



Northern Productions Inc.

Custom Displays • Exhibits • Events

EVENT CHECKLIST

Before any event, make sure you do your homework to ensure a successful event. At Northern Productions we take our clients through our vindicated event marketing process to maximize your presence, time, dollars, and ultimately your ROI at your next event. Below is our suggested checklist to ensure you do your due diligence before your next event.

Curious about all of services & where we can help – keep reading to learn more.




EVENT CHECKLIST			
SHOW INFORMATION			
SHOW NAME		SHOW DATES	TO
BOOTH #		SHOW TIMES	TO
INSTALLATION DATE	TO	VENUE	
INSTALLATION TIME	TO	ADDRESS	
MOVE OUT DATE			
MOVE OUT TIME		SHOW MGR.	
BOOTH INFORMATION			
BOOTH SIZE		X	
BOOTH TYPE	Island Peninsula Inline		
BOOTH LIMITATIONS			
PLANNING			
COMPLETE	DEADLINE	OWNER	TASK
		CAPITAL	
<input type="checkbox"/>			Contract Signed and Booth Space Paid
<input type="checkbox"/>			Obtain Floor Plan
<input type="checkbox"/>			Obtain Exhibitor Prospectus / Manual
PR / MARKETING: HOW TO MAX YOUR SHOW ROI			
<input type="checkbox"/>			Social Media Strategy: What platforms, will you post leading up & during the event?
<input type="checkbox"/>			Lead Generation: Contest / Survey? How will you garnish leads or feedback?
<input type="checkbox"/>			Lead Follow up: How will you continue the conversation post event?
<input type="checkbox"/>			Email Marketing Campaign: Will you connect with existing & new customers before & after the show?
<input type="checkbox"/>			Education: What will you show, how will you show it?
<input type="checkbox"/>			Premiums & Giveaways: Will you provide guests with a memorable take away?
SHOW SERVICES			
<input type="checkbox"/>			Labour
<input type="checkbox"/>			Electrical
<input type="checkbox"/>			Lighting
<input type="checkbox"/>			Internet
<input type="checkbox"/>			Sign/Banner Hanging
<input type="checkbox"/>			Material Handling/Drayage
<input type="checkbox"/>			Special Handling
<input type="checkbox"/>			Storage
<input type="checkbox"/>			Furniture Rental
<input type="checkbox"/>			Carpet / Underpad Rental
<input type="checkbox"/>			Drape
<input type="checkbox"/>			Booth Cleaning
<input type="checkbox"/>			Transportation
<input type="checkbox"/>			Forklift/Scissor Lift
<input type="checkbox"/>			Lead Retrieval
<input type="checkbox"/>			Watercooler, Coffee Maker etc.
<input type="checkbox"/>			Floral
EXHIBIT COMPONENTS			
<input type="checkbox"/>			Exhibit Design
<input type="checkbox"/>			Booth Design Approval
<input type="checkbox"/>			Exhibit Fabrication
<input type="checkbox"/>			Graphics
<input type="checkbox"/>			Videos
<input type="checkbox"/>			Tech/Computers/iPads/Terminals
EXHIBIT STAFFING			
<input type="checkbox"/>			Staff
<input type="checkbox"/>			Uniforms
<input type="checkbox"/>			Schedule
<input type="checkbox"/>			Badges
HOTEL & TRAVEL ARRANGEMENTS			
<input type="checkbox"/>			Crew
<input type="checkbox"/>			Staff

