

DIGITAL CAPABILITIES

2024 ballpark pricing

storylink
CREATIVE

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take me there.

03

Our Proven Process

20

Contact Information

04

Core Digital Capabilities

05

Digital Solutions

13

Case Studies

our **proven** process.



our core **digital** capabilities.

Pre & Post Video Production

Filming & Photography

Video Editing

Motion Graphics

3D Design & Animation

Color Correction

Audio Production

Data & Analytics

Virtual Tours

Digital Sales Tools

Content Development

Graphic Design

Touchscreen Design

Gamification Experiences

Website Development

and more...

digital solutions.

video production

pre & post production

Our video professionals will handle all of your video content needs; from initial concepts and storyboarding, to planning, filming, and editing your next video shoot, we will make the process smooth. Utilizing our in-house video production team, and in-house video gear, we will be able to tell your brand story, because we know your brand story. We'll make sure that your content is no longer an afterthought, but the focal point to attract more of your target audience.

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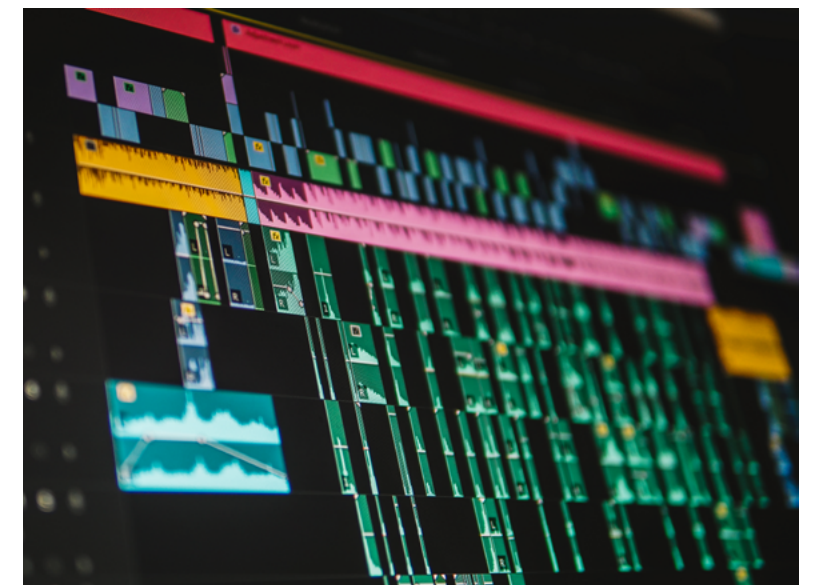
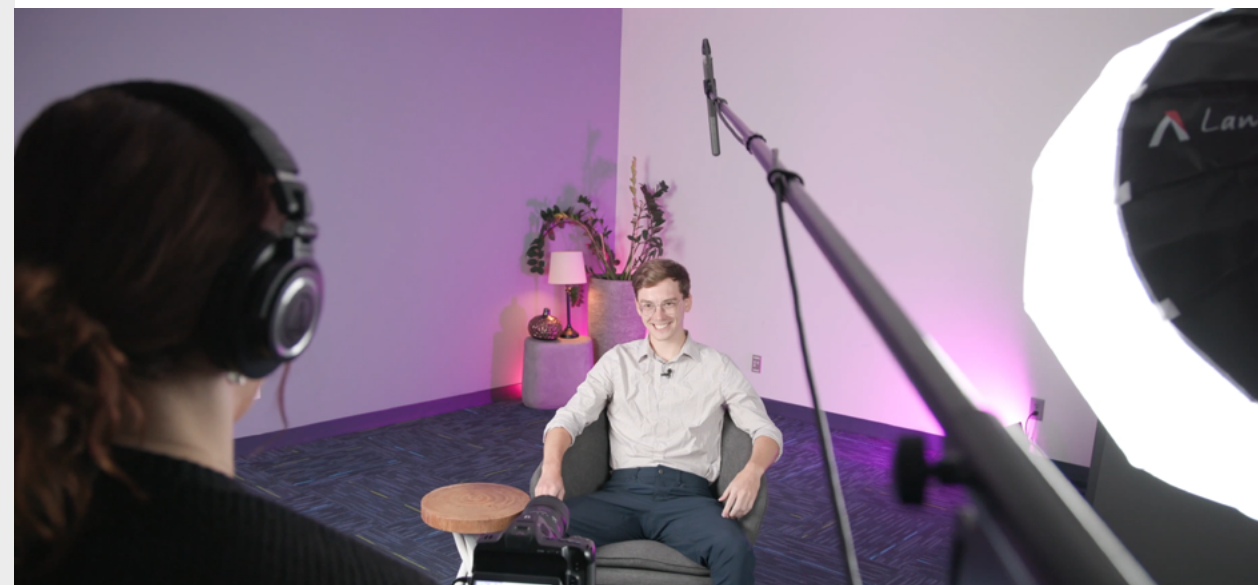
- filming & photography
- video editing
- motion graphics
- color correction
- audio production
- internal communications
- content development
- digital storytelling
- trade show booth content

