

# Taylor

L I V E

EVERYTHING IS POSSIBLE.



# WE ARE A GLOBAL BRAND EXPERIENCE AGENCY.

TAYLOR IN 60 SECONDS



EXHIBITIONS

DIGITAL EXPERIENCES

B2B EVENTS

XM/MOBILE

CULTURAL ATTRACTIONS

RETAIL/INTERIORS

LG OLED TV<sub>4K</sub>





# THERE'S SOMETHING ABOUT TAYLOR.

See what industry experts are saying about us.

*“They always go above and beyond for us, and that’s why we choose to work with them time and time again.”*

–Marianne MacNeil  
Manager, Event Marketing  
**BMW**

*“The technology menu is razor sharp, and Taylor’s hyper-efficient fabrication process and financing model allow it to consistently churn out killer exhibits at reasonable prices (and shocking speeds) for some of the biggest brands in the world.”*

–Event Marketer Magazine  
**Top 50 North American Fabricators (Fab 50)**



# Exhibitions



CHEMISTRY THAT MATTERS™

سابك  
sabic

سابك  
sabic

سابك  
sabic

سابك  
sabic

Healthcare



EXHIBITIONS



CELGENE ASH Annual Meeting

SOME OF OUR WORK

# CELGENE ASH ANNUAL MEETING



Celgene's new hematology healthcare exhibit simplified their branding, made it easier to navigate the space and engage with the brand – all while reducing weight and I&D time by almost 40%.

Attendees were informed and engaged by a custom arcade game, videos displayed on huge interactive 8ft x 26ft curved LED walls, an interactive and educational arcade inspired video game, and HoloCube used to demonstrate floating tumor cells.



D I G I T A L   E X P E R I E N C E S

SOME OF OUR WORK

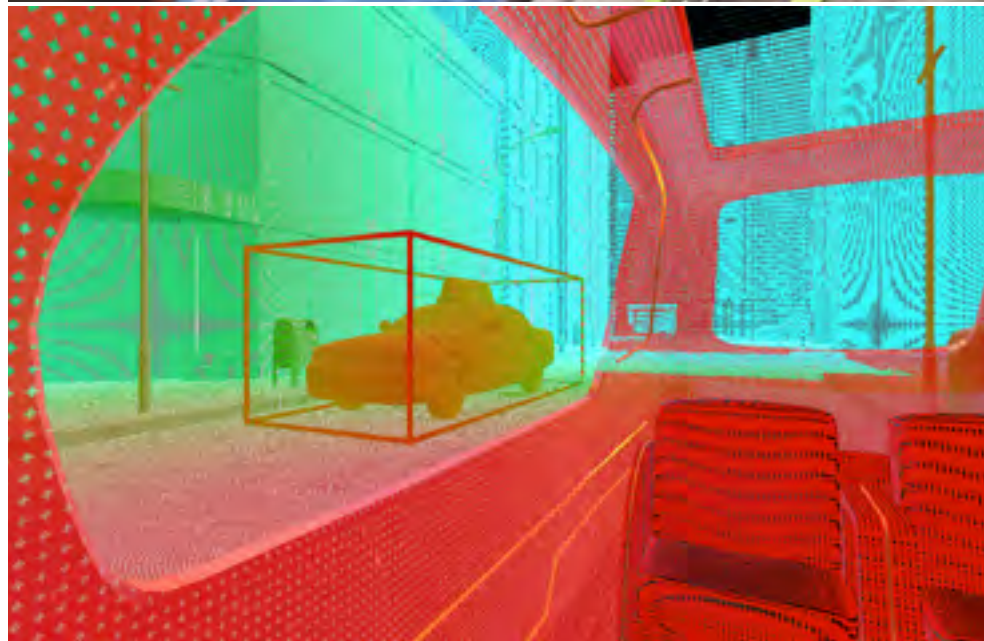
# Digital Experiences

Consumer Electronics Show

TAYLOR LIVE



# OSRAM SYLVANIA CES



A Hologram of OSRAM's CTO guided attendees on an interactive VR tour, showcasing first-hand the differences OSRAM's new technologies make in the best possible way —by experiencing them.

Building on OSRAM's previous VR success at CES in 2017, this specific application aimed to humanize the brand with guided aspect of the tour.





# B2B Events





# SAMSUNG DEVELOPER CONFERENCE

Samsung asked The Taylor Group to handle a scope of services previously divided among several agencies. Taylor was contracted as the agency of record, building on our prior experience of working as the event's fabricator, by offering BOTH turn-key Event Management and fabrication services.

