



BUILDING IDEAS. BUILDING BRANDS.

ASTOUND | 2016

For further questions visit us online at www.astoundgroup.com or email us at info@astoundgroup.com

ASTOUND

ASTOUND

COMPANY OVERVIEW

TRUSTED BY

QUICK FACTS

ACROSS THE GLOBE

AWARDS & RECOGNITION

AREAS OF EXPERTISE

EXECUTION PROCESS

INVENTORY MANAGEMENT

OUR PROMISE

LEADERSHIP

PROJECT PROFILES

DESIGN CONCEPT

WHY ASTOUND

CONTACT



**WE LIVE TO DREAM
THE IMPOSSIBLE,
CREATE THE UNEXPECTED
AND DARE TO BE
EXTRAORDINARY.**

**ONTARIO'S
CELEBRATION ZONE**

ONTARIO
Government



**ASTOUND IS AN AWARD WINNING
DESIGN & FABRICATION HOUSE
BUILDING BRAND EXPRESSIONS,
EXPERIENCES & ENVIRONMENTS.**



**WE USE DESIGN AS AN ASSET TO CREATE RICH BRAND
STORIES THAT PEOPLE INTERACT WITH AND SPARK
CONNECTIONS BETWEEN THEM.**



ABOUT US



200,000 SQ FT
COMBINED PRODUCTION
AND WAREHOUSE SPACE



ESTABLISHED IN
2001

DELOITTE'S
BEST MANAGED
COMPANY



130+
EMPLOYEES ACROSS
NORTH AMERICA,
ASIA AND EUROPE



29+
COUNTRIES



DEDICATED DESIGN &
CREATIVE STUDIO



Syniverse



350+
HAPPY CLIENTS



Coca-Cola



NVIDIA



REVOLUTIONARY
ONLINE INVENTORY
MANAGEMENT SYSTEM



VU



SPECIALTY
FABRICATION
EXPERTS



TURNKEY PROJECT
MANAGEMENT



PORSCHE



VU

TRUSTED BY



ACROSS THE GLOBE

DESIGN & CREATIVE STUDIO

Toronto, Canada

OFFICE & PRODUCTION FACILITY

Headquarters
Oakville, Canada

BUSINESS DEVELOPMENT OFFICE

San Francisco, CA

OFFICE & PRODUCTION FACILITY

Las Vegas, NV

◆ GLOBAL CAPABILITIES



AWARDS & RECOGNITION



Canada's 50 Best Managed Companies is the country's leading business awards program, recognizing excellence in Canadian-owned and managed companies with revenues over \$10 million.

Years Awarded: 2013, 2014



The annual Profit 500 is the definitive ranking of Canada's Fastest Growing Companies.

Years Awarded: 2013, 2014, 2015



Best Places to Work in Events recognizes the agencies and partners that deliver the best work experiences, provide the most employee support and have superior office environments and cultures across the industry.

Years Awarded: 2015



Fab 50

The editors of Event Marketer and Event Design came together to introduce the first editorial collection of best-in-class exhibit fabrication partners serving the U.S.

Years Awarded: 2013, 2014, 2015



The Oakville Awards for Business Excellence (OABE) are dedicated service by Oakville's businesses.

Years Awarded: 2013



REBRAND 100® Global Awards is the first and most respected recognition for repositioned brands.

Years Awarded: 2014



The American Business Awards are the premier business awards program in the U.S.A.

Years Awarded: 2015



Event Marketer's It List is an annual listing of the Top 100 event agencies.

Years Awarded: 2014

FACILITIES

HEAD OFFICE AND CANADIAN FABRICATION FACILITY



1215A North Service Road West
Oakville, ON, L6M 2W2
Canada

T +1.905.465.0474

info@astoundgroup.com

AREA: 60,000 ft²

DEPARTMENTS:

Account Management, Project
Management, Detailing, Accounting,
IT, Admin, Operations

DESIGN STUDIO



28 Atlantic Ave
Toronto, ON, M6K 1X8
Canada

T +1.905.465.0474

info@astoundgroup.com

AREA: 2,500 ft²

DEPARTMENTS:

Design, Marketing, Solutions &
Estimating, Business Development

US OFFICE AND FABRICATION FACILITY



6945 Speedway Blvd H101-103
Las Vegas, NV 89115
USA

T +1.702.462.9718

info@astoundgroup.com

AREA: 140,000 ft²

DEPARTMENTS:

Account Management, Project
Management, Detailing, Operations

US BUSINESS STUDIO



366 Clementina St
San Francisco, CA 94103
USA

T +1.702.462.9718

info@astoundgroup.com

AREA: 2,000 ft²

DEPARTMENTS:

