



Comprehensive Event Services



About Us

STF Events Knows

Conferences, Meetings, Tradeshows & Event Business

Exceptional Customer Service

Serving as a full meeting and event resources provider, we serve as a single point of contact for all conference and event needs. We provide our clients with continuity and quality services through our multi-year experienced program personnel.

We assign a Program Director to each account and dedicate suitable resources that will ensure the event is delivered at or above our clients' goals and objectives.

Extraordinary Capabilities and Versatility

Our experienced staff possesses significant event design, marketing, production and logistical management capabilities that provide support throughout the entire process. We eliminate the burden of logistical planning, so clients can focus on the strategic aspects of their objectives.

Our Management Process

Planning events both large and small have a reputation of being stressful. Our philosophy is that the planning process should be as stress-free and as enjoyable as the event, our step by step process walks you through our process.



COMMUNICATION

This stage is how our team “gets to know you”. This is our chance to discuss the goals, objectives and the personality of your event, as well give you the opportunity to ask us questions. We want to make sure we can meet your needs and expectations.



PROPOSAL

Awesome, we’re the correct match. We will move onto the proposal stage, where we will analyze your specific needs, services and our fee. The first phase will be to determine a general event budget – we want to ensure we are meeting your expectation. Once pricing and services offered are acceptable, we move to the contract.



CONTRACT

The contract describes the expectations for both the client and STF Events. Once the contract is executed, your project team is assigned. When assigning the project team, it is based on a variety of factors to align with your goals, objectives and expectations.



FIRST MEETING

This is where you meet with the team lead and we take a deep dive into the event. We start by collecting any historical data that is available. With the historical data we will collaborate to define how you want to measure your event success and develop your customized event analytics.



CREATIVE

Now the fun begins! We take your goals and objectives and combine them with our creativity to develop the event concept together. After the concept is finalized and approved, we move forward to the planning.



PLANNING

Detail time. This is where our team emphasizes attention to details and our planners use proven project management processes to deliver timelines, production schedules, run of shows, contingency plans and vendor management.



EVENT SETUP

Set-Up Day(s) arrives – This is when the rubber meets the road and our team will be on-site to ensure everything is being executed according to plan.



EVENT

We handle the details and your Project Director will serve as the point person for all logistical matters during the event – freeing you to meet with members, clients and enjoy the event.



POST EVENT

We will meet and provide a debriefing of the event where we discuss your return on investment, event analytics and a final accounting

Design & Planning

We bring your vision to life

STF Events staff have supported a wide spectrum of corporate, association and government programs. Our meeting design process explores your audience's perspectives and expectations then connects them to your overall message and delights them with lasting, memorable experiences that achieve your desired goals.

Together, we can focus on matching your objectives with appropriate learning styles. Our education and program specialists walk you through the process and deliver unique engagement techniques to propel the success of your program. As an extension of your own team, we manage timelines and milestones and you can trust us to deliver on all your conference goals.

Key Benefits:

- Creative content development solutions
- Interactive learning formats tailored to your meeting objectives and audience
- Precise project management and effective communication ensures progress towards meeting your objectives
- Development and management of your event budget and master timeline
- Coordination of the many components of your event from start to finish: venue selection, hotel logistics, registration, attendee communications, exhibitors and sponsors, speakers, technology, networking, on-site meeting management and more
- Vendor RFP development and proposal review to ensure that you are receiving the best value for your event investment



Site Selection



We begin the process by assessing the site location and the need to attract attendees. We will discuss your event standards, space requirements, agenda and budget. Collecting this pertinent and vital information allows us to research and identify the best options available to you. Whether your needs require the use of a convention center and several hotels or a single hotel, we will negotiate the entire package prior to recommending you sign on the dotted line. The process is not complete until you are satisfied.

STF Events has relationships around the globe and extensive experience working with hotels, convention centers and venues of all sizes. Our culturally savvy team knows how to find just the right location to fit your goals, objectives and resources. We will scrutinize locations, negotiate contract terms, interface with property managers and record all site selection activities in a central database to aid future planning. Every possible detail is covered to minimize your risks, save you money and ensure you receive the high-quality service that will make your conference venue receive rave reviews.