Ballpark Estimate

***Video Editing** \$6,000 - \$15,000

***Video Shoot & Editing** \$12,000 - \$50,000

*Depending on needs and locations



touchscreen

digital interactives

Creating custom touchscreen interactives helps your sales team educate and entertain while presenting to their audience. Through clickable hotspots and areas of interest your guests will be lead through a digital journey showcasing your products and services. Touchscreen content can vary from simple images, to fully produced animations and virtual tour integration, all hosted locally to avoid the hassle of robust internet needs.

- custom graphics
- custom animation
- custom touch areas or hot spots
- locally hosted and/or networked
- badge scanning
- sales leads forms
- gamification capable
- data & analytics

Ballpark Estimate
\$11,000 - \$27,500



digital tools

digital video library

Developing an online digital video library serves as a versatile sales tool for both internal and external communication needs. By curating a repository of videos showcasing products, services, and solutions, companies can efficiently educate both their internal teams and external stakeholders, such as clients and prospects, fostering deeper understanding and engagement. This multimedia approach not only enhances the effectiveness of sales pitches but also facilitates continuous learning and collaboration within the organization, driving growth and innovation.

- internal communications
- online sales tool
- external digital marketing
- data & analytics
- easy & fast content updates

Ballpark Estimate

*\$5,000 - \$7,000

*Using already existing content



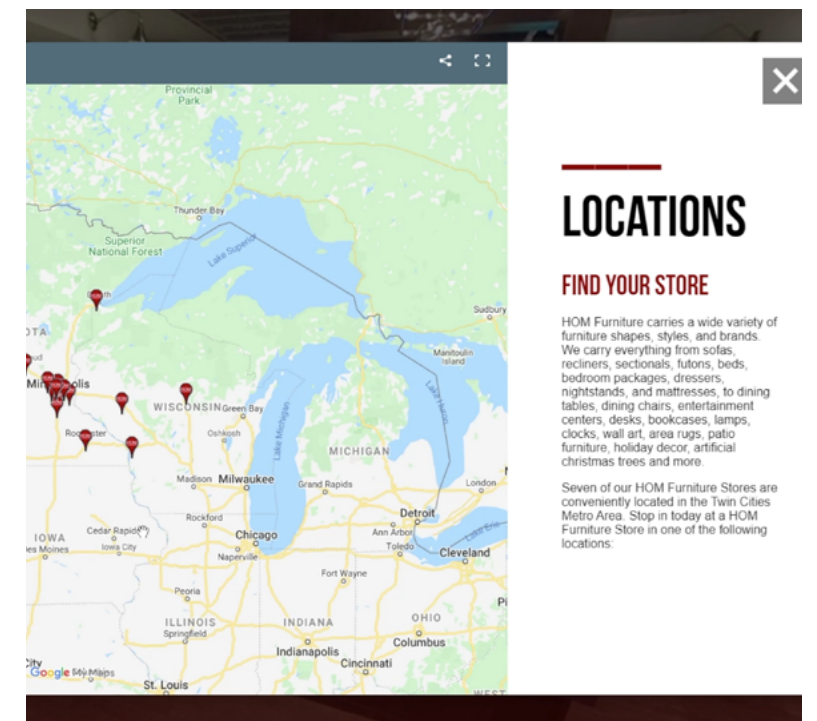
virtual tours

360° photos & 3d rendered

Great digital environments are all about connections, engagement and purpose. Bring customers into a virtual event or trade show exhibit with information at their fingertips. Guests can easily navigate the virtual space with interactive floor plans, informative hotspots and an intuitive user interface.