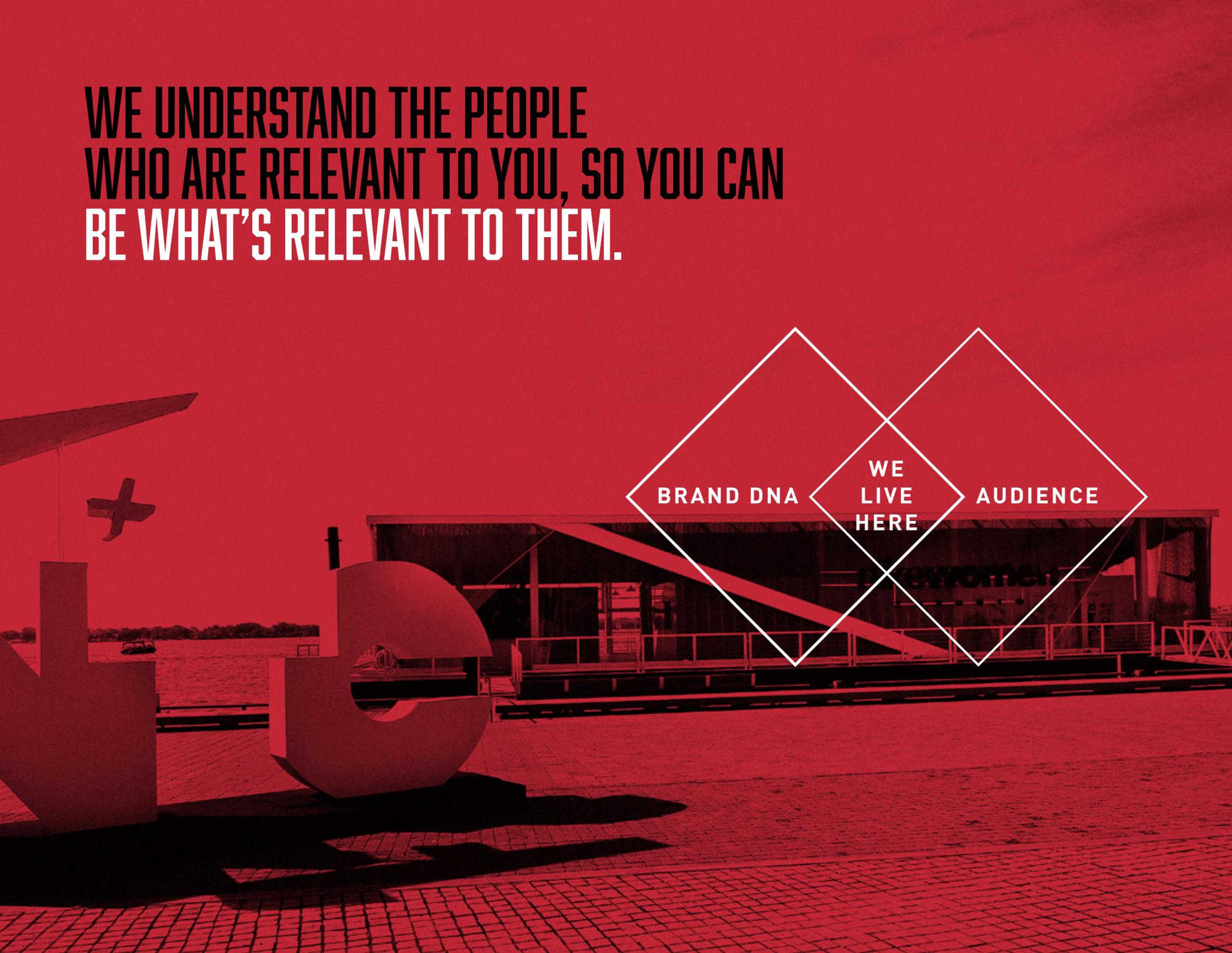
Business Development,
Account Management

**WE UNDERSTAND THE PEOPLE
WHO ARE RELEVANT TO YOU, SO YOU CAN
BE WHAT'S RELEVANT TO THEM.**

BRAND DNA

**WE
LIVE
HERE**

AUDIENCE



AREAS OF EXPERTISE

TRADE SHOWS



Inspirational architectural design, quality fabrication and authentic customer service form the backbone of ASTOUND. We bring our unexpected design approach to each and every one of our projects and guide our clients every single step of the way.

- + CUSTOM EXHIBITS
- + RENTAL EXHIBITS
- + MODULAR EXHIBITS
- + INTERACTIVE EXHIBITS
- + GLOBAL EXHIBITS

EVENTS



ASTOUND delivers exceptional brand experiences for our clients that elevate awareness levels, and leave lasting impressions. With extensive experience designing and executing live events around the world, our seasoned strengths include brand and product launches, press events, trade shows, conferences, grand openings, sports and entertainment events, and more.

