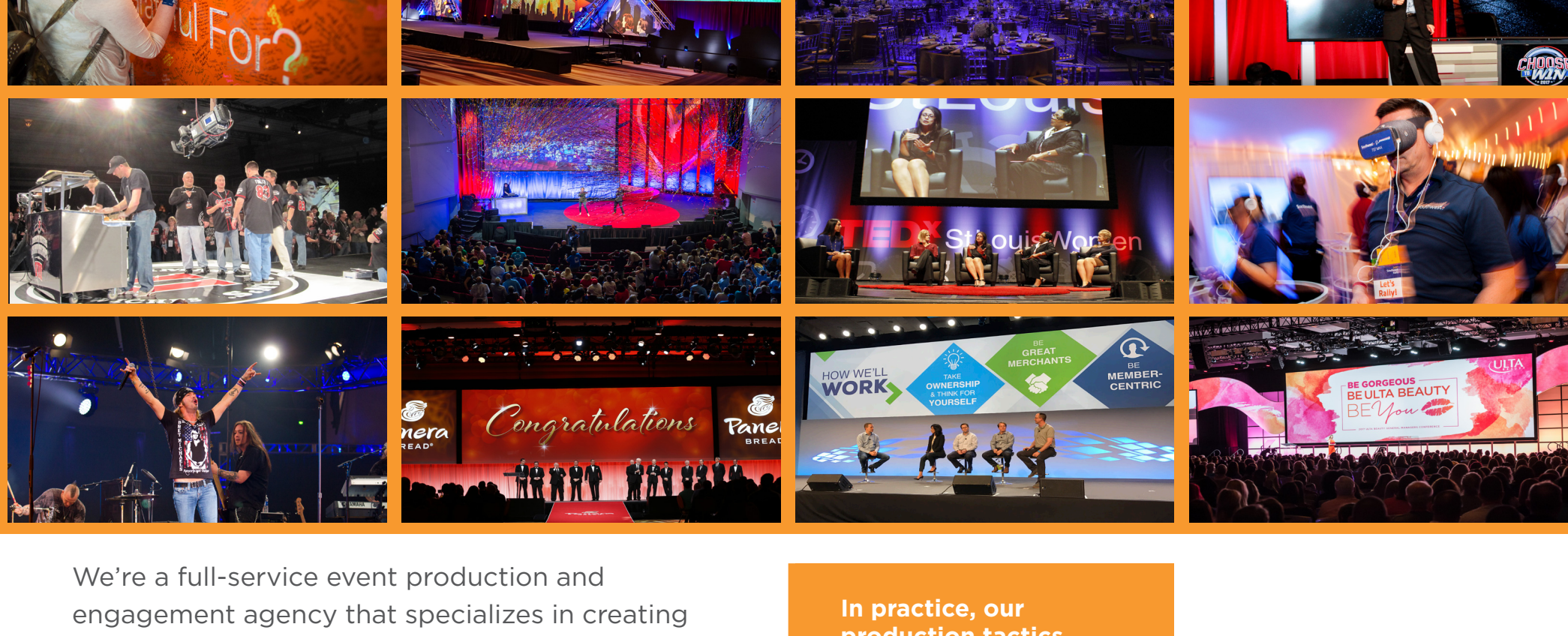


# A CREATIVE EVENT AGENCY THAT INSPIRES ACTION.

## CPG PRODUCES UNFORGETTABLE, IMMERSIVE EXPERIENCES



We're a full-service event production and engagement agency that specializes in creating immersive, live experiences. Much more than lights and sound, we design every aspect of our events with both your business objectives and the attendee experience in mind.

