



Mactivity *Inc.*

Full-Service Event Consultation
Production and Management

*Producing world class events that are presented with
imagination, innovation, are on time and in budget.*



MactivityInc.

“Allow us the opportunity to apply our expertise to your event, leaving your staff available to perform their primary job functions.”

Mactivity ... your complete event solution.

Mactivity Inc. is a full-service event consultation, production, and management organization catering to the technology industry. Mactivity has been producing company owned trade-shows and conferences since 1988, as well as offering our customizable services to outside organizations that contract with Mactivity to produce branded events for their organization.

IMAGINATION

Marketing and producing a successful event take more than just quality content. Your event needs to stand out. Such things as branding, promotion, corporate sponsorships, themed exhibits, social activities and staging all work together to make attendees feel like they're part of something exciting ... something that they *want* to attend, and something that they will return to year after year.



INNOVATION

Many times the most obvious solution to a problem isn't always the best solution. Mactivity's background is in technology. We pride ourselves in being able to apply technology to many of the challenges faced in producing an event, and translating those challenges into solutions that not just work, but are innovative, effective and work to the benefit of our clients *and* the attendees.

ON TIME AND IN BUDGET

Mactivity can provide your company with a turnkey solution to putting on an event. Our proven event management processes and tools keep you from having to 'reinvent the wheel' and therefore save both time and money. In addition, using Mactivity requires fewer people on your staff to manage, fewer contractors to negotiate with and financial planning that is second to none! All of this adds up to events that are delivered on time and in budget.



OUR SERVICES



Event Management

Event management begins with an understanding of our clients expectations and goals for an event. Our team will then work hard to ensure that those goals and expectations are met and exceeded. We will handle all aspects of your event from developing budgets, managing logistics, securing venues and planning special receptions, to catering, transportation, special activities and entertainment. Let us apply our expertise to make your event as fun as it is educational and informative.



Technical Production & Décor

The ability to create a memorable event is not only about great concepts, but making those concepts a reality through technical expertise. When effective communication is critical, leave the technical details to us. Mactivity will assign a technical producer to coordinate and manage all pre-show and on-site technical aspects of your event from stage sets, prop rental and stage management, to A/V engineering, video production and broadcasting.



Registration & Attendee Services

Mactivity has extensive experience in all aspects of both pre-show and on-site conference registration & attendee services. An attendee's first impression of an event is through the registration process, and we take great pride in creating custom event operation systems for each of our events that are both efficient and customer friendly. Our professional staff is capable of meeting all registration and attendee service needs.



Creative Services

An integrated marketing brand, as well as an overall 'look & feel' is essential to the success of any event. Mactivity can work with your existing corporate branding, or design something completely new, to create a complete package that includes event printed material, electronic marketing assets, onsite deliverables, and onsite decor. Together, this will give your event a professional look and create brand recognition in your industry.



Speaker Services

Mactivity has experience in working with high profile presenters and understands the importance of their participation in your event. With our professional and well organized staff we can ensure that your presenters will be well-informed and prepared for your event. We work with speakers on an individual basis to make sure that all special needs are met.



Exhibitor Services

Mactivity understands the importance of exhibitor and sponsor relations. We can help our clients manage exhibitors both pre-show and onsite to help prepare them for a successful event. Our services range from exhibit and sponsorship sales, to accounts receivable and floorplan management, to creation and distribution of service kits, managing deliverables and acting as an onsite liaison between exhibitors and decorator during setup and tear down. We do it all!

For additional information, visit our website at
<http://www.mactivity.com>

OUR EXPERIENCE

In addition to the company owned shows that Mactivity designs, manages and produces, we have also worked with a broad range of technology based organizations in helping to bring their vision of a custom branded event to reality. The range of services Mactivity offers can be mixed and matched to meet the specific needs of your event and organizations existing infrastructure. Contact us today to find out how Mactivity's experience can bring your event to life!

Apple

World Wide Developers Conference, QuickTime Live

IDG World Expo

Macworld

Internet Industry Magazine

NetVenture

ISP Consortium

Internet Service Providers Forum

Mactivity, Inc.

*Mactivity Conferences, Mactivity/Web, Mactivity/CEO,
The Internet Security Conference*

NEC

SOCKS DevCon

Pulver.com

Voice on the Net, VON Europe, Video on the Net, One-on-One with Jeff Pulver

Softbank Expos

Interop, Interop.com

TeleChoice, Inc.

Loop

Verity, Inc.

Search

Xilinx, Inc.

*XtremeDSP, The Terabit Networking Forum, Programmable World
Metro Optical Networking Forum*