- + PRODUCT LAUNCHES
- + PRESS EVENTS
- + CORPORATE EVENTS
- + EXPERIENTIAL

SPECIALTY BUILDS



ASTOUND partners with the world's top agencies and architecture firms to develop and deliver permanent features, live events, museum interiors, traveling exhibitions, and more. ASTOUND's multidisciplinary team of architects, designers, installers and project managers have the knowledge and ability to delivery nearly anything imaginable, anywhere in the world.

- + PAVILIONS
- + TEMPORARY ARCHITECTURE
- + RETAIL & SHOWROOMS
- + TRAVELING EXHIBITIONS
- + ARCHITECTURAL FEATURES

TECHNOLOGY



ASTOUND was founded to serve the needs of the high tech space for their exhibits and events. Our people have a key appreciation for how technology has transformed the world around us and how we do business. For the ASTOUND brand, leading the event industry from a technology perspective is one of our key objectives.

- + ASSET MANAGEMENT
- + TECH INTEGRATION
- + ANALYTICS & METRICS

PRECISION CRAFTED BRAND ENVIRONMENTS

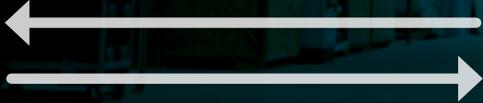
ASTOUND partners with the world's top agencies and architecture firms to develop and deliver permanent features, live events, museum interiors, traveling exhibitions, and more.

Once key objectives are scaled and project requirements are addressed, we don't stop there, and that includes manufacturing and fabrication. It's the last stage that can often be the trickiest—and for us, the most rewarding.



REVOLUTIONARY INVENTORY MANAGEMENT SYSTEM

ASTOUND is quickly approaching the launch of a revolutionary IMS (Inventory Management System), built on the SalesForce platform, to allow for company-wide visibility of rental inventory, including the capability for clients to view and manage their assets. The customer portal will allow clients to see the inventory we have for rent in addition to their owned inventory, and will be able to utilize the "What's New" feature to see new items in our inventory in real time, giving ASTOUND clients a window into our IMS tool.



OUR PROMISE

“Everyone at ASTOUND is united by a single promise we make—to deliver an unparalleled customer experience.”

WE KNOW THAT WITH EVERY DAY & EVERY TOUCHPOINT WE'RE HANDLING THE VERY HEART OF OUR CLIENT'S BRANDS - PEOPLE

We build true partnerships with our customers, and our work consistently begins with their goals and challenges. We think about our customers' customers and the experience they will have as a result of our work.

LEADERSHIP



Dale Morgan
CEO

Dale directs ASTOUND's corporate strategy, global recruiting, and expansion. He founded the company 14 years ago to address the specific needs of his clients through quality architectural design, premium fabrication, and outstanding customer service.

His interest in being a thought leader culminated in the 2013 launch of the ASTOUND Creative Studio, providing a dedicated platform for the company's creative minds to focus on the intersection of experience design, marketing and brand identity. With over 20 years of industry experience, Dale has established ASTOUND as we know it today.



Kevin Morgan
COO | CFO

Kevin brings over 20 years of experience in the exhibit and trade show industry to ASTOUND. His proven track record of financial and administrative leadership has successfully guided the company's rapid expansion and market growth over the years.

Kevin has served as executive officer for several companies in the industry during his career, and has fostered a well-rounded understanding of financial management. Kevin maintains a steady focus on full cost project accounting, profitability, and credit granting, to ensure the company's continued operational success.



Jennifer Chia
VP, Business Development

Jennifer was named VP, Business Development at ASTOUND in November 2012, and leads the business development team with a focus on providing premium custom exhibits and events solutions across the globe.

She is also responsible for the company's growth by developing its sales strategies, redefining client service offerings, and globally expanding the business development teams. Her management has brought esteemed recognition to ASTOUND, which was named one of Canada's Best Managed Companies by Deloitte in 2013 and 2014.



Darren Hugli
Executive VP

Darren is a key member of the founding team that defined the vision for ASTOUND. Over the past 14 years, he has built one of the most comprehensive fulfillment networks in the industry through the development of key relationships and partnerships throughout North America, Europe, and Asia.

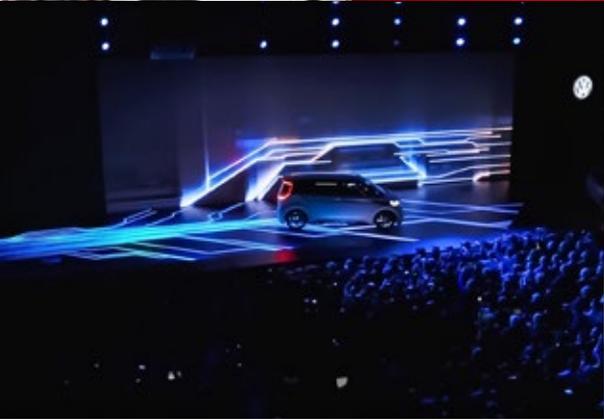
While leading our account and project management teams, Darren has nurtured client experiences by delivering global events, exhibits, and environments for some of the world's leading brands including: NVIDIA, Porsche, Syniverse, Harmonic, Guggenheim, and G8 Summits.