Services included: built environment, audience acquisition, registration, housing, sponsorship, social events, security, venue, F+B, management of breakout sessions, logistics and labor, budget and ancillary program development.

Samsung challenged us to create an epic cultural event and not just a corporate networking forum.

The theme was focused on Samsung's bold vision of the future – where the nexus of technology and humanity drive innovation that serves the greater good.

Three floors of the Moscone Center (San Francisco) were transformed into an immersive environment where feature installations, environmental graphics, and facade lighting articulated Samsung's "Connecting the Future Everywhere You Look" message.

Social media and marketing efforts increased registration by 18% from the previous years.

Results were 4,000+ attendees, 213 speakers, 72 breakout sessions, 8 hands-on workshops, 14 theater sessions and millions of social media impressions.





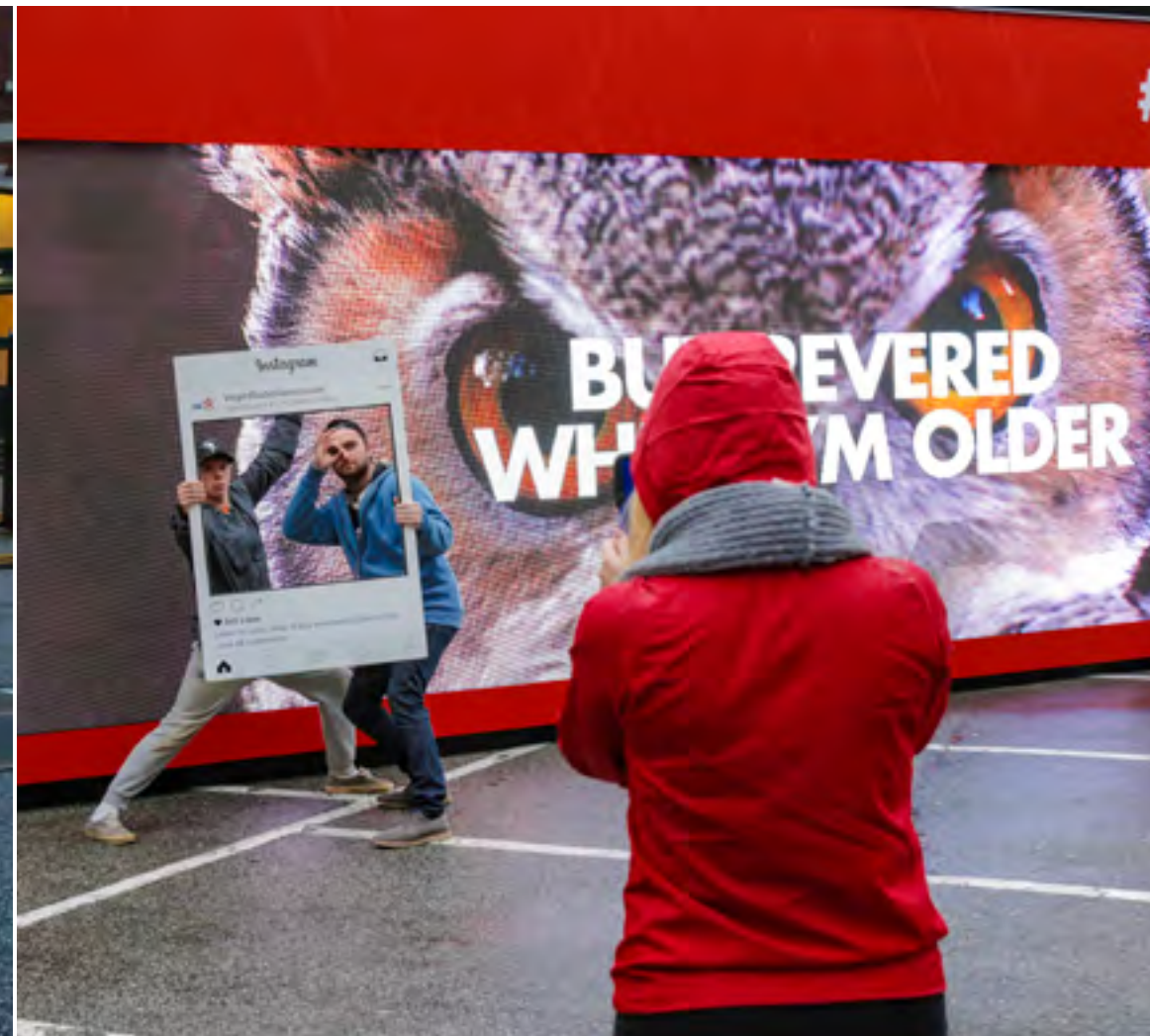


SAMSUNG Developers Conference



# XM Mobile





# KIA REDCUBE

This 900 square foot activation created an interactive, branded experience designed to engage and surprise visitors.

