



Since 1995, EEG has delivered exciting, inspiring events that transform our customers' brands.

“EEG has the heart, mind and muscle to do an incredible job every time—on our smallest and largest events. They have our back every step of the way.”¹

EEG is a global, customer-centric leader in the event management industry. Our experienced, passionate team delivers exciting, inspiring events that embody and shape your brand.

From boardrooms and stadiums to everywhere in-between, EEG's 360-degree approach delivers exceptional experiences. With an impressive 95% customer-retention rate, we serve Fortune 500 companies from diverse market sectors and have operated programs in more than 65 countries.

Our strategic account teams provide dependable, efficient service in the areas of strategic sourcing, travel and program logistics, sponsorship and exhibits management, and more.

WHO'S GOT YOUR BACK?

With 20+ years under our collective belt, we understand how to shape brands through world-class events. From small board of directors meetings to huge conferences with 20,000 attendees, we'll put our strategic and creative experience to work for you. We've also got a global network of best-in-breed partners who help us provide you with outstanding service and value.

Our experienced, passionate team is customer-obsessed, which means we'll always go the extra mile to deliver the perfect, custom-tailored event for your team.



EEG manages hundreds of programs around the globe every year. Global reach, local presence.

COUNT THE WAYS YOU CAN COUNT ON US.

- 1. We deliver outstanding results.**
This promise is reflected in our listing as one of the largest, most influential event companies by CMI, for 10 years running.
- 2. We make your life easier.**
Our team of experienced, trusted consultants knows how to get the job done.
- 3. We get it.** We care about you and your business and have the industry relationships to provide relentlessly outstanding service and value.

EEG SERVICES

EEG Strategic Sourcing

In this business, it's all about who you know. Because EEG has managed events in more than 85 countries and has forged hundreds of industry relationships over the past 20+ years, we are able to deliver greater buying power and selection at the most competitive prices. Our strategic sourcing team will present innovative, cost-effective event recommendations to meet your business challenges.

Our tools and technologies include a sourcing tool with more than 200,000 venues. This means we can capture the most up-to-date property details and historical purchasing data and find best-fit venues for your programs. Combine this with our volume of purchasing power for Fortune 500 customers, and you get the best venues and cost savings available.

EEG Program Management

There's no task too large or small. Your dedicated EEG operations team will manage all of your program details and logistics from planning through onsite execution. Then we'll deliver a comprehensive post-program review.

Our comprehensive planning tools and processes ensure that every event specification is captured, managed and distributed to the right people during your event. We'll manage every detail, from strategy, logistics and staffing to VIP arrangements, speakers and entertainment, so you can focus on delivering your key message.

EEG Registration

Redefine your event's registration experience. Our in-house registration team and technology streamline and optimize registra-

tion for your event. Time and again, our clients tell us that the relationships their attendees build with our registration team play a major role in delivering a flawless, memorable event.

We deliver comprehensive data management through our proprietary EEG Event360 Management Software, with a focus on outstanding customer service. A few of our registration services include concierge center, hotel and room block management, finance reconciliation, sponsor and speaker registration management, badge fulfillment, and post-program surveys and reporting.

EEG Travel Services

You're going places. We know how to get you there in style and comfort. Our seasoned in-house concierge staff understands every customer is a VIP. You get a highly experienced in-house staff of certified travel agents who are focused solely on your event. Our team rapidly responds to changes and provides your attendees with information as soon as it's available. We also negotiate optimal air blocks and the most cost-effective airfares.

Our air and concierge travel services offer a high-touch, concierge-style experience. This includes helping to manage booking and ticketing, seat assignments and boarding passes, budget, corporate risk and compliance, charter flights, VIP travel and more.

EEG Tradeshow and Sponsorship Management

Showcase your solutions. Our experienced tradeshow and sponsorship management team drives customer and sponsor success. Our tradeshow management team members are industry veterans who have worked on all sides of the tradeshow spectrum, from

contractor to exhibitor to show producer. We understand sponsorships and tradeshow as a vital component of your event.

We manage everything from show floor design, budget, booth and tradeshow contractor management. And we work with your sponsors to ensure they build ROI and want to return to your event year after year, through prospectus development and sales support to contract administration, white-glove treatment for premier sponsors and onsite implementation.

EEG Event360 Platform

Turn your event around with Event360. We built our Event360 Management Software for ease of use and efficiency. Unlike most Software-as-a-Service (SaaS) solutions, Event360 is customized for your event and sold as one complete service. This means you pay for what you need and nothing more.

Event360 is more easily integrated with your existing technologies, such as CRM and marketing automation suites, than any other system on the market. This creates a seamless flow of data during your event and to your other business processes. Finally, our platform is design-centric, so your website and registration system reflects your corporate and event brand.

ABOUT EEG

EEG is a global, customer-centric leader in the event management industry. Since 1995, our experienced, passionate team has delivered exciting, inspiring events that shape today's brands.

¹Sara Leeder, Senior Manager, Global Sales Events, Autodesk