Chris Ross-Williams
VP, Special Projects

Chris leads ASTOUND's special projects from New York, drawing upon 20 years of event, exhibitions, construction, design management and integrated communications experience. During his career, Chris has managed commercial and government projects, including Olympic and Expo Showcasing executions globally.

He is responsible for the global development of key strategic architectural design and fabrication projects at ASTOUND—having worked across Europe, Middle East, and North and South America for clients in the architecture, automotive, technology, fashion, media, museum, sports, and government federation sectors.



PROJECT PROFILES



GOPRO

INDUSTRY

Consumer Electronics

SHOW & SIZE

CES 2016 | 115ft x 70ft

OBJECTIVE

To design and build a new booth reflective of the forward-thinking brand and provide an avenue for launch of a new line of products and digital media software.

SOLUTION

A double deck, interactive and modular booth design that uniquely displays GoPro's new products and immerses its visitors in the brand. The double deck booth included 8 meeting rooms, an 8 ft tall curved LED ribbon spanning over 80 ft, a hospitality bar, custom built mannequin product displays, 3 storage rooms, a tech room, and a 780 sq ft theatre.



NVIDIA

INDUSTRY

Consumer Electronics

SHOW & SIZE

Trade Show Program

OBJECTIVE

To create an impact and integrate their new impressive technology and demos, while keeping a consistent aesthetic for their booth.

SOLUTION

Custom modular booth designs that uniquely express the brand image in a series of immersive configurations for different shows and booth requirements.



C|NET

INDUSTRY

News & Media

SHOW & SIZE

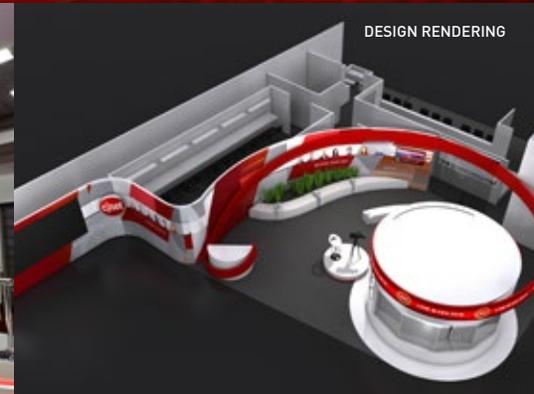
CES 2015 - 75' x 60'

OBJECTIVE

Create a visually impactful and seamless way to showcase CNET's real-time content across their three activations at the show.

SOLUTION

A sleek new booth design integrated the tech leader's updated branding and booth requirements, all the while ensuring A/V requirements were functional across the three spaces.



CRYTEK

INDUSTRY

Video Gaming

SHOW & SIZE

E3 2014 - 40' x 50'

OBJECTIVE

Create an immersive experience for Crytek's special visitors to witness the launch of their two recently launched games—HUNT and Arena of Fate—while creating buzz and hype around the releases.

SOLUTION

The final design attracted visitors with prominent overhead branding and a booth that housed two theatre-style enclosed gaming rooms. Each room allowed curious showgoers to enter a completely immersive gaming environment.



NIKE, INC.

INDUSTRY

Retail

EVENT

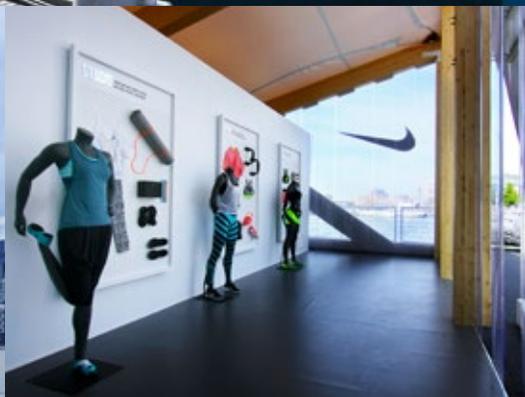
Nike Toronto Women's 15k

OBJECTIVE

To engineer and execute an off-site floating pavilion and tow into place at Toronto's Harbourfront Centre just days before the event.

SOLUTION

ASTOUND's skilled team of project managers, operations and logistics coordinators worked quickly and efficiently to ensure safety regulations were met, permits and materials were acquired, and work-back schedules set in order to execute on the creative vision of Nike and their experiential agency, Tangram.



NIKE, INC.