Two 30' LED screens, rear projection on switch glass and projection mapping (spatial augmented reality) highlighted Kia's newest vehicles.

Direct Client INNOCEAN



# Cultural

# Attractions





# CANON EXPERIENCE CENTER



Canon re-envisioned its retail store customer experience.

Designed in a circular layout, the 6,600 square foot space included interactive touchscreen tables, a classroom for seminars and a digital photo gallery. Origami still-life vignettes and scenic landscapes were displayed throughout for guests to photograph while experimenting with different cameras, and lenses.

Canon Experience Center won a Silver Event Design Award for Best Permanent Installation from Event Marketer Magazine.





SO FAST  
IT COMES WITH AN AIRS

Retail Environments



# FERRERO ROCHER

We partnered with multiple agencies to realize their vision of pop-up retail for Ferrero Rocher.

Intended to change customer perception of The Ferrero Rocher brand, the pop-up store went live during the Christmas season with the thoughtful gift giving theme at its core.

Direct Client  
**PROOF EXPERIENCES**  
(formerly Free For All Marketing)







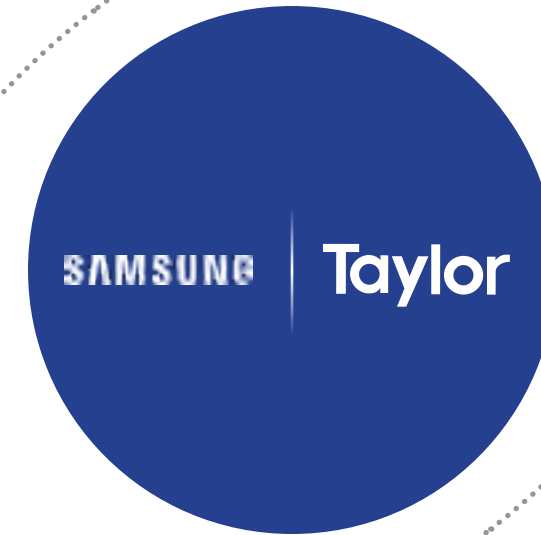
**SAMSUNG DEVELOPERS CONFERENCE**  
Private Tradeshow Exhibitions and Developers Conference



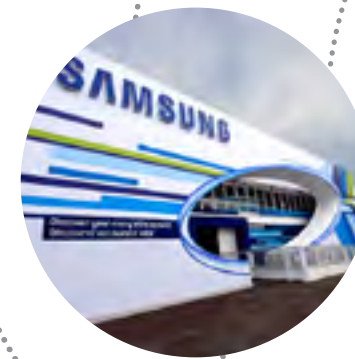
**TED**  
TED Conference  
for #TheNextAmazement in tech



**GEAR S2 LAUNCH**  
20ft x 20ft Retail Activation  
Direct client **McKINNEY**



**CONSUMER ELECTRONICS SHOW**  
40ft x 55ft Tradeshow Exhibit



**WINTER OLYMPICS**  
Samsung Pavilion



**TIZEN**  
Private Developers Conference



**#GALAXYLIFE**  
Coast-to-coast 5-stop XM mobile tour  
Direct Client Mosaic

# ONE UNIVERSE.

The key to successful program centers around our relationship with the client.

No matter the scale or type of project that is pulled into orbit, from XM/mobile and retail pop-up activations to private conferences and trade-shows, we will work together with you to tell your brand story and provide a stellar experience.