COMPANY OVERVIEW



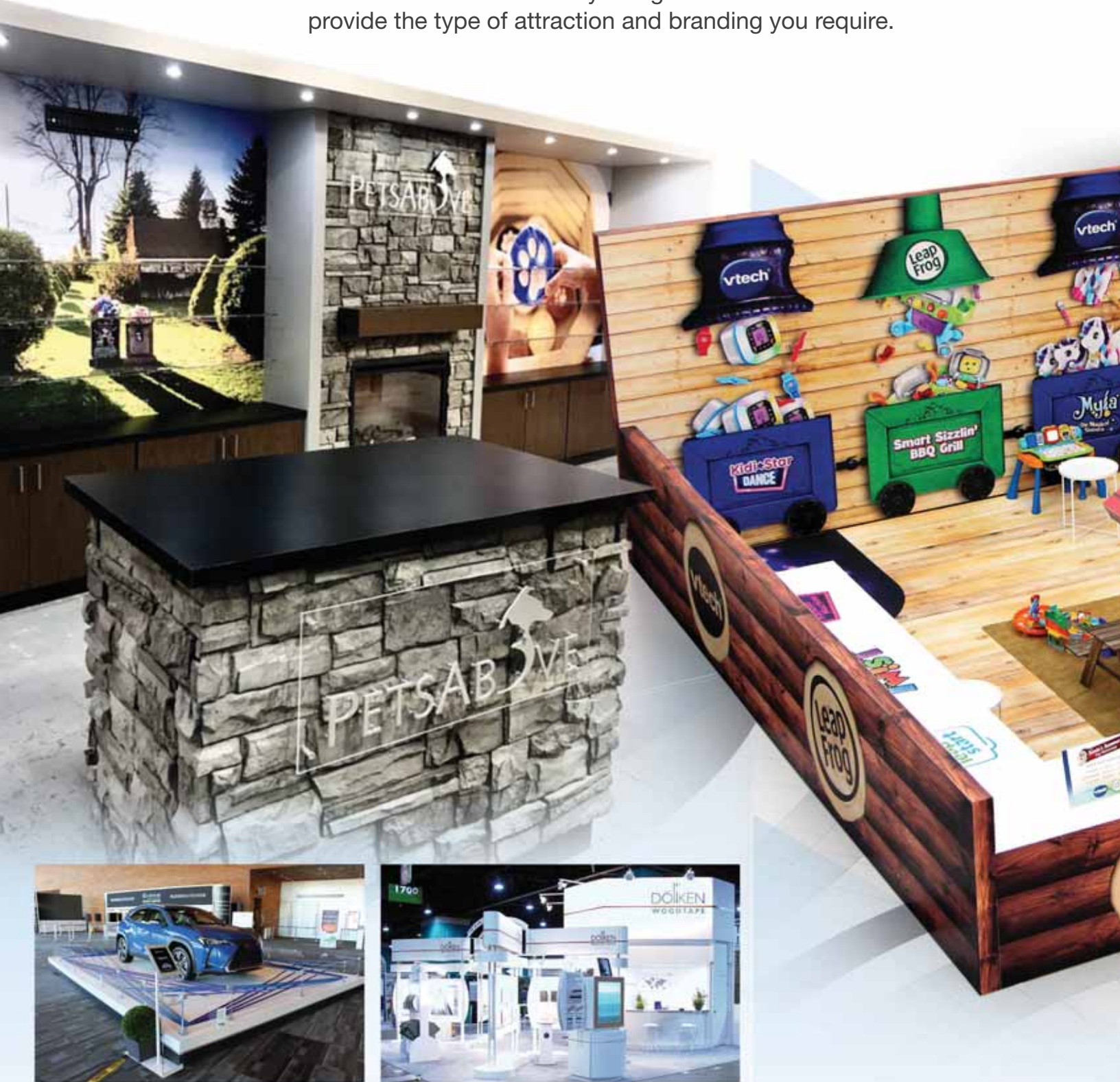
Northern Productions Inc. (NPI) is a proudly Canadian full-service Display & XM company, established in 1987 specializing in Exhibit Design, Custom Fabrication & Experiential Marketing. We are well known for offering a turnkey experience, with premier focus on customer satisfaction & quality craftsmanship.

NPI is built on a solid foundation of leadership, industry experts and a team of dedicated professionals. Our in-house services are personalized to provide solutions in-line with our customers unique needs nationally and internationally.

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 www.northernproductions.com

CUSTOM DISPLAYS & EXHIBITS

With over 30+ years of experience, we specialize in creating custom displays, exhibits and interior environments. Our methodically designed and well manufactured booths provide the type of attraction and branding you require.





We create displays to fit any shape and size imaginable, from large scale 2-storey booths, to smaller more economical 10' exhibits. We utilize a wide variety of materials including wood, metals, fabrics and many other eco-friendly products to create a truly unique and functional display.

FABRICATION SERVICES

Northern Productions is home to an all inclusive fabrication shop. Our qualified carpenters and cabinetmakers custom build to your specific needs exceeding industry standards.

By using high-tech equipment, highly experienced personnel, and with focus on quality, we are able to bring your ideas to life.

Specializing in trade show exhibits, system fabrication, product displays, and store interiors, all aspects of production are carefully supervised & quality controlled from initial cut to the final polish.



DISPLAY SERVICES



Installation and Dismantle

Our trained and certified professionals are here for you to install and dismantle your displays. We have I&D labour crews across Canada and the US. No matter where your show takes you, you can be sure your booth will always be up on time.

Don't let just anyone handle your display, leave it to the professionals!

Project Management

Project management is a carefully planned and organized effort to accomplish a specific objective which includes developing a plan, goals, identifying tasks and how the goals will be achieved.

Our team of highly knowledgeable & experienced Event Management Specialists can handle all aspects of your event execution.