- interactive floor plans
- 3d model panoramic views
- 360° panoramic photos
- website integration
- customizable interface
- hotspot buttons
- data analytics
- hotspot buttons
- VR headset tours

Ballpark Estimate
\$15,000 - \$25,000



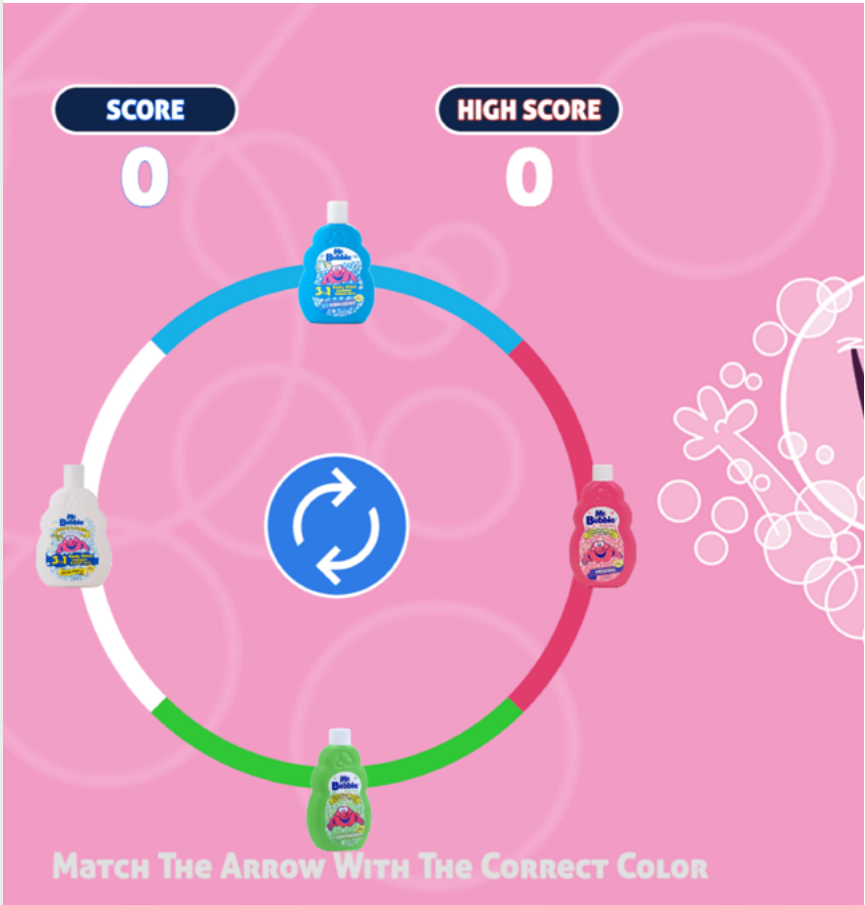
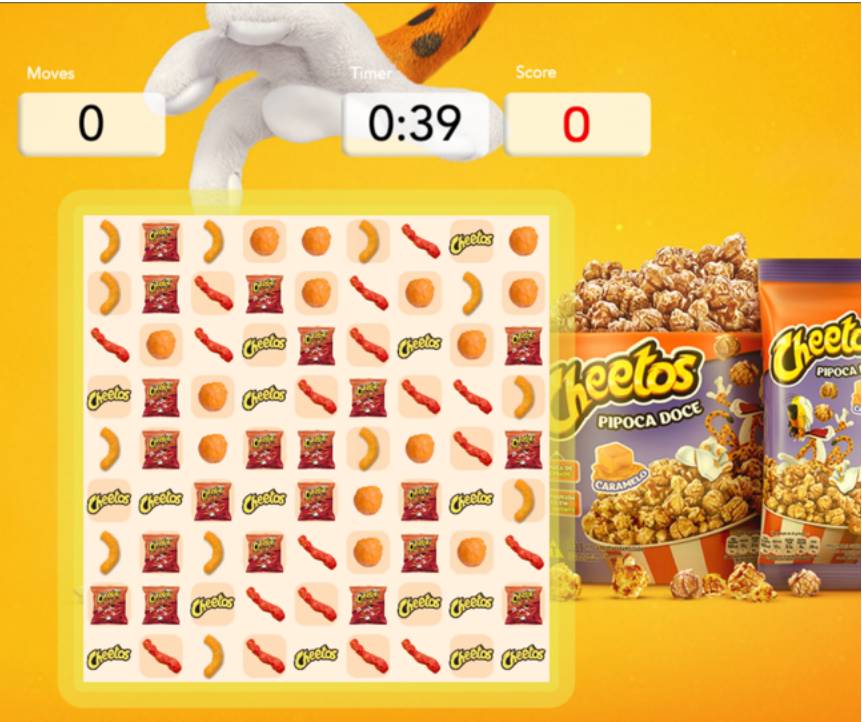
gamification