# FABRICATORS SINCE 1931.

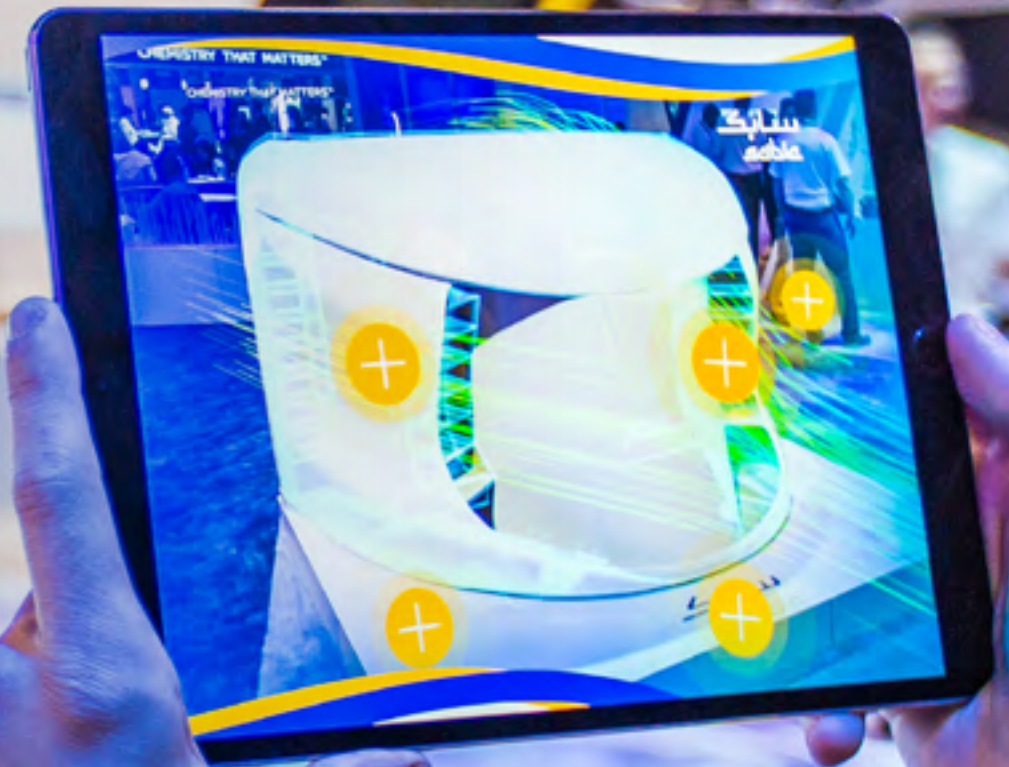
700,000+ square feet of state-of-the-art manufacturing facilities. Our fabrication services include metal, wood, paint, prop and fabric shops as well as graphic production.





# DIGITAL INNOVATORS OF TOMORROW.

We think fluidly between physical and digital spaces to design compelling brand experiences. The talent and skill of our team enable us to work along the leading edge of interactive design and development.





# WHY CHOOSE TAYLOR?

## TURN-KEY SERVICES

Shrink your vendor list with total solutions from end-to-end

## 85+ YEARS OF PROVEN EXPERIENCE

Since 1931, Taylor has constantly improved and refined its manufacturing

## OUTSTANDING CREATIVE

From concept to finished product, we are driven by our passion for award-winning experience design

## CONFIDENCE AND TRUST

From concept to finished product, we are driven by our passion for award-winning experience design

## COST COMPETITIVE

Family owned since inception, our single ownership business structure makes us extremely nimble and financially stable

## IN-HOUSE TECHNOLOGY

Interactive Experiences include custom virtual + augmented reality, as well as multi-touch experiences

## IN-HOUSE MANUFACTURING

700,000+ square feet of state of the art service facilities



# WE ARE AMONG THE MOST SKILLED AND EXPERIENCED IN THE INDUSTRY.

In-house services include:

