

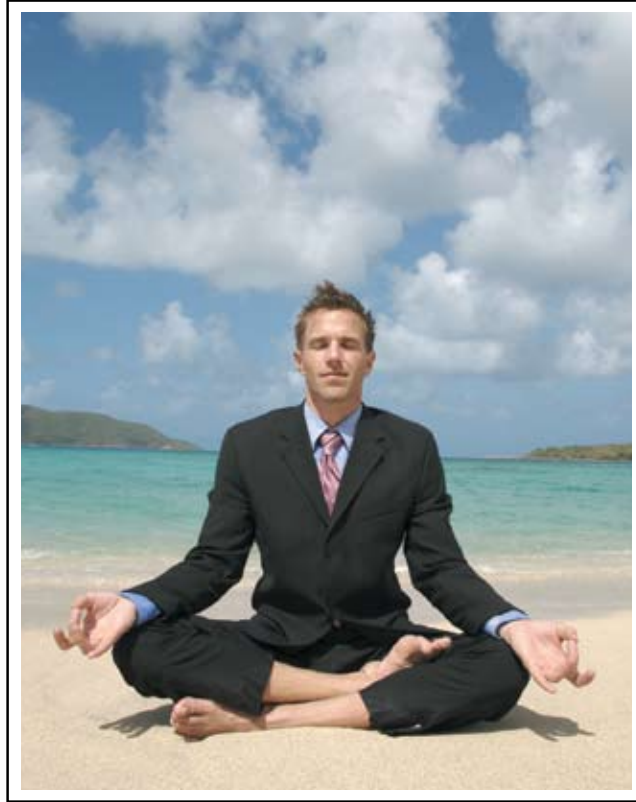
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Forbes®

Make your meeting
message last

PSAV
PRESENTATION SERVICES





The Peace of Mind Experience

- **Stress-free meetings**
- **AV and technology experts — from intimate breakouts to elaborate stage productions**
- **Calm and confident in live show environment**

In the midst of all the pressure and craziness of a large association meeting, isn't it nice to know PSAV gives you peace of mind, every time?

PSAV mixes creativity with the right technology to turn an association meeting into a show. We set the stage for success and work with your association behind the scenes – from initial planning to standing ovations. That's why we're your Partners in Show™.



PARTNERS IN SHOW™

PSAV is the leading provider of audiovisual and event technology to meeting planners, hotels, associations and producers, with over 800 locations worldwide.

For more information, contact Kim Lambeth at 214.210.8047 or klambeth@psav.com or www.psav.com



Make your meeting message last

Event technology enhances meeting experience

You invest a great deal of time, energy and dollars when putting together a meeting. When it's over, have you captured the attention of your audience, kept them engaged and made sure your message will last? AV and event technology plays a major role in creating a successful event. Are you confident your current AV company is helping you make your meeting message last?

Why is AV important?

Well, at its most basic, the point of a meeting is to communicate a message. Whether it's an intimate seminar or an elaborate stage production, you have a message to communicate. The audience is going to take about a minute to decide if that presentation is worth listening to – if you lose the audience, you lose the message. If you lose the message, you won't have a successful meeting.

In a presentation, studies indicate 93% of the communication comes from how the presentation looks and feels, not from the words themselves – it's all about the audio and visual clues. To make it more challenging, attendees have increasingly sophisti-

cated expectations. Today's audience is continuously exposed to rich media in TV, retail signage, even in sports stadiums. Consumers expect compelling and personalized content delivered in high definition.

➤ **93% of communication comes from how the presentation looks and feels, not from the words themselves – it's all about audio and visual clues.**

PSAV, the event technology experts

When communication goes live, it's much more than just a meeting that requires equipment and an AV guy. It's a total experience. It's a show. It takes someone who will work with you as a team to put it all together. No one is more experienced than the event technology experts at PSAV. You have peace of mind in knowing PSAV sets the stage for success and works behind the scenes, from initial planning to standing ovations.

At the end of the day, it's all about delivering your message – and making sure that message lasts. Nobody does it better than PSAV.