digital activations

Increase your engagement at in-person and virtual events through custom branded digital games built for business. Through fun and educational games, you are able to engage with your target audience, capture leads, and build stronger brand recognition and audience engagement.

- custom branded digital games
- educational content
- giveaways & contests
- lead capture
- data & analytics
- crm & marketing integration

Ballpark Estimate
\$2,200 - \$9,500



data / analytics

custom lead gen

A custom lead generation app bundles everything you need to get the data necessary to report back to key stakeholders. It can also provide metrics and data to guide future efforts after an event has concluded.

Surveys, literature, and media can all be included as options for your lead-collection experience. View videos, explore e-lit, link to detail aids, and even embed websites as part of the app. Don't want to include surveys or another component? No problem: The app allows you to configure exactly what you want to show.

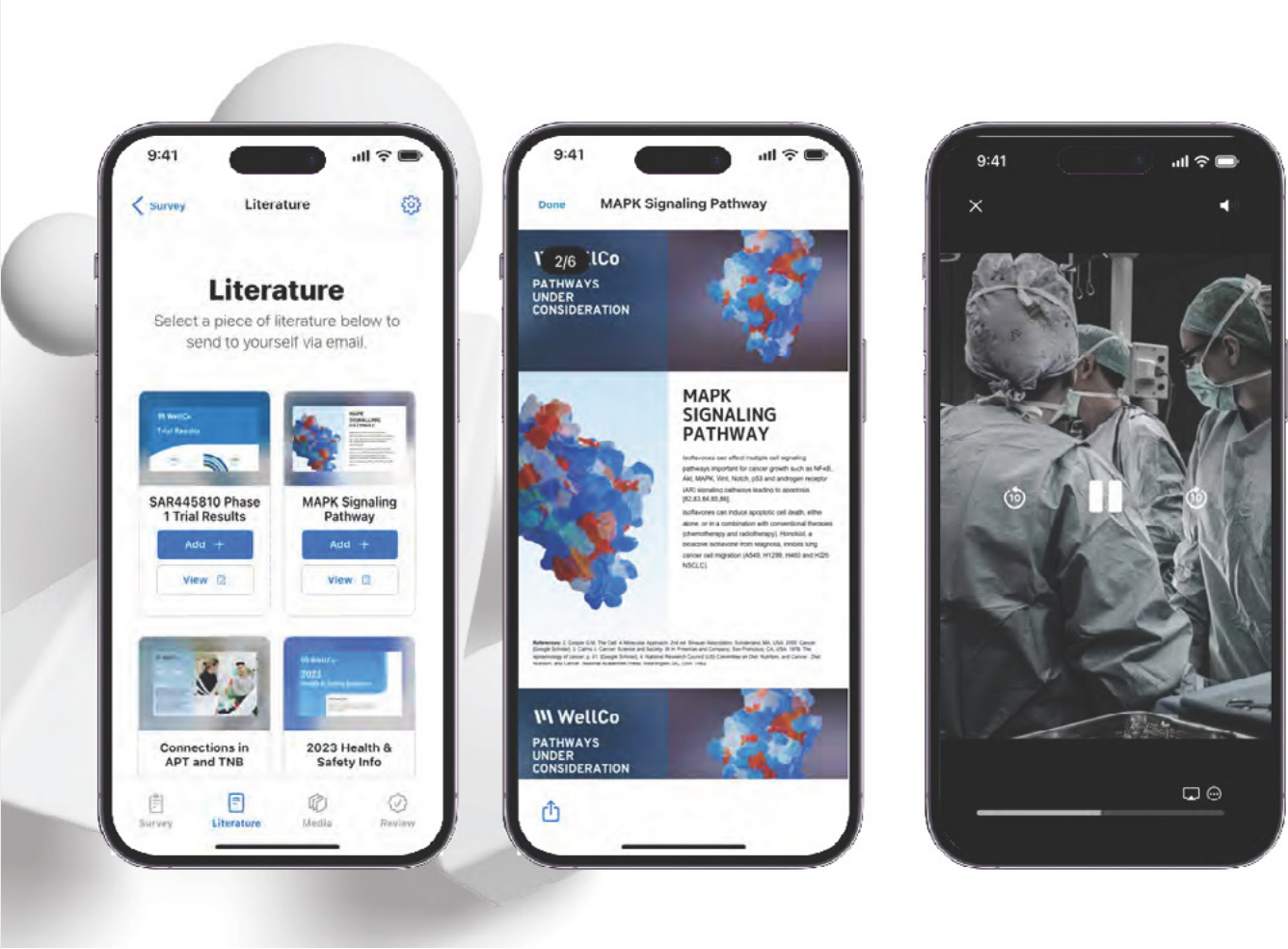
booth traffic data

Using high-tech sensors embedded throughout your space, track real-time data that can result in incremental on-site improvements, established benchmarks, and strategic insights. Through comparison, analysis, and ongoing discussion, we will continue to refine your exhibit-marketing efforts while optimizing your investment and providing you with the data necessary to secure stakeholder buy-in and continuous budgetary support.

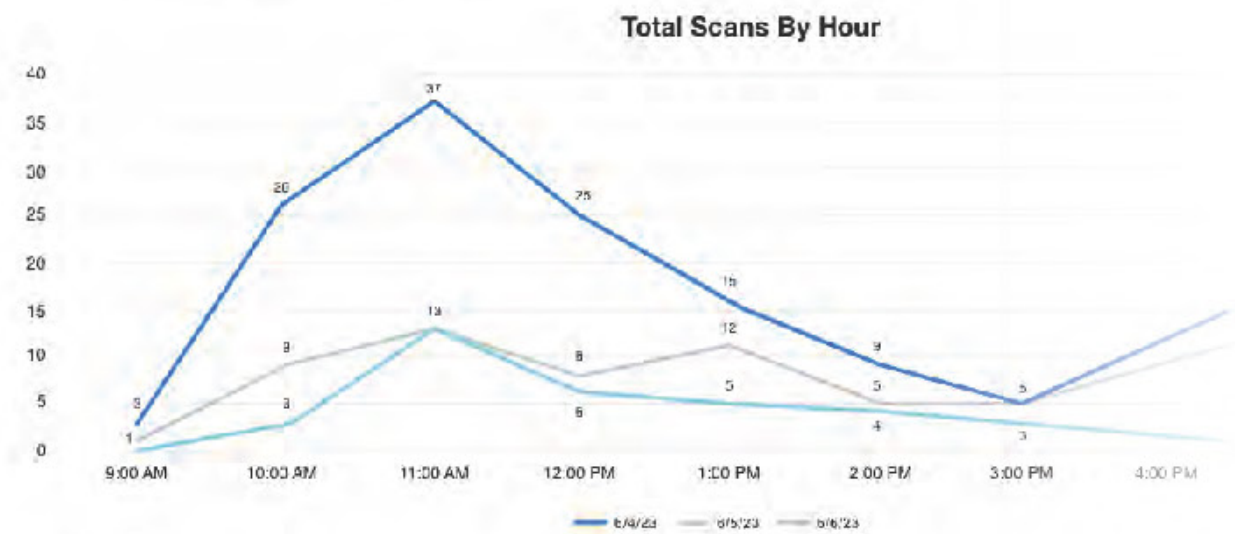
Ballpark Estimate

*\$5,000 - \$25,000

*Depending on booth size and sensor locations



WellCo @ ASCD | Badge Scan Data



Notes:

