

ASTOUND



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/ A handful of our clients include:



/ ASTOUND Group is a global design and fabrication house, providing end-to-end solutions for events, exhibits, and environments.

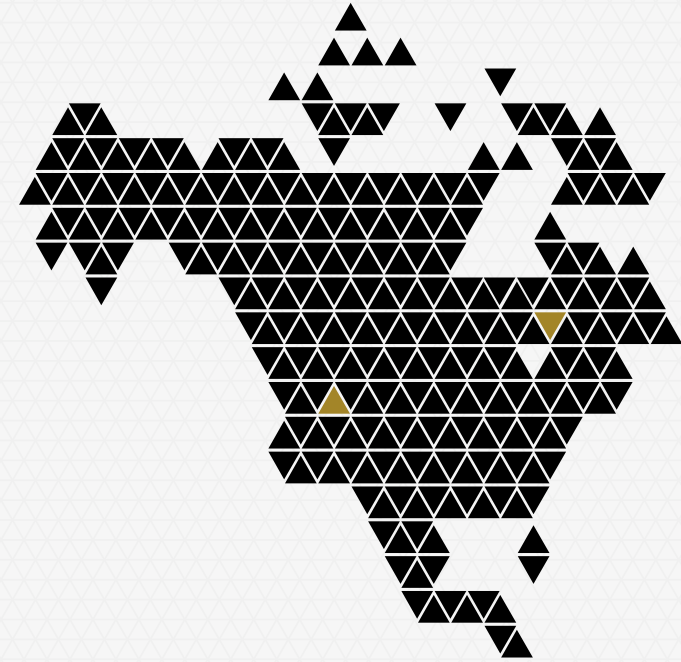
Our full turn key services include: 3D design, architectural fabrication, digital development, brand strategy, AV solutions, graphic design & production, installation, site services, and event management.

ASTOUND Group is located in Toronto & Las Vegas for optimum access to both the east and west coasts, as well as being ideally positioned for access to the international markets.

We have a track record of executed projects in 25 countries and counting. Our strategic partnerships with manufacturing and resource facilities in Europe and Asia allow us to provide worldwide event and exhibit solutions anytime, anywhere.

/ North America

ASTOUND Group brings value to clients by offering its services across North America, with 80+ employees based out of our three offices in Las Vegas, Oakville, and Toronto. Spanning over 120,000 sq. ft. in production space, our Las Vegas and Oakville facilities are home to our custom fabrication shops, capable of manufacturing exhibits and permanent architectural components. Our Toronto Design & Digital Studio houses our creative collective, an industry experienced team of designers & developers