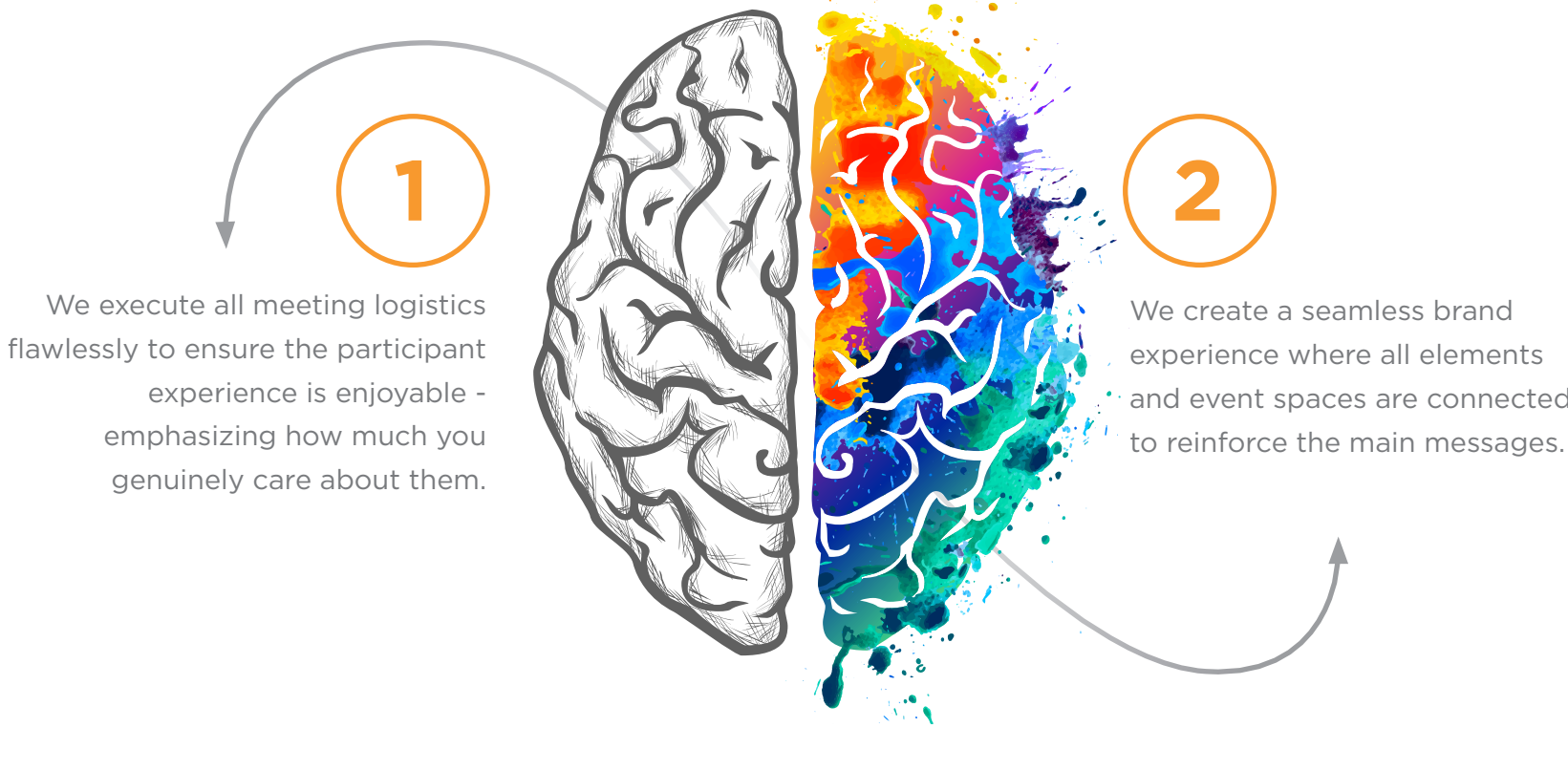
In practice, our production tactics work toward one ultimate goal...



Creating

## Belief Through Experience.

We design immersive and engaging live experiences that inspire action and produce brand advocates onsite. This shows up in two ways with our holistic approach:

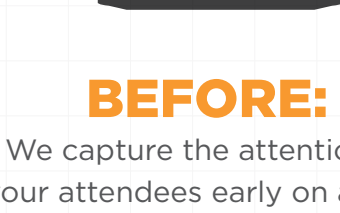


## WE DESIGN AND IMPLEMENT MULTI-SENSORY EXPERIENCES THAT ENGAGE STAKEHOLDERS AND INSPIRE BRAND ADVOCACY.



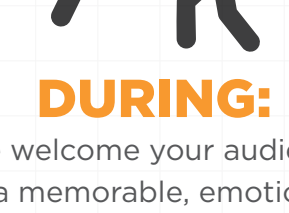
Each of these tactics fit into our overall strategy.

## FIRST, WE MAP YOUR EVENT FROM START TO FINISH



### BEFORE:

We capture the attention of your attendees early on across a variety of different channels to generate excitement and drive attendance.