- The first day of the show saw the most scan activity.
- The 11:00 AM data point saw the highest spike in scan activity on each day of the show. Each day saw at 3:00 PM with a slight rise after 4:00 PM.

Dashboard & Reports



digital activations

vr/ar and branded interactive

Virtual reality, augmented reality, and branded digital activations are a great way to engage with your target audience. Creating experiences through interactive gaming allows you to immerse your guests in a wide variety of virtual environments, and adventures. Augmented reality allows you to transport a person to your event via a holographic like display, and interact with your guests in real time. Custom branded digital photo experiences allow guests to share their experiences via social media and build brand awareness.

- virtual reality
- augmented reality
- experiential
- branded digital activations
- digital photo experiences

Ballpark Estimate
\$10,000 - \$75,000



case studies.



digital video production

Through insightful discovery meetings and full collaboration with Topgolf's sales director and creative director, Storylink Creative updated their Meetings & Events sizzle reel. From this came a need to develop an internal and external sales video library tool they can use in the future.

[Click for Sample](#)

- external sales tools
- video production
- internal education
- video library
- microsite

//

They helped us move from outdated sales tools, to utilizing video and other dynamic tools to tell our story to prospects and clients. They jump in and deliver top notch results with the speed and accuracy any brand would dream of.

- Nick Kopach
Topgolf | Director, National Event Sales



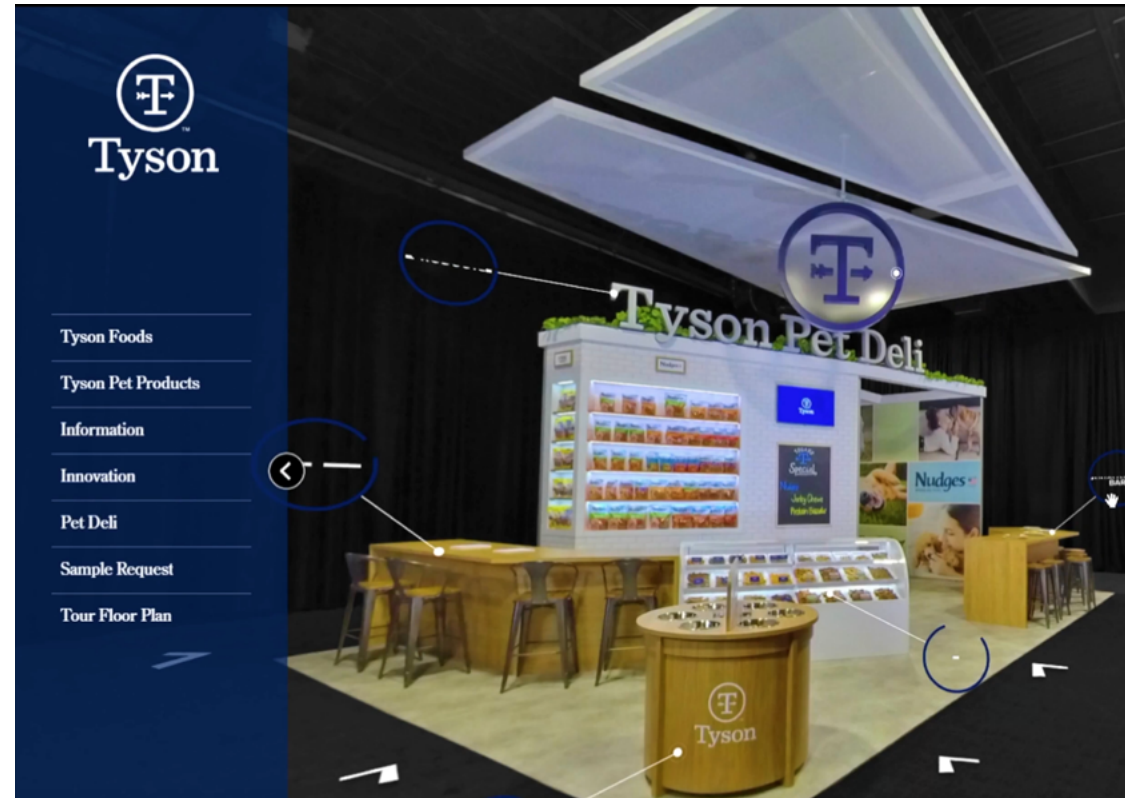
tyson pet

virtual tour microsite & video shoot

Tyson Pet Products needed a way for their sales team to continuously engage with their customers and highlight their innovative products via a digital medium. This tool had to be dynamic enough to translate for use at virtual and hybrid events as well. Storylink Creative was able to setup their entire trade show booth, film the booth with our 360° camera and turn into a virtual booth. We filmed the Tyson chefs talking about their products, and edit the video into about a dozen videos that were clickable in the virtual booth which launched during the Global Pet Expo.

[Click for Sample](#)

- in-booth video assets
- 360 ° virtual booth
- sample request forms
- video assets library
- contact and sales information
- turn-key solution

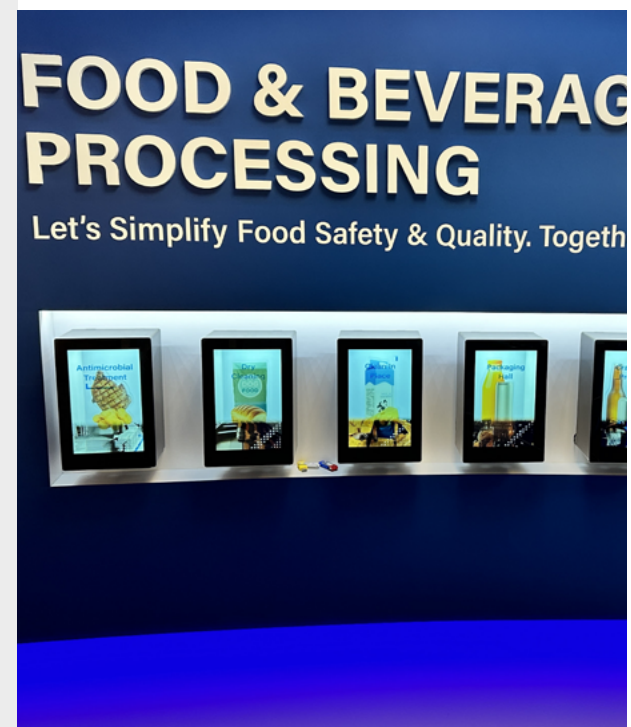


ecolab

content development

Ecolab continues to be on the leading edge of innovation with their products and the way they showcase their solutions to their audience. Through the use of transparent screens, LED Walls, touchscreens, and monitors, Storylink Creative has produced the content for all of these screens. From; storyboarding initial concepts, producing videos, creating touchscreen experiences, live streaming video website data to transparent screens, we were able to take Ecolab's content to the next level.

- custom content development
- touchscreen content
- transparent tv content
- LED video walls
- turnkey solutions

