

VIRTUAL PRODUCT LAUNCHES & TRADE SHOWS



Product launches and trade shows are vital industry events leveraging a momentous day to engage an excited audience.

Make a significant debut with an impressive announcement on our vibrant Presentation Stage, with a brilliant screen offering the perfect pedestal for showcasing features.



Virtual trade shows can recreate the 'floor experience' and allow your audience to explore and engage with recorded content or live sessions with informed reps.

Keep the focus clear with a webcast platform, or create a dynamic 2D or 3D website and replicate the anticipation of sitting down in a theatre to watch the important reveal at just the right time.

The Globe and Mail Centre has been home to hundreds of incredible awards presentations. Our state-of-the-art facilities are now perfectly setup to record, stream and bring your product launches to life, with the fun and vibrancy of a live trade experience. Our skilled team can help you with the details of your creative plan and find the best solution for your event objectives - and your budget.

Our product launch and trade show packages allow you to plan an engaging and rewarding event featuring:

- An easy-to-use, secure **webcast platform** with a focus on the streamed program content, plus customizable features such as networking chat, Q&A and social media streaming. Or, we can help you design a vibrant **interactive event website** replicating the physical space and clickable event options like vendor booths, demos, music, photo booths, networking and sitting down in the main event hall to watch the presentation proceedings.
- Flexible options for creating **professional video of your presentations**, (pre-recorded and/or streamed live during your online event) from an elegant setting with top-notch recording and broadcast technology. Advance and on-site rehearsals help ensure everyone is at their best. Editing services are available for pre-recorded video, allowing you to finesse your finished product.
- All video streaming includes a choice of branded and customizable video **screen layouts**, with logos and inserted titles to feature a range of looks, including sophisticated layout choices for:
 - Full screen presenters, single presenters with slides, and full screen slide content
 - Panels or interviews with multiple guests with feeds from the event venue or remote locations
- An **expert technical and events team** to help you map out your agenda and create your streaming strategy.

Elegant Space to Stage and Record Presentations

We are pleased to offer you **two different space options** to capture your trade events and run through your live event with your important company procedures. Spaces can be booked individually or in combination, for event pre-recording and live streaming.



THE PRESENTATION STAGE

Make an impact with our impressive and vibrant stage for presentations. Perfect for captivating your audience (pre-recorded, live or a combination) or the day-of live event host, you will deliver a remarkable experience for your guests.

PACKAGES INCLUDE

- A state-of-the-art virtual presentation space
- 10' x 22' curved LED screen with 2.5 mm pixel display
- 8' x 24' stage with black skirting
- Dedicated production manager and expert onsite technicians
- Digital graphics and branding design consultation
- Two fixed HD cameras with operators
- One lav, handheld or podium mic per presenter
- Broadcast lighting, stage wash and LED effect lighting
- Digital or acrylic podium
- Two program and preview monitors
- Teleprompter
- Chair, table and podium options



THE VIDEO STUDIO

The studio is a more modest option to pre-record presentations or host day-of live announcements. Pre-recording allows for multiple rehearsals and takes to ensure your message is perfect, and then videos can be streamed alongside a live-to-air moment.

PACKAGES INCLUDE

- A high-caliber, purpose-built, professional recording environment
- Dedicated AV production manager and expert onsite technicians
- Two high definition cameras with a dedicated operator
- Live audio and video mixing with a dedicated technician
- Green screen with choice of HD virtual set, or a classic drape background
- Digital or acrylic podium, chairs, stools and side tables
- Broadcast lighting
- One lav microphone per speaker
- Program monitor and teleprompter
- Stage, chair and table options

*Customized equipment and AV services are available upon request.

Seamless Streaming to Connect with Your Attendees

EPIQLive, our **webcast platform**, is perfect for streaming a presentation, offering your participants a clear and straightforward experience to watch the program and participate in the conversation.

If you're looking for a more robust online experience, we can recommend great options for creating **a custom 2D or 3D event website**, or we can stream your event into the **platform of your choice**, working directly with your platform provider.

EPIQLIVE WEBCAST STREAMING

- Attendee registration via Eventbrite or authenticated password options.
- Q&A, moderated comments or unmoderated chat options, polling and more
- Simultaneous streaming and recording
- Real-time technical support for speakers and viewers

A Sophisticated Event Venue and Professional Events Team

Plan with the peace of mind that comes with knowing our **exceptional team** will ensure the event is designed and executed to the best standards. We'll take care of all the details behind the scenes so you can enjoy your important program.

OUTSTANDING EVENT SERVICES INCLUDE

- A dedicated Event Manager who knows our space inside and out, and has the best tips and tricks for a phenomenal virtual event, along with your day-of event staff who are passionate about ensuring your event is a success
- Beverage services from pop and juice to coffee and tea to bottled flat and sparkling water
- Select a customized menu from our **exceptional catering partners** who will directly work with you on nourishing options
- Kindly note there are no additional gratuities or service charges on our venue services

A virtual product launch and trade show created at The Globe and Mail Centre is sure to deliver strong and memorable messaging. We're here to ensure your audience (near and far) is impressed by the entire experience, and, most importantly, we make sure your planning is easy and your day is perfect..



To request a proposal please visit

globeandmailcentre.com/virtual