### DURING:

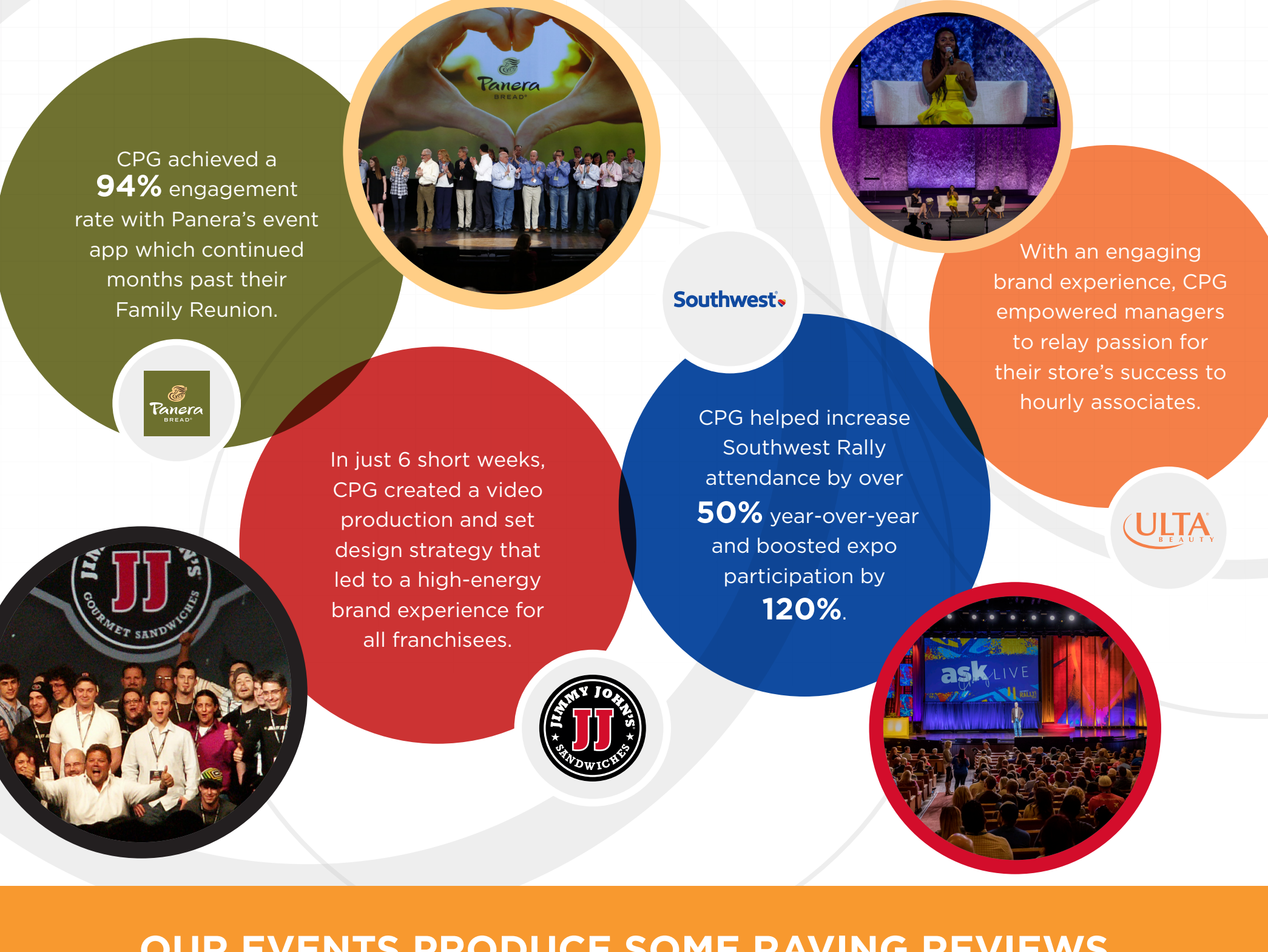
We welcome your audience into a memorable, emotionally-charged environment that reinforces the brand purpose across experiential collisions.



### AFTER:

We sustain the momentum by reinforcing signature learnings and highlighting key moments through creative, disruptive touchpoints.

## THEN WE BRING IT TO LIFE

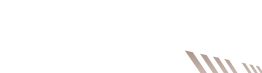


## OUR EVENTS PRODUCE SOME RAVING REVIEWS... Clients trust us to shift their moment into a movement.

CPG has been a valued partner of Sam's Club for many years now, and we have a tremendous amount of trust in their team. They're so aligned with us, it's hard to tell if they're a vendor partner or just another member of our team!



Another successful show completed. As always, the CPG team delivered a flawless performance. I wouldn't accept an assignment to chair such a complex project without CPG by my side.



CPG's creative approach to our event included multiple fresh, exciting ideas to engage our people and get them to interact with our message. Everything came together seamlessly to create a unique, compelling experience for our employees.



I think I probably said thank you 500 times! I know "it's the job" but there were many times when I knew you were exceeding the scope of the assignment and performing because you wanted to, not because the contract said you would.



## ...AND WE'RE HONORED BY BEST-IN-CLASS AWARDS

**CHIEF MARKETER 200**  
THE TOP MARKETING AGENCIES OF 2018

**Chief Marketer**  
"Top 200 Non-Advertising Agency"

**THE TOP 100**  
THE 2017 IT LIST

**Event Marketer Magazine's**  
"It List"

**SPECIAL EVENTS MAGAZINE**  
— TOP 50 EVENT COMPANY —

**Special Events Magazine**  
"Top 50 Event Company"

## SEE THE CPG DIFFERENCE FOR YOURSELF



### COLLABORATIVE:

We align our team with your business objectives to deliver the results that'll generate the most profound effect



### INNOVATIVE:

We innovate to design immersive, compelling experiences that drive behavior change and tear down the status quo



### EFFECTIVE:

We focus on flawless execution and sweat the small details to ensure the delivery of true moments of impact



Let's transform your brand experiences together.

**CLICK HERE FOR YOUR FREE EVENT PROPOSAL**