SHOWCASE



HD video conferencing advances

By using today's video conferencing systems, with high definition video and CD quality audio, planners can reach a greater audience. Through advances in voice and video quality, high definition video conferencing helps convey the nuances of a conversation, making the interaction more engaging.

Connect regional groups

Video conferencing is a great way to connect regional groups, as it gives the benefits of face-to-face meetings, yet also reduces travel expenditures, time and carbon footprints associated with larger scale meetings. Applications for video conferencing include the ability to hold a general session or keynote in a particular location, while connecting one audience to others. These connected audiences (for example, using large on-stage screens) have the ability to interact with the speaker and each other via video conference.

2-way communication

Video conferencing's two-way communication offers an important advantage over webcasting, which is limited to one way communication. Beyond simply connecting two points, video conferencing can connect multiple sites together to allow for interaction between all sites. This flexibility to connect works whether connecting room-to-room for smaller meetings and breakouts or to a conference floor for a general session.

TECHNOLOGY SPOTLIGHT



Content management hailed by planners

Meeting planners are managing presentation content and multiple presenters more efficiently than ever through the Content Management System from PSAV. This "command center" acts as a robust communications tool that collects all presentation materials in a secure environment and makes it available online to all participants.

24 hour access

Presenters no longer waste time waiting in line to use a speaker ready room. With full-service support and 24-hour access, speakers can review and edit their materials anytime – before, during and after the conference. Since the Content Management System never closes down, there is no need to worry about adjusting on-site schedules.

Meeting planners never have to worry about a presenter showing up with incompatible media. From reviews to revisions to rehearsals, PSAV will make presenters look and feel great so they can relax and enjoy the conference.

We're going greener, so you can too

**In the next few years,
5.4 million projectors will
be reaching the end of life.
Where will they go?**



PSAV purchases environmentally responsible equipment

PSAV's purchasing policies include sourcing the most environmentally friendly equipment up front. That means purchasing Energy Star compliant equipment whenever possible. However, not all AV equipment can be certified by Energy Star, so PSAV also seeks RoHS (Restriction of Hazardous Substances) compliant equipment that, from the initial design of the product, minimizes or avoids the use of hazardous materials in the manufacturing process.



Commitment to recycling

In addition to purchasing environmentally responsible equipment, PSAV has a certified recycling program. As an item is identified for retirement, it is evaluated for reuse, remarketing or recycling. PSAV receives a certificate of recycling to confirm the process is complete. Small consumables, such as rechargeable batteries, bulbs and filaments, are disposed of in a special bucket to ensure they will not enter the waste stream.



At PSAV, we're going green

Every day we live the PSAV story. We're all continuing to look for opportunities to make that story a little more green.



PARTNERS IN SHOW™

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INS-GREEN

Is Your AV Vendor Making Your Meetings a Success?

Take The Event Technology Test

You invest a great deal of time, energy and dollars when putting together an association meeting. When it's over, have you captured the attention of your audience, kept them engaged and made sure your message will last? AV and event technology can play a big part in successfully achieving this – make sure you pick the best AV partner.

Important considerations for your event technology partner	PSAV	Your AV Supplier
Single source technical solutions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Audiovisual	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Computer services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tradeshow support	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Digital signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Audience response	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Video conferencing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Digital capture	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ePosters management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Creative resources	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CAD services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Local support with large inventory of own gear	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Backup equipment in 30+ key meeting cities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Specialized divisions for all types of events	<input checked="" type="checkbox"/>	<input type="checkbox"/>
800 locations worldwide	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hotel partnerships	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Content Management System	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24/7 access, always open	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Data redundancy at Tier 1 Data Center	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Real time updates	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sponsorship revenue ideas	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customer satisfaction and retention	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Industry experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Do you get all this from a single source? Are there gaps with your current AV supplier? Let the event technology experts at PSAV partner with you to enhance your meetings and make your message last. Make PSAV your Partners in Show™.



PARTNERS IN SHOW™

For further information, contact Kim Lambeth at 214.460.2606 or klambeth@psav.com