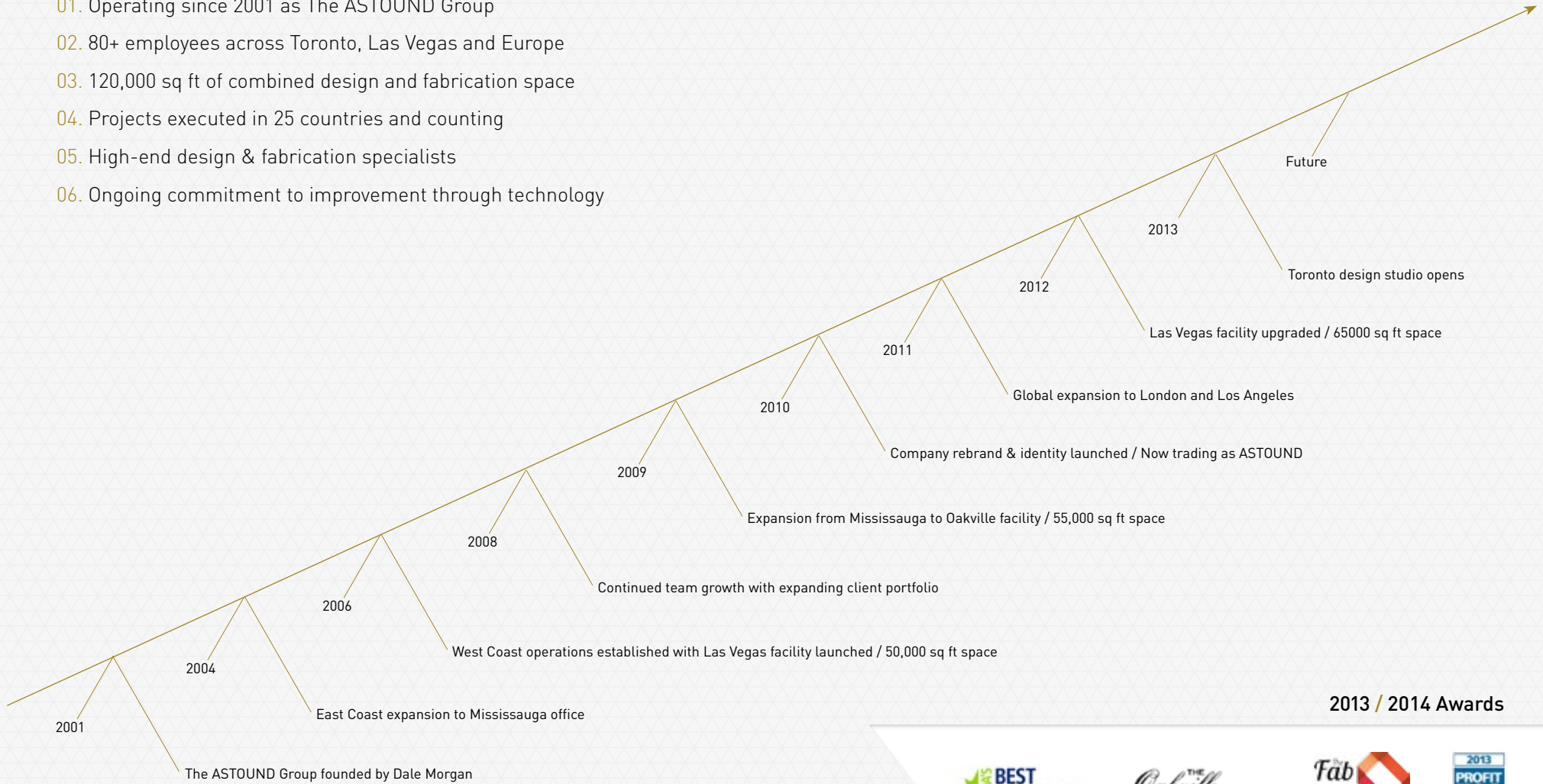


/ International

ASTOUND Group delivers 30% of its projects across EMEA. This is unique for a North American design & fabrication house, with most focusing solely on US & Canadian markets. For overseas production, we have developed a quality strategic partnership with a carefully selected Central European fabrication house, delivering to our high expectations and standards of excellence. We remain involved during projects every step of the way with our international partners, allowing us to provide our clients with the best possible results



- 01. Operating since 2001 as The ASTOUND Group
- 02. 80+ employees across Toronto, Las Vegas and Europe
- 03. 120,000 sq ft of combined design and fabrication space
- 04. Projects executed in 25 countries and counting
- 05. High-end design & fabrication specialists
- 06. Ongoing commitment to improvement through technology



2013 / 2014 Awards



- / Recognized in Canada's Top 50 Best Managed Companies Program Award, sponsored by Deloitte
- / Ranked No. 344 on PROFIT Magazine's 25th annual PROFIT 500, the definitive ranking of Canada's Fastest-Growing Companies.
- / Ranked by Event Marketer as one of The Fab 50: Best Exhibit Fabricators in the U.S.
- / Awarded 2013 Large Business of the Year at the Oakville Awards of Business Excellence

/ Quick Facts & History.

/ DESIGN

Our global client base trusts our design team to conceptualize and create exceptional exhibits that inspire and promote their brand image and identity. We take a 360° collaborative approach to every project through a 'solutions meeting held between all teams and the client'. All project requirements are addressed at the design stage, ensuring accuracy in cost estimates, time schedules, and resources needed for problem-free execution.