Our process includes:

- Historical analysis
- Custom RFP and site review
- Site visit with client
- Contract negotiation



We help organizations select sites globally for all sizes of groups. Our experience and expertise in site selection can help you:

- Negotiate the best terms, cutoff dates and rates for your hotels, equipment and venues
- Maximize budgets and minimize unforeseen expenses
- Mitigate your organization risk exposure with contract clauses
- Match your unique meeting requirements to the correct location, venue, and service standards
- Centralize information in one database for easy tracking, reporting, evaluation and planning
- Bridge language and cultural barriers
- Gain the best ROI on your event



Project Management & Logistics

We use cloud-based tools which deliver real-time, transparent communication.

Our planners maintain the details and keep you informed through every phase of the planning process. Our easy onboarding delivers a smooth planning and managing experience.

Our team will walk you through our onboarding so that we can customize our services to meet your goals and objectives. Our program personnel provide oversight in key project goals, benchmarks, team assignments, budgets and reporting. We focus on attendee experience, so we meet each goal and objective while delighting your participants.

In addition to serving as the driving force for your services team, we are experienced in delivering robust event logistics and vendor management – focusing on the nuts and bolts of the planning process to ensure no detailed is overlooked.

Our services include:

- Meeting design and agenda development
- Venue and hotel management
- Space planning and layout
- Vendor procurement and management
- Food and beverage planning and management
- Room block management
- Speaker procurement and management
- Entertainment procurement and management
- Budgets and reporting
- Audio/visual production and vendor management
- Board/VIP travel and hospitality
- Risk management planning
- Special event planning and management, including networking events, awards programs and galas



Exhibit & Sponsor Management

When STF Events designs your exhibitor and sponsor programs, your attendees and stakeholders will notice the difference. Sponsored Mardi Gras Parade with branded floats or sponsored morning work-out classes with branded towels and mats? ***We can make it reality.***

Test our creativity to make a change in your show. Create robust revenue streams, exhilarating fulfillment and exciting moments of engagement as we bring your show together to conduct business. Our trade show team defines your offerings and designs an exhibitor prospectus, then markets, sells and fulfills to bring this revenue stream to life.

Go beyond the booth with our exhibit and sponsorship management, including:

- Exhibit hall design and layout
- Sales and marketing campaigns targeting potential exhibitors,
- Prospectus design and delivery, contracting and fulfillment
- Creative engagement programs and branded experiences
- Logo and asset management
- Educational resources to optimize the exhibitor experience
- Timeline management
- On-site logistics
- Payment processing and progress reporting
- Contract maintenance and enforcement of contract terms



Event & Conference Management

Our management team possesses leadership skills, problem-solving abilities, level-headed analysis and a calm, reassuring sense of confidence providing a smooth, stress-free and successful meeting experience.

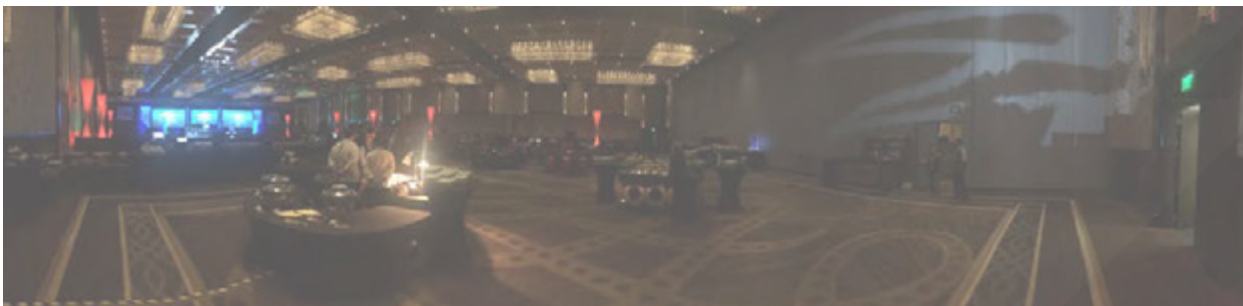
Our meeting management team possesses leadership skills, problem-solving abilities, levelheaded analysis and a calm, reassuring sense of confidence providing you with a smooth, stress-free and successful meeting experience.

Our management tools provide a step-by-step outline and timeline of all the event details. The most knowledgeable individuals are working on each phase of your event. We offer the necessary expertise to launch a new meeting or re-brand an existing meeting.

We offer a start-to-finish solution that simplifies an event's planning and implementation, staying one-step ahead of the activities to ensure what has been planned makes for a successful experience for all attendees.

