. While it may seem obvious, it's surprising how many meeting planners wait until the last minute to think about and order their event technologies. Likewise making certain that a facility is aligned with a reputable event technology partner that knows what it is doing also is critical to event success and affordability."

For more about PSAV Presentation Services, please visit [www.psav.com](http://www.psav.com).

**About PSAV® Presentation Services**

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. [www.psav.com](http://www.psav.com).

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