- / Conceptualization
- / Overlay Planning
- / Architectural Design
- / Interior Design
- / Sketching & Illustration
- / CAD & 3D Rendering
- / Model Building
- / Storytelling Experiences

/ FABRICATION

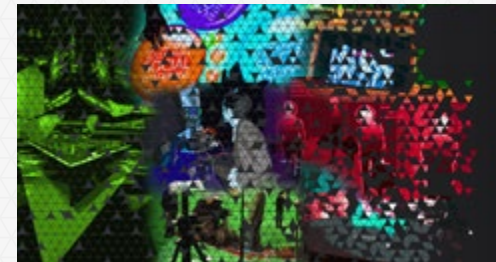
Our quality craftsmanship is emphasized by the use of industry leading machinery and hardware at both Toronto, and Las Vegas fabrication houses. By working with the best equipment we ensure quality fabrication techniques are followed throughout the build process. Our craftsmen have a keen eye for detail and take pride in their work, having adopted a rigorous quality assurance system that ensures the end result looks & feels world class.



- / Account & Project Management
- / Architectural Fabrication
- / Structural Engineering
- / Large-scale graphic production
- / Installation & Dismantle Services
- / Contractor Labor Management
- / Global Logistics & Supply Chain Management
- / Warehousing services

/ DIGITAL

Bringing a client's vision to life via physical environments forms one side of the brand equation. We understand and embrace digital brand & marketing production and strategy, assisting our clients further as part of our end-to-end solutions. Promoting your market presence and improving our client's product placement is a key focus in designing the brand experience.



- / Brand & identity
- / UI & UX Design
- / Video Shooting & Editing
- / Photography & Post-Production
- / 3D printing
- / 3D Audience Impression Metrics
- / Audio Visual Installation
- / Online Inventory Management System

/ EVENTS



At ASTOUND Group, we conceptualize, design, fabricate, install, and manage global events including:

- / Brand and product launches
- / Sales kick-offs and conferences
- / Grand openings & reveals

We deliver exceptional brand experiences for our clients that elevate awareness levels, leaving a lasting impression.

/ EXHIBITS



Inspirational architectural design, structural engineering, and quality fabrication are at the heart of our operations:

- / Unexpected design approach
- / Custom designed rental exhibits

From concept to execution - we take pride in our ability to assure customers that their project is in good hands by paying attention to detail.

/ ENVIRONMENTS



At ASTOUND Group, we have the expertise to produce unforgettable experiences for our clients including:

- / Temporary displays and environments
- / Permanent structures and exhibits

Our knowledge in architectural design and engineering enables us to fabricate complex structures, whether permanent or temporary

/ From events and exhibits to environments - we approach a project's requirements from a 'bigger picture' perspective, seeking key insights on the client's B2B and B2C targeted brand demographics.

By considering all elements behind a project - from logistics and chain supply management, to sales & marketing strategy and brand visibility optimization, we help clients' brands come to life - helping propel them through the digital and conceptual arena into the prominence of engaging physical environments across any platform and channel.



Dale Morgan /
PRESIDENT

As the founder and president of ASTOUND Group, Dale directs the company's corporate strategies, global recruiting, and expansion. He founded the company 12 years ago on the premise of developing brands, products, and services around the specific needs of his clients, through architectural design & fabrication. His interest in thought leadership culminated in the 2013 launch of our Design & Digital Studio in Toronto, providing a dedicated platform for the company's creative minds to focus on the intersection of experience design and brand identity. With over twenty years of industry experience, Dale has established ASTOUND Group as we know it today.



Jennifer Chia /
VP BUSINESS DEVELOPMENT

Jen is responsible for ASTOUND Group's growth by developing the company's sales strategies, redefining client service offerings, and expanding the company's global business development teams. With over 10 years of experience, she adopts a hands-on approach as a client-facing leader that is committed to understanding every project's unique requirements. Prior to joining ASTOUND Group, Jen was a business development manager at Telus, Canada's largest Telecoms provider, where she developed converged networking solutions for enterprise clients including: H&M, TD Bank, and GE Capital.