INDUSTRY

Retail

EVENT

Nike Women's San Francisco Half Marathon

OBJECTIVE

To design and fabricate a temporary branded environment within the existing Niketown SF retail store that would promote the upcoming Nike Women's San Francisco Half Marathon.

SOLUTION

The 5-storey retail store received a series of branded activation zones that allowed customers to explore, test, and fit a vast selection of Nike products. Four custom treadmill stations were installed for customers to give their new shoes a "trial run" within the store. The top floor was dedicated to information regarding the marathon—a full-wall graphic with an offset LED course map. Each floor also included action mannequins showcasing various new products for sale.



NIKE, INC. | MOBILE TOUR

INDUSTRY

Retail

EVENT

Nike.com Live

OBJECTIVE

To design and develop an immersive experience inside what looked to be a giant shipping crate, in order to promote the launch of e-commerce on Nike.com in Canada.

SOLUTION

The crate itself was fabricated from the shells of used shipping containers; customized, clad, and stacked to create a 20'H x 16'W x 40'L interior online shopping experience with product and innovations displays, as well as interactive Nike ID shopping stations.



VUBIQUITY

INDUSTRY

Broadcast

SHOW & SIZE

Multiple Shows

OBJECTIVE

To place emphasis on establishing a strong brand presence on the busy trade show floor.

SOLUTION

Their corporate orange accent color was utilized across multiple booth components, resulting in a well-balanced aesthetic that was not only eye-catching, but also on-brand. Glossy orange laminate and semi-transparent plexi created a textural environment, while the large stepped, double hanging sign, backlit demo stations, and large scale halo-lit 3D logo feature attracted and engaged attendees.



MAGNA CARTA

INDUSTRY

Museum

EVENT

800th Anniversary

OBJECTIVE

To bring the historic documents to Canada for a traveling exhibition to coincide with the 800th Anniversary.

SOLUTION

The planning and delivery of this project included full interpretive plan, concept design, conservator coordination, content and interactive development, detailed design and fabrication, venue coordination, packaging & logistics optimization, and the construction at each venue.



PORSCHE AG

INDUSTRY

Automotive

EVENT

2014 Ride & Drive

OBJECTIVE

Build and execute a fully immersive and nostalgic branded environment to bring the Porsche 911 GTS Media Launch to life.

SOLUTION

ASTOUND completely transformed the existing Paddock Diner, originally built in the 1950s, into an immersive Porsche experience. Everything from the colors, graphics, and signage, to the looping imagery played within the space exuded the Porsche brand.



ONTARIO CELEBRATION ZONE

INDUSTRY

Government

EVENT

PanAm Games 2015

OBJECTIVE

To activate a completely interactive pavilion that would host visitors to the PanAm games and provide a space for entertainment, hospitality and of course, the excitement that surrounded the games.

SOLUTION

The final weather-proof outdoor environment included two massive inflatable structures that housed ziplines, two fully catered bars and food service, a full concert stage with live-to-air broadcasting capabilities, and a 40ft adrenaline drop.



VOLKSWAGEN

INDUSTRY

Automotive

SHOW

CES 2015 & 2016
Media Launch

OBJECTIVE

Build & install a stage and backdrop that would provide a backdrop worthy of the launch of VW's all-electric concept car.

SOLUTION

ASTOUND built and installed the platform for LED flooring, stage, backdrop, and an integrated turntable into the stage floor. The environment was well suited for the epic car launch and a keynote discussing electric mobility driving the automotive market.