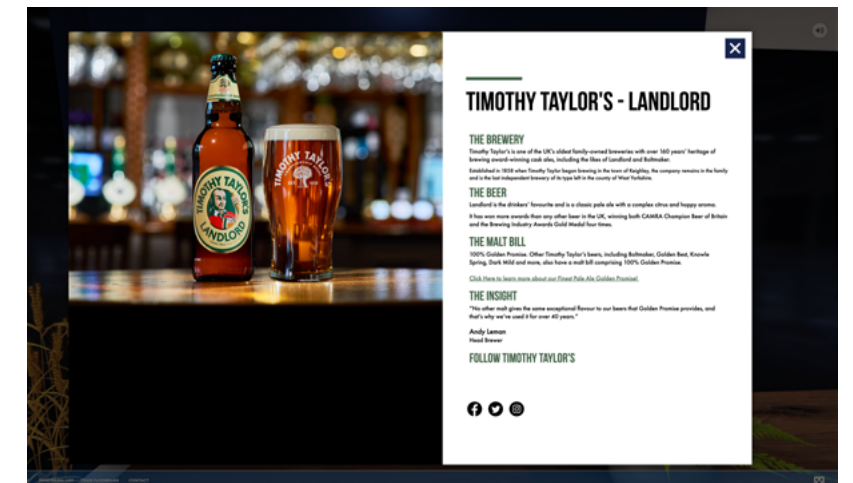
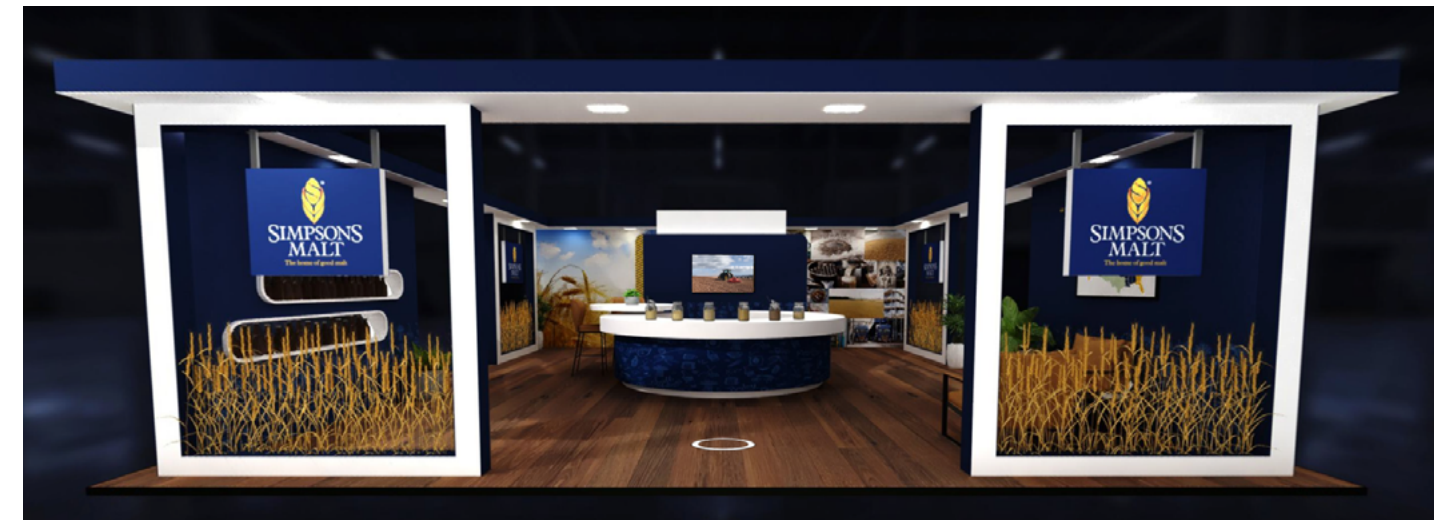


simpsons malt

virtual booth

During the pandemic, Simpsons Malt still wanted to be able to engage with the virtual attendees of the Craft Brewer's Conference. We were able to recreate their international tradeshow booth in a virtual space, adding hot spots that featured videos, educational elements on their brand, sample requests, live chat, and sales contact forms.

- virtual/hybrid engagements
- educational information
- videos
- sample request forms
- live chat
- sales contact forms



inotea

video content development

Inotea was in need of a video sizzle reel showcasing their product line, to utilize on a monitor in their trade show booth. Starting with only logos and minimal can mock-ups, we were able to create an eye-catching video. Utilizing text animation and motion graphics, paired with stylized stock footage, we created content that Inotea was able to use at their trade show booth as well as on their social media channels.

[Click for Sample](#)

- storyboarding
- motion graphics
- audio production
- brand guidelines
- content conceptualing
- fast turnaround



REINVENTING BUBBLE TEA



beyond brand narratives.

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