



# TERRACOM

**TERRACOM** is a full-service communications and event-planning firm, certified as an 8(a) concern and on the GSA Schedule No. GS-23F-0093L, SIN 738-3, for Trade Shows/ Exhibits and Conference and Events Planning Services.

**TERRACOM** offers, within the flexible environment of a small business entity, a highly specialized talent pool with extensive experience in communications, event planning and management, marketing, and media relations.

**TERRACOM** has a proven track record in the design and execution of high-end venues and large-scale thematic events. These include meetings ranging in size from a dozen to well over one thousand participants, and in scope from roundtable discussions to town hall meetings, interactive forums, summits and breakouts, training seminars, focus groups, media events, and award ceremonies.

Since its creation, **TERRACOM** has acquired a solid reputation for excellence and customer satisfaction and has earned Dun & Bradstreet's "outstanding" ranking in its client-wide past performance evaluation.



## WHAT WE DO

### Site Selection and Coordination:

Identify properties; perform on-site capabilities review and cost analysis; negotiate contracts; monitor and update all requirements and specs; and interface with all vendors and in-house departments.

### Promotion and Marketing:

Identify and compile databases; create, design, and produce promotional materials, save-the-date cards, registration brochures, pamphlets, Websites, invitation letters, and scheduling proposals; develop press strategies, including media advisories, press releases, satellite media tours, and radio actualities; develop broad and highly customized electronic promotional campaigns and large mailings to targeted audiences.

### Registration:

Perform comprehensive registration services, including online and pre-registration as well as onsite and post event. Provide all related products and services: conference bags and mementos, badges and tent cards, database maintenance, customized itineraries, confirmation letters, receipt of conference fees and reconciliation of accounts, reports, queries, etc.

### Information Sessions:

Develop, in coordination with the client, the focus and format for information and working sessions, including plenary and general sessions, summits, forums, symposiums, training workshops, breakout sessions, and town hall meetings. Propose tools and strategies for session format and information capture, including an array of audience response systems. Develop, distribute and analyze evaluation forms.

### Speaker Support:

Identify, invite and brief speakers, moderators and keynote speakers. Organize travel and accommodation requests. Facilitate panel coordination and provide presentation design and layout.

### Audio Visual Support:

Provide a comprehensive range of products and technical services to support meetings and events of all sizes, from simple presentations to broadcast-quality programs with state-of-the-art light and sound support, staging, and video production and projection.

### Writing and Editing:

Provide a wide range of writing and editing services, including general and VIP correspondence; promotional materials; conference materials and programs; and scripting and speechwriting.

### Graphic Design, Printing, and Reproduction:

Manage layout, design, and production of all materials.

### Website Development and Maintenance:

Create, design, and upload dynamic and user-friendly Websites that provide event content, registration and related tools, including virtual trade shows, attendee networks, remote learning, chat rooms and video and audio streaming.

### Trade Fairs and Exhibits:

Organize and manage all aspects of expos and trade fairs, including coordination with the decorating company, distribution of exhibitor kits, shipping of materials, booth allocation, and load-in and move-out schedules.

### Support Services:

Provide audio taping and sales; video taping and sales; photography; transcription; translation; and executive summaries.

### Event Production:

Provide and monitor all production needs for events of all sizes and levels, including custom staging; state-of-the-art lighting and sound support; video production and projection; animated graphics; show rundown, scripting, and speechwriting; and stage production.

### Wrap Up:

Thank you letters, analysis of evaluation forms, reconciliation of accounts and event budget, and final report.

information venues



trade shows



# production



# special events