COCA COLA

INDUSTRY

Beverage

EVENT

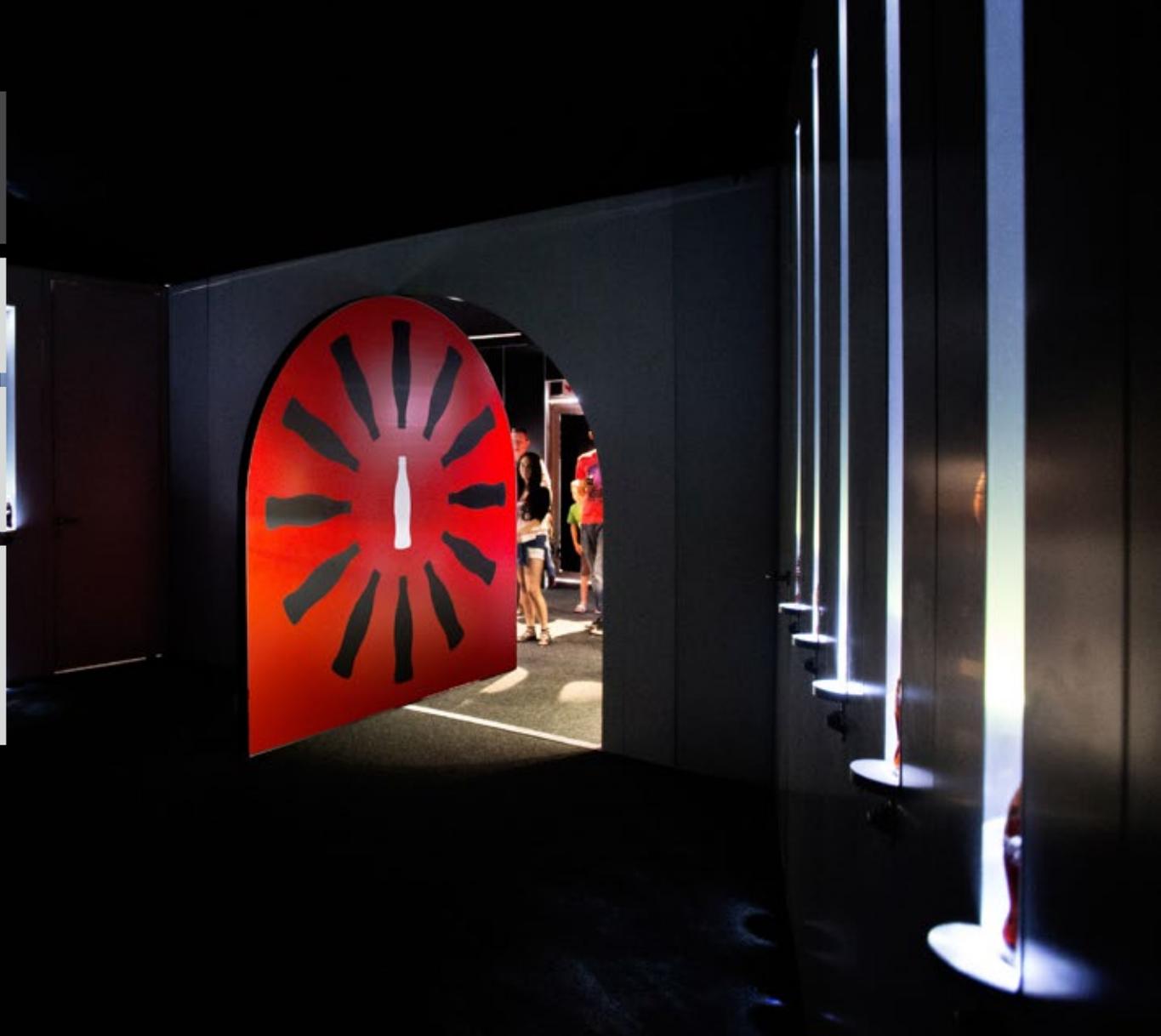
Traveling Exhibit

OBJECTIVE

Celebrate and pay homage to the 100th anniversary of the Coca Cola contour bottle.

SOLUTION

Turnkey fabrication and project management of two identical experiential traveling exhibition "kits" that can withstand varying weather conditions for up to 10 locations around the world.