GRAPHIC & EXHIBIT DESIGN

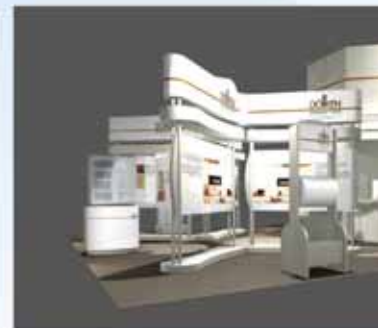
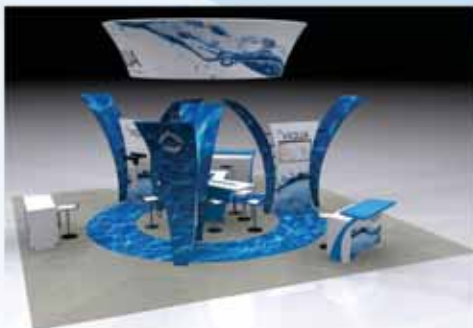
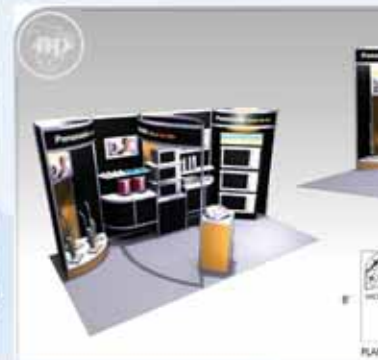
Graphic Design & Production

Our internal team of graphic designers work with industry leading design tools to create captivating and effective solutions for your display and signage needs. Our ability to take your project from concept to the final product is part of our all in one solution. Our extensive in-house production equipment of large format printers, vinyl cutters, plotters and laminators output the highest quality graphics for any graphic/signage applications.



Exhibit Design

Every great exhibit starts with a stunning design. The NPI exhibit designers are among the best in the industry. We carefully and creatively design your exhibits with your brand and requirements in mind. We pay special attention to areas that result in cost savings such as; ease of installation, transportation, materials and flexibility.



DIGITAL SIGNAGE & INTERACTIVE TECHNOLOGY

Digital signage allows you to display key messages to your audience by positioning your brand dynamically. We integrate the power of video and motion graphics throughout your exhibits, delivering our clients customized messages in a direct and impactful way.



PORTABLE DISPLAYS



Having a quality portable display is an easy and effective way to showcase your products and services in many different environments. We can help you select the right portable display that meets your current and future needs, such as:

- Pop-up displays
- Table top displays
- Banner stands
- Tension fabric structures
- Rollable counters
- Event signage kits (tents, flags, posters, etc.) and many more...

RENTAL DISPLAYS



Northern Productions offers a wide variety of in-house rental display options. Whether you're exhibiting at a trade show, conference or other special event, we can provide you with the right display for your needs.

We offer rental booth sizes of:

10' x 10'

10' x 20'

20' x 20'

Custom sizes also available

With our extensive rental inventory, we will find the right display for you at the right price.

EXPERIENTIAL MARKETING

NPI creates tailored event based programs designed specifically to accomplish your product/marketing objectives such as; brand awareness, product education, increase sales, lead generation, etc...complete with full metrics and reporting.

The Northern Experiential Marketing Management team creates and executes custom experiences such as:

- National & Local Sampling Programs
- Automotive Learn & Drives (On-Road/Off Road)
- Trade Shows (B2C & B2B)
- Guerrilla Marketing / Street Teams
- Grass Roots Sponsorships & Charity Events
- Product Training / Education
- Sales + Merchandising
- Social Media Interaction



The "experience" is the difference!



EVENT PERSONNEL



Your front line staff is the most important element when your customer is interacting with your brand. That's why Northern Productions only provides the best Brand Representatives available. We hand pick representatives for events based on casting sheets customized to your goals & objectives.

The perfect brand representative is one who encompasses a customer service focused attitude, has well versed communications skills, an aptitude for retaining product knowledge and shyness isn't in their vocabulary.

Northern Productions provides a wide array of dedicated, dynamic, professional & knowledgeable staff for all types of events including:

- Customer Service Representatives
- Brand Ambassadors
- Drive Team Leaders
- Product Specialists
- On-Site Project Managers
- Professional Instructors/Educators
- Hosts & Hostesses



WAREHOUSING & DISTRIBUTION



Northern Productions offers a vast array of warehousing and distribution services.

Warehousing

Our head office in Mississauga is home to a 28,000 sq. ft. warehouse with additional warehouses in Bolton ON and Edmonton AB. Our warehouses are designed to house almost anything, from large display crates to palletized promotional materials.