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ENVIRONMENTAL DESIGN

EVENT PLANNING & MANAGEMENT

LEAD GENERATION

CUSTOM REGISTRATION SOLUTIONS

INTERACTIVE TECHNOLOGY EXPERIENCES

FABRICATION

GRAPHIC PRODUCTION

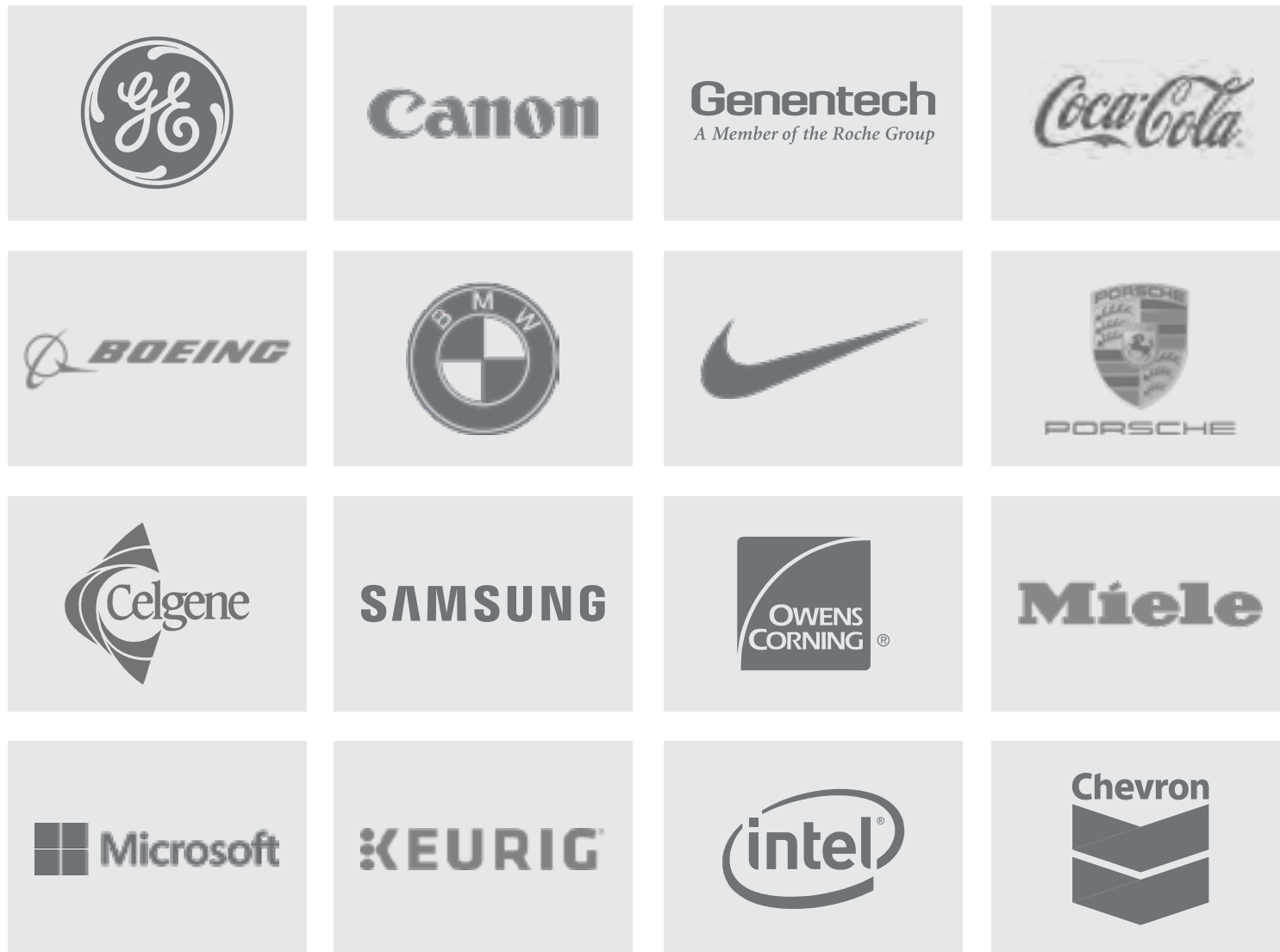
SITE SERVICES

MEASUREMENT & REPORTING





# YOU'RE IN GOOD COMPANY.



## LET'S WIN TOGETHER.

### INDUSTRY

- IT List (Top 100 Event Agencies) 9 years
- FAB 50 (Top 50 Exhibit Fabricators) 3 years
- Top 40 Exhibit Producers for awards
- Experience Design Awards (Best Branded Experience)
- Event Technology Awards
- EX Awards
- Exhibitor Design Awards
- Stevie's International Business Awards
- REGGIE Awards
- PROMO Awards
- effie Awards
- Graphic Design Awards

### CLIENT

- Intel Marketing Innovation Awards Grand Prix
- Owens Corning Spirit of Partnership Award



WE ARE A **PRIVATE COMPANY** **85+** YEARS AND GOING STRONG



OFFICES IN...

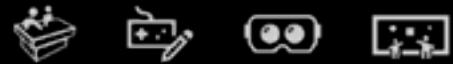
**BOSTON**  
**CLEVELAND**  
**LAS VEGAS**  
**ORLANDO**  
**TORONTO**

**GLOBAL REACH** TO OVER

**40+** COUNTRIES

IN HOUSE

**INTERACTIVE R&D**



TAYLOR

HAS MORE THAN

**300+**

**FULL-TIME EMPLOYEES**

**A WORLD WIDE NETWORK**

**700,000+**



SQUARE FEET OF STATE OF THE ART FACILITIES

WE WORK WITH OVER **30** OF THE TOP **50** BRANDS OF THE WORLD

WE PRODUCE **1,000s** OF BRAND EXPERIENCES EVERY YEAR

**LET'S CREATE SOMETHING MEMORABLE TOGETHER.**

[info@taylorinc.com](mailto:info@taylorinc.com) | 800.605.6519

BOSTON | CLEVELAND | LAS VEGAS | ORLANDO | TORONTO



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