Event & Conference Management Services include:

- A/V Management
- Abstract management
- Ancillary Vendor & Service Management
- Attendee registration
- Conference budget development
- Conference marketing plan development
- Conference material
- Conference mobile apps
- Conference outcomes reporting
- Conference website content management
- Contract Negotiations & Management
- Customized e-mail services
- Educational materials development
- Evaluation development & feedback management
- Exhibit promotion & registration
- Exhibition design, floor mapping and operations
- Food and beverage (F&B) management
- Ground transportation coordination
- Housing management
- Logistics Management Services
- On-site equipment coordination
- Promotional item design & distribution
- Registrant communications
- Reporting and evaluation
- Site selection
- Social activity & special event planning
- Social media
- Speaker contract negotiation and management
- Sponsorship & Exhibitor Development
- Timeline development
- Website and mobile application development



Strategic Meeting Management Programs (SMMP)

We have developed a systematic Strategic Meetings Management Program that provides a comprehensive insight into our clients' enterprise-wide meeting spend.

The purpose of the SMMP is to ensure your meeting investment produces maximum return, reduces costs and minimizes risk regardless of your size.

We take a customer service approach that is customized to align with business objectives and achieve measurable results. We provide full transparency into total meeting spend with documented cost savings and avoidance. We provide greater depth of valuable resources – from registering the meeting to benchmarking for the future.

Our managers work closely with you to keep SMMP simple by following a defined logical path to completion. Our dedicated experts are ready to assist in developing, implementing and managing SMMP that is right for any organization.

We provide a disciplined approach to managing enterprise-wide meeting and event activities, processes suppliers and data.

Our SMMP services deliver value in the form of quantitative savings, risk mitigation and service quality.



Event Registration



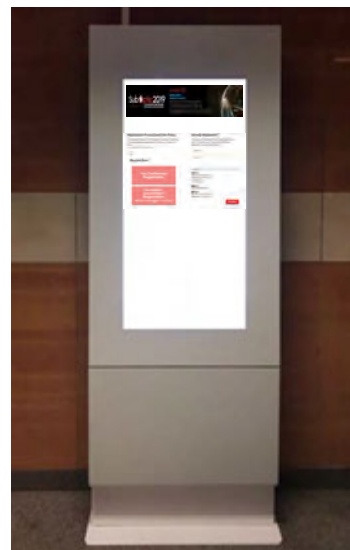
Our event registration software the heart of the event management platform.

Our registration platform is a secure event registration, E-commerce and reporting engine. It offers the most comprehensive tool on the market for designing registration workflows and offering ad hoc reporting.

Completely configurable, the registration system provides administrators with the tools needed for effective submission and registration management, badges, certificates, invitation creation and reporting.

We offer the following registration benefits:

- Configurable online registration tool
- Customizable branding & pricing
- Capability to collect registration fees via credit card in any global currency
- Send automated and personalized registration emails
- Set up registration forms with profile questions, sessions, additional options, travel requests & hotel bookings
- Schedule sessions and allocate rooms and speakers
- Assign registration fees, manage payments & refunds, define invoice & tax settings
- Create paying or guest categories & define category rules
- Create special offers using discount codes & set up early bird registration fees
- Manage & follow-up invited speakers
- Send automated and personalized registration emails
- Design fully customizable badges with personalized information
- Create on-site registration forms to allow attendees to self-register/check-in and print their badge onsite
- Display specific information on check-in screens according to the attendee category or to their balance status
- Realtime registration reporting