Inventory

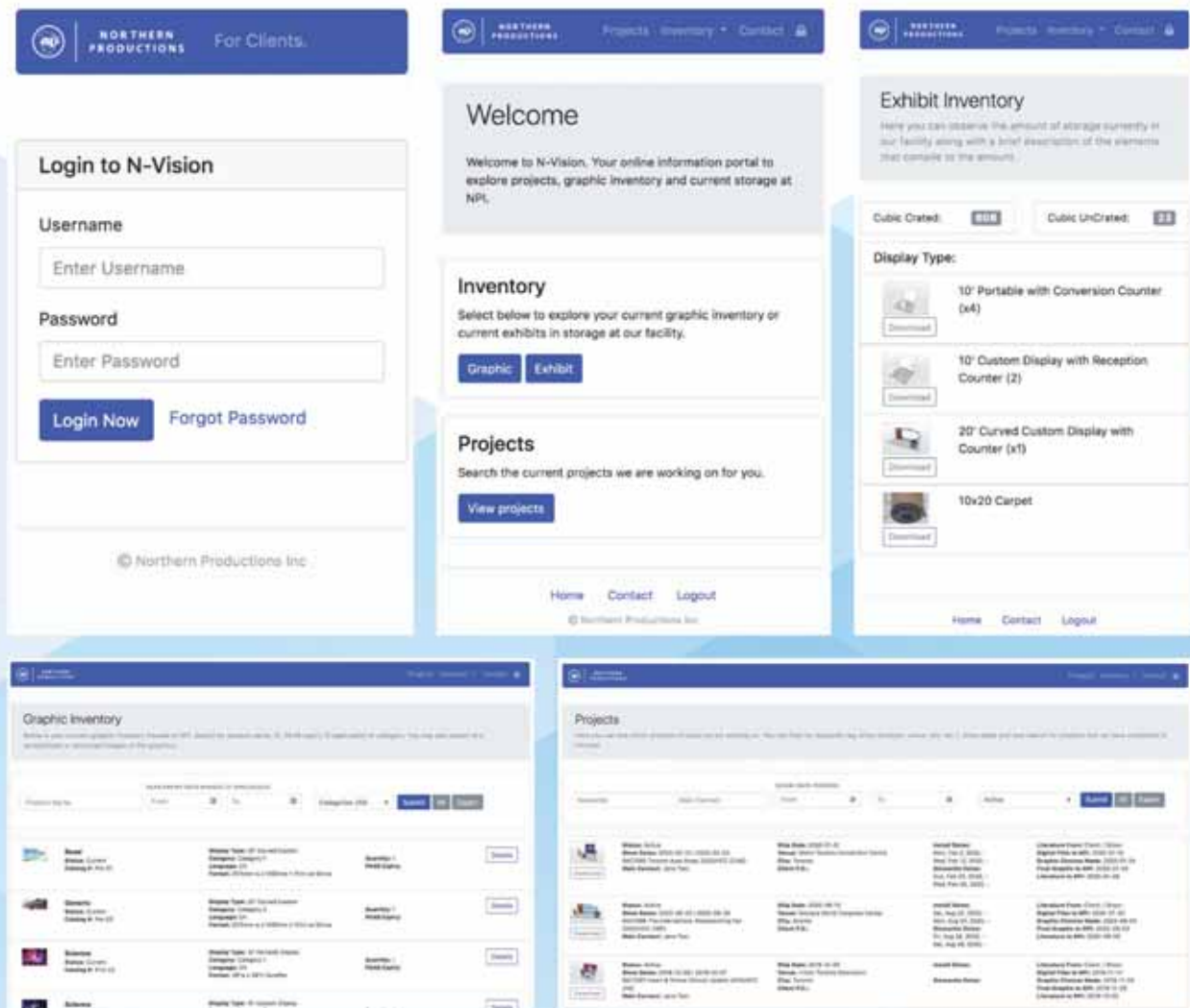
All of your inventory will be photographed and added to our inventory system with reports on usage, condition & quantities. You'll always know what assets are available for your shows. Just send us an email and your order will be shipped. It's that easy!

Distribution

We can ship your displays/assets anywhere around the world. We highly utilize our fleet of vans, 5-ton trucks and big rig to move your displays around to save you time and money.

N-VISION

N-Vision is a web portal built around our internal show management system, that our clients will have access to from any internet connection. It is a secure site with the latest SSL certificates. The purpose of this portal is to make your life easier and more efficient by giving you direct access to your graphic inventory, promotional inventory, exhibit inventory and project details complete with renderings - all in real time. This portal is also intuitive, so you can browse it on any mobile device, and it will format for the smaller screen





Est. 1987
Proudly Canadian



Northern Productions Inc.
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