MASTERCARD

INDUSTRY

Financial Services

SHOW & SIZE

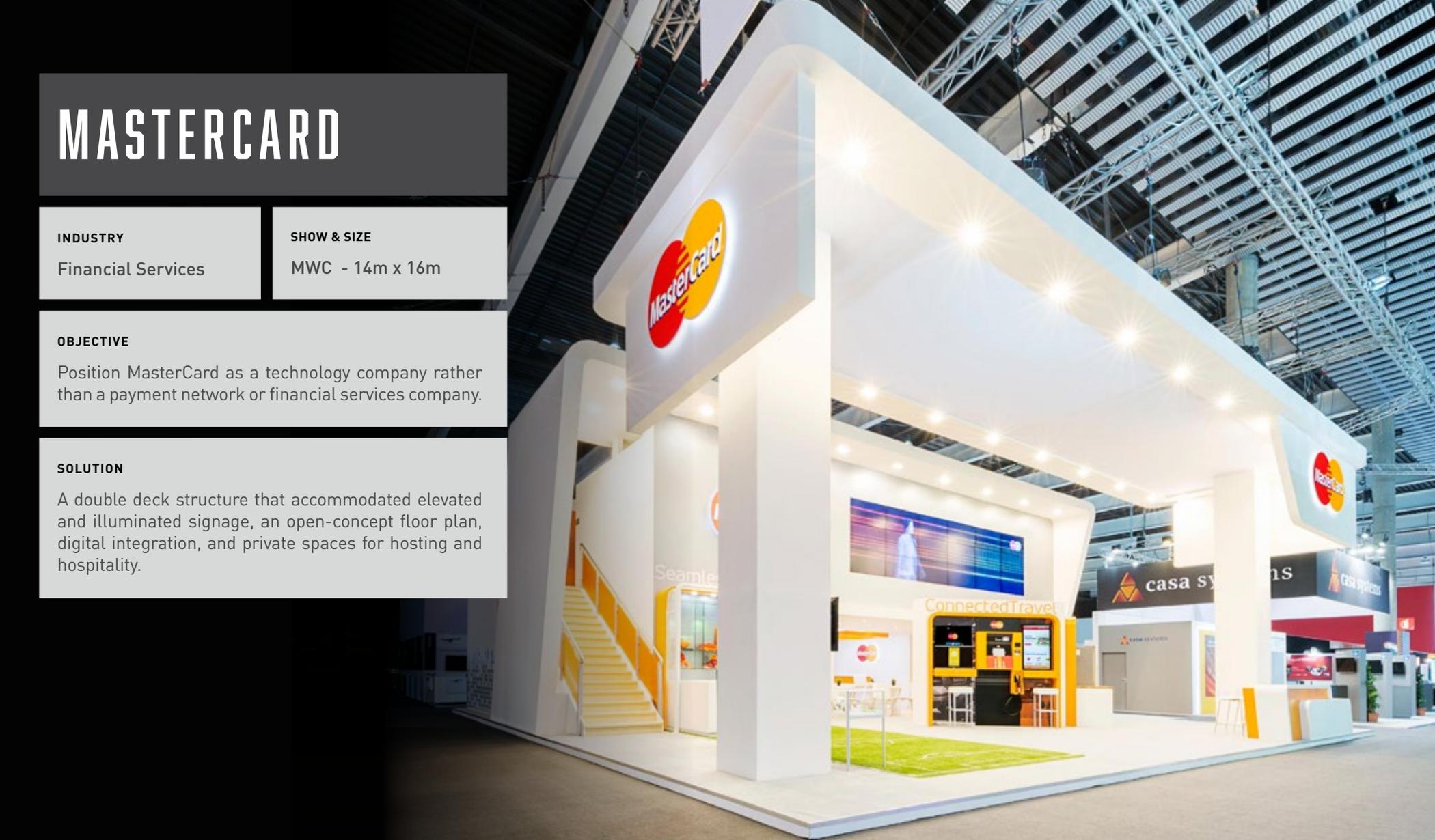
MWC - 14m x 16m

OBJECTIVE

Position MasterCard as a technology company rather than a payment network or financial services company.

SOLUTION

A double deck structure that accommodated elevated and illuminated signage, an open-concept floor plan, digital integration, and private spaces for hosting and hospitality.