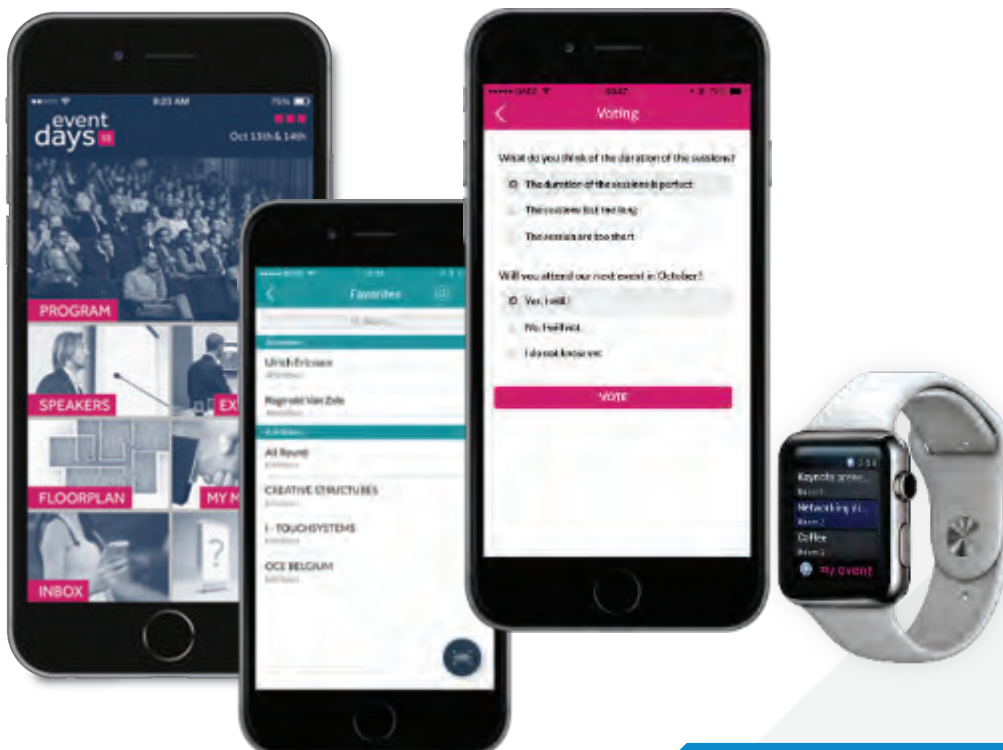
Mobile Event App

Looking for a powerful mobile app that takes your events to the next level?
Look no further!

Our event management software platform allows you to create a feature-complete event app in no time. With its unique blend of information, engagement and interactive features, it's the best event app available. Put all event information at your attendees' fingertips, improving their event experience. From their mobile devices, attendees can create a personalized schedules, discover nearby attendees, book meetings, review their event journey, and much more with the 40+ available app features.

The mobile event app platform isn't just a great tool for attendees. Advanced reports give event planners detailed insight into the performance & ROI of your event. Fully customize the look & feel of your event app to align with your brand identity. Monetize your app through banner ads, sponsored push notifications, and premium listings.

- Customize the look & feel of your app to match your event branding
- Easy-to-use and powerful mobile app that is attendees extrinsic
- Dozens of features that can be activated at the flick of a switch
- Integrated with our event manamgnet software
- Native app for iOS, Android and a HTML5 web app
- Activate polls intergreations wih the speakers, to promote attendee participation
- Push notifications personalized to attendees based on interests
- Pro services includes app design creation, data entry, on-site services, and more



Meeting Analytics

Measuring your Events ROI against the Goals and Objectives

What was the ROI? Did we meet budget? What did your attendees/guests think? How did they like that keynote speaker? How was the venue? The food? Did your attendee value taking time away from their office to attend your event?

Any conference, meeting or special event requires some level of investment on your part. Assessing your ROI doesn't have to be a grey area left up to subjective opinions for measuring if you got the biggest bang for your buck. You need detailed results reporting that indicates what went right, what went wrong, and if you achieved your goals and objectives to know the true success of your event.

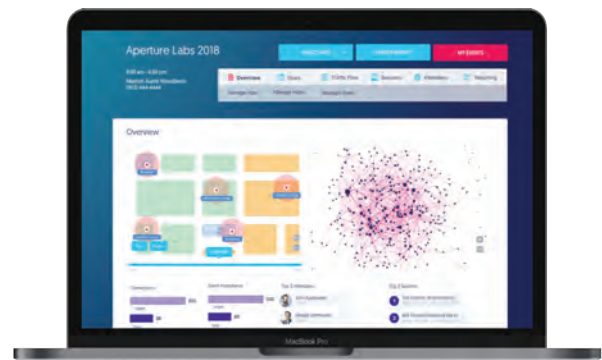
How do we measure your goals and objectives? First the goals and objectives must be defined – the assigned Project Director will discuss the key goals and objectives for your event.

Analytics:

- Determine trending sessions
- Identify most visited exhibitor or sponsor
- Discover the most influential attendee at your event
- Monetize the value of your exhibit floor plan

Goals & Objectives:

- Define event goals and objective and track their performance
- Develop customized surveys for attendees
- Use the Event's ROI data to modify and improve future events



Meeting Reporting

Compare results to your ROI

STF Events provides you with a detailed event report to help you measure your ROI so you can improve the outcome of your post-event follow up and future events. We provide recommendations for improvement based upon our extensive knowledge and experience.

Our post meeting reports include the following information:

- Meeting agenda
- Recap review of action items planned
- A copy of your budget
- Narrative about any budget variances
- Review of your post-event expenditures
- Your goals and objectives
- Attendance and demographic data of attendees
- Participant surveys
- Rate Reductions Report
- Recommendations for future changes





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