Darren Hugli /
EXECUTIVE VP, CLIENT SERVICES

Darren is a key member of the founding team that defined the vision for ASTOUND Group and has been involved with the company since its inception. Over the past 12 years he has built one of the most comprehensive fulfillment networks in the industry through the development of key relationships and partnerships throughout North America, Europe, and Asia. While leading our Account Management team, Darren has nurtured client experiences by delivering global events, exhibits, and environments for some of the world's leading brands including: NVIDIA, Porsche, Syniverse, Harmonic, Guggenheim, and G8 Summits.



Mike Heffernan /
VP, OPERATIONS

Mike drives our operations teams across Oakville and Las Vegas with a holistic approach, ensuring ASTOUND Group's high-end custom projects are fabricated on time and budget. With over 20 years of experience in Operations and Project Management, he focuses on global operating policies and standards, company performance, and project and resource management. During his career, Mike quickly rose through the ranks from installer to floor supervisor, and then operations manager, managing installers, unions, and major international show services. If Mike didn't work with us he would probably pursue a career in vintage car detailing.



Kevin Morgan /
VP, FINANCE & ADMINISTRATION

Kevin has over 20 years of experience in the tradeshow and exhibit industry. With Kevin at the helm of Finance and Administration, The ASTOUND Group is in good hands due to his proven track record of financial and administration leadership, successfully helping guide the company's rapid expansion and market growth. He has served as executive officer for several different companies in the exhibition industry during his career, and has a well-rounded understanding of financial management. Kevin maintains a steady focus on full cost project accounting, profitability, and credit granting, to ensure the company growth and success.



Chris Ross-Williams /
VP, SPECIAL PROJECTS

Chris draws upon more than 20 years of events, exhibits, construction, design management and integrated communications experience to help commercial and government clients identify and overcome their marketing challenges, across multiple platforms at the largest global events. Over the course of his career, he has worked across Europe, UK, Middle East, North & South America for clients in the automotive, telecoms, tech, pharma, media, sport, fashion, museum, government & sporting federation sectors.



Sean Karoonian /
BRAND & DIGITAL DIRECTOR

Sean directs ASTOUND Group's brand identity, art, and marketing communications, while leading the vision of developing interactive digital apps and projects with his team. He is experienced in international digital marketing and brand design, having founded 3Flow Interactive, a Belgian-based brand agency, in 2011. Prior to that, he worked as digital marketing manager for SoftKinetic, a Silicon Valley 3D gesture control development tech-startup, partnered with Intel and Texas Instruments. Redesigning the company's brand image across various marketing channels and platforms, Sean was awarded distinction at 2012 Rebrand 100 Awards.



Paul Eizerman /
SENIOR DESIGNER, DESIGN TEAM LEAD

Paul has a passion for art and design. His roots in traditional fine arts, combined with an industrial design degree, give him the ability to create environments that are current in design aesthetic and technological applications. His design skills include 3D visualization, spatial programming, and creative storytelling. With over 6 years in the exhibit design industry, Paul has developed numerous projects from conceptualization to realization. His projects include designs for: Ford, Hyundai, Jaguar Land Rover, Nissan, Michelin, Schneider Electric, Nike, and NVIDIA. Paul's ability to understand his client's design needs is a powerful ASTOUND Group asset.



Andrew Pittam /
DIRECTOR, ACCOUNT MANAGEMENT

Andrew has worked in the exhibit and event industry for 10 years and has managed a broad range of events and projects around the globe. Andrew began his career at the sports & entertainment industry's largest firm, IMG. His portfolio includes managing PGA Tour events, New York fashion week, global tradeshow programs, and fully integrated corporate marketing programs. Andrew is a strategic thinker with a knack for problem solving and keeping a close eye on the details. We call him MacGyver. He knows what it takes to deliver a superior exhibit experience, and works diligently on his client's behalf to exceed their expectations.