DESIGN RENDERING

NIKE

INDUSTRY

Retail

EVENT

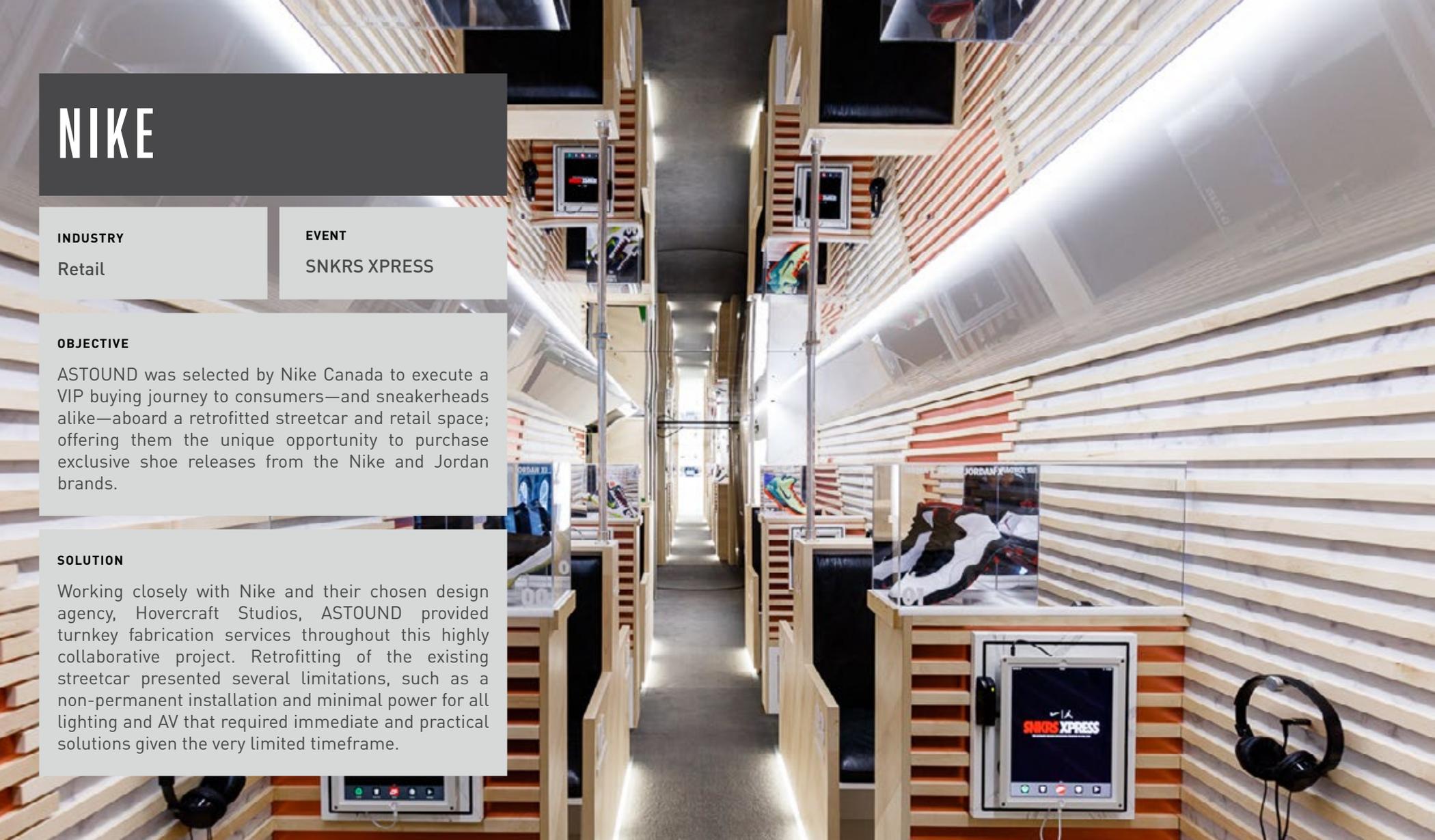
SNKRS XPRESS

OBJECTIVE

ASTOUND was selected by Nike Canada to execute a VIP buying journey to consumers—and sneakerheads alike—aboard a retrofitted streetcar and retail space; offering them the unique opportunity to purchase exclusive shoe releases from the Nike and Jordan brands.

SOLUTION

Working closely with Nike and their chosen design agency, Hovercraft Studios, ASTOUND provided turnkey fabrication services throughout this highly collaborative project. Retrofitting of the existing streetcar presented several limitations, such as a non-permanent installation and minimal power for all lighting and AV that required immediate and practical solutions given the very limited timeframe.





NIKE

INDUSTRY

Retail

EVENT

NIKEiD Loft

OBJECTIVE

ASTOUND was selected by Nike to create an upscale retail environment that featured NikeiD, offer SNKR Services by Jason Markk and showcase custom designed 'STARS OF THE VAULT' Nike products.

SOLUTION

ASTOUND was chosen to partner up with a design team to re-imagine the existing Nike Loft by fabricating several custom features, such as: NikeiD customization stations and displays, 'Stars Of The Vault' showcases and the Jason Markk SNKR Service thrones. In less than one month, ASTOUND had the task of updating existing wall graphics, building new walls, customizing existing walls and fabricating other new features throughout the space. Some key materials used throughout the space include faux cement accents, the large scale patterned wall, LED backlit showcases, neon signage and a floor-to-ceiling rose gold stage.



NIKE

INDUSTRY

Retail

EVENT

Livestock Takeover

OBJECTIVE

To create a branded consumer journey within an existing retail space that would introduce the new FlyKnit Air Force 1 sneakers during the All-Star Week in Toronto.

SOLUTION

ASTOUND was selected as the sole designer, fabricator, and installer responsible for executing the temporary takeover of the existing Livestock store in downtown Toronto; which included a custom neon sign, a scaled model of the Toronto Cityscape, a museum case of historic Air Force 1 shoes, and a three-dimensional feature wall. The 3D buildings of the Cityscape feature were produced on our state-of-the-art 5-axis CNC machine to represent existing buildings in the Toronto skyline. The back feature wall was a 3D display of Air Force 1 artifacts representing the history of the iconic sneaker; boomboxes, basketball hoops, tennis rackets, shoe boxes, movie lights, apples, and much more.



SYNIVERSE

INDUSTRY

Telecommunications

SHOW & SIZE

MWC - 20m x 11.5m

OBJECTIVE

To provide the highest quality of professional and hospitable accommodation for executives and sales reps to conduct pre-arranged meetings—essentially bringing the Syniverse office to the trade show floor.

SOLUTION

The 11.5m x 20m glass enclosed, double deck structure simulated the look and feel of a free-standing office space.



DESIGN RENDERING



COUNTRIES



**INCREDIBLE
STORIES**



**POSITIVE
CONNECTIONS**



**HAPPY
CLIENTS**



**WE BELIEVE THAT THE
BEST WAY TO PREDICT
THE FUTURE IS TO
INVENT IT**



BUILDING IDEAS. BUILDING BRANDS.

ASTOUND GROUP

OAKVILLE | TORONTO
LAS VEGAS | SAN FRANCISCO

GET IN TOUCH

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