Tom Fitzgerald /
GENERAL MANAGER, LAS VEGAS

Tom joins the ASTOUND Group team from his latest post at GES, as Senior Director Production Services, bringing over 17 years of strong industry experience and expert management techniques. Tom's ability to develop unique solutions has been endorsed by receiving the 2010 Excellence Awards for Innovation, as well as 2008 ACE Award for Outstanding Individual from GES. His proven leadership abilities and visionary attitude, correspond perfectly with that our growing exhibit house. Prior to GES, Tom held multiple senior positions within Exhibitgroup/Giltspur. He is a graduate of the University of Phoenix and holds a BSBM, Business Management degree.

/ From concept to realization ASTOUND Group's refined process transforms your ideas into reality.

CONCEPT

DESIGN

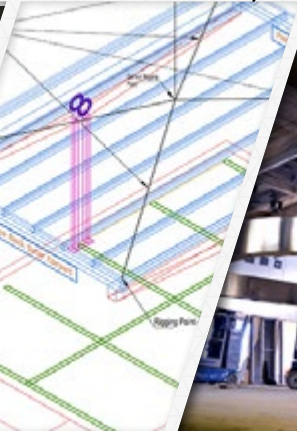
ESTIMATION

FABRICATION

LOGISTICS

SITE SERVICES

REALIZATION



/ Our Approach.

/ Becoming an eco-friendly company is a big focus of ours, in alignment with ASTOUND Group's company values

We have incorporated specific measures upon our processes, implementing mandatory procedures to ensure we reach a lean green exhibit machine status.

These include:

01. Green vendor management & recyclable material procurement
02. Efficiency in design allowing for a reduction of waste management
03. Fabricating elements in-house, reducing shipping and carbon footprints
04. Re-using and recycling exhibit components
05. Avoiding using materials that are in short supply
06. Actively promoting custom rental packages
07. Streamlining warehouse & inventory management
08. Designing and working for clients on green projects



/ ASTOUND Group is proud to be a supporter of the kids' health links foundation for the past 3 years

Kids' Health Links Foundation (KHLF) hosts a Golf Tournament Fundraiser each year to raise money for the foundation. Their mission is to use technology to alleviate the stress, isolation and loneliness of children in medical care, and keep them connected with their family, friends and school community.

UPOPOLIS, a concept conceived by KHLF, and developed and hosted by TELUS, is the only private, secure and trusted online social network for hospitalized children and youth in Canada.



/ Thought Leadership.

Our unique approach to exhibit rental programs sets us apart as a true industry innovator.

ASTOUND Group takes pride in creating custom designed exhibits and tradeshows that simply put, do not bare resemblance to typical exhibit rentals. We believe that your design should be as unique as the individual brands that we represent.

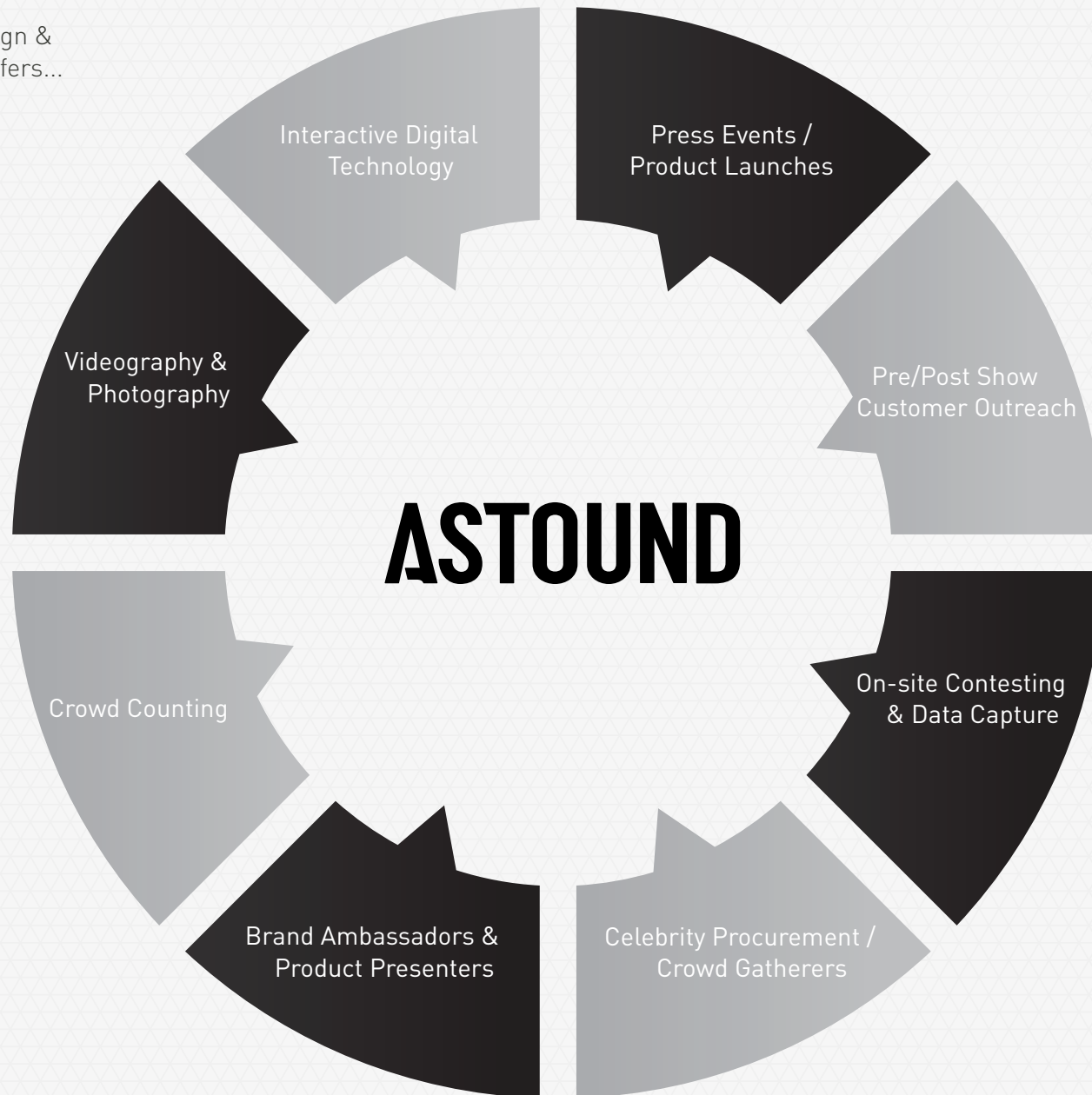
We invest in our client partnerships to create exhibit assets tailored to individual client needs. These assets are reconfigurable enough to be re-purposed for clients in other industries so as to maximize on the assets and possibilities available to you.

By creatively mixing and matching, recycling, and re-skinning components, we are able to present unique designs that are of much higher quality than one might expect from a typical 'rental'.



/ Case Studies.

In addition to booth design & fabrication ASTOUND offers...



/ Value Added Services.



01. Global scale, partners and outreach
02. End-to-end solutions with integrated and strategic values
03. Unique approach to custom designed rental exhibits
04. Quality processes and project execution
05. Multi-discipline experienced team
06. Our commitment and passion

In the 12 years since its founding, ASTOUND Group has quickly and successfully risen in the ranks as one of North America's most innovative, creative, and dynamic exhibit houses.

The tremendous creative and design capabilities of ASTOUND Group are demonstrated in the quality work that is consistently being turned out on time, on budget, and with attention to detail.

ASTOUND Group strives to deliver unique concepts to best achieve our clients' objectives and requirements. This is a mandatory exercise for each and every project, large or small. We demand excellence of ourselves, along with the work we deliver.

Our numerous successes at the G20 and G8 Canadian Experience in Toronto in 2010, the permanent installation at the AGO, the impressive work at the BMW Guggenheim Lab in New York City, the experiential media launch and design aesthetic of the 2012 - 911 Porsche Launch, and the compelling creative, renderings, and vision that demonstrated within this proposal, speak to why we best positioned to serve as your exhibit partner.

Engage with the ASTOUND Group brand:



Thank You

ASTOUND

