



IMPACT UNLIMITED

genuine_passionate_insightful_

WHO WE ARE



REFERENCE MATERIAL INCLUDING STUDY AND PRESCRIBING INFORMATION

DESIGN, PRODUCTION, MANAGEMENT

In a crowded exhibit hall, you've got seconds to grab attendees' attention and capture their interest. Impact Unlimited creates unique and powerful exhibits designed to generate excitement and traffic. Designed with scalability in mind, our exhibits deliver as consistent a brand image at 100' x 100' as they do at 10' x 10'.

Portables to multi-story exhibits

Purchase, rental and lease programs

Custom, modular and system solutions

We are consistently on the cutting edge of design, utilizing the newest materials with an eye toward sustainability. Whatever your budget, location or communication goals, Impact Unlimited will design, produce and manage a practical and imaginative solution that will ensure your budget dollars are well invested.

"We now have a great booth design that our staff takes pride in, competitors envy and customers notice!"

Marketing Manager



CORPORATE CENTERS AND RETAIL SPACES

Creating a space where your brand message is reflected at every touch point can transform the way your customers think and feel about you and your products. At Impact Unlimited, we can create a world where your customers experience your brand from the inside out.

Kiosks to pop-up retail and retail design/build

Corporate lobbies and briefing centers

Concept to completion and everything in between

Putting to work our cutting-edge and cost-effective manufacturing technologies and expertise, we will partner with you to design, create, roll out and manage your branded environment whether it is one location or a global launch.

“Thanks for making me look so good once again. It was a huge success – everyone liked the look and flow. Thank you for your expertise, guidance, creativity and friendship.”

Director, Professional and Education Relations





CREATIVE, PRODUCTION, LOGISTICS

The ideal site. A mood-setting atmosphere. A high-energy opening production. Dynamic teambuilding events. An inspirational send-off. Different meetings demand different approaches, but they all have one solution: Impact Unlimited.

Proprietary events

User group meetings

Sales meetings

Multi-city tours

We understand the spectrum of meeting dynamics. From creative to logistics, we are uniquely positioned to offer the complete range of services no matter the size, scope and goal of your meeting. Our creative teams are experts at motivating and inspiring audiences, making complex messages easy to understand and remember. Our meeting planners offer full logistics, including food and beverage, housing and registration, site selection and ground transportation.

"Your team provided great advice and outstanding support during the planning phase, and played a very important role in that success onsite. The conference flowed so easily and seamlessly that it appeared effortless. I know how much work the Impact team put into it and I'd like to thank you wholeheartedly for your dedication and effort."

Director, Marketing Communications





BUSINESS THEATER, TRAFFIC BUILDERS, EXPERIENTIAL MARKETING

Whether it is part of an exhibit, a meeting or a production all on its own, we create compelling live interactions that indelibly connect your audience with your brand across an endless spectrum of venues, media and stages.

Interactive challenges to self-paced learning

3-D video to motion control

Experiential environments that engage the five senses...

...to business theater that effectively blends fun and information

Our digital media designers, programmers and producers are masters at using video, animation, special effects and motion graphics to create fun, interactive branded learning tools in experiential environments. Our writers and producers will craft live presentations that will score big on everyone's "wow" meter.

"Under an extremely tight deadline, you brought us a unique look, drama and theatrics to the presentation – bottom line we became the hit of the show. We are extremely pleased and appreciative of the professionalism and late hours that went into this event. Your team made us look great!"

President



DATA CAPTURE, REPORTING AND INSIGHTS

More and more clients are looking to measure the impact of their marketing investments, and our Event Analytics Group is here to help with both traditional and proprietary tools. Traditional tools include focus groups with important prospects and qualitative exit surveys, both in person and on-line.

Our proprietary measurement program, Eventrends® tracks, compiles and analyzes attendee data virtually in real time. With Eventrends we can empower your sales representatives, engage your prospects, improve their experience and yours, and provide marketing insight through web-accessed reports.

Our post-event reporting includes executive summary, audience overview, attendee behavior tracking, compliance tracking, statistics, key observations and strategic recommendations.

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

19th Century Retail Magnate



WORLDWIDE



global program management | strategy & implementation | program budgeting | build & recycle | translation services | housing & registration | meeting & event services | purchase/rent/lease

24/7

We know your job can be more than eight hours a day and we'll be there whenever you need us, every step of the way, in your office, at the airport and even on the beach. We're committed to making our clients' jobs easier and we've created a number of secure, web accessible, proprietary tools for program, inventory control and schedule management.

"MAX" Web Portal – An on-line repository for all documentation relevant to a specific show or global program

ConventionsWithImpact[®] – Web-based centralized convention information with housing and registration tools

MeetingsWithImpact[®] – A meeting planning tool that provides centralized information, access and reporting for meetings and events

DiningWithImpact[®] – An inventory of dining reservations for top restaurants in major convention and meeting cities

PortablesWithImpact – Centralized ordering, reporting, logistics and management of portable exhibits and graphics

Eventrends[®] – Access to virtual real-time measurement data from events, exhibits and meetings

In addition, our industry-leading customer service includes a **Live 24/7 Customer Support Hotline**.

"Whether I am in my office in Colorado, in New Jersey, or in another country, the communication is always so seamless that I always feel like you are just next door."

Vice President, Customer Marketing

MAXIMUM ACCESS



web-based program management | budgets & quotes | schedules | implementation plans | exhibit inventory | graphic inventory | creative briefs | proposals | floorplans | renderings

WHY IMPACT

We asked our clients - some of whom have been with us for over 20 years - what sets us apart. They talked about how we make them feel valued. We think that comes down to the character of our people.

Genuine

Our people are relationship-oriented. Warm, engaging and real, we believe that the process is as important as the result.

Passionate

We love what we do, so it's easy to put our heart and soul into our work. We're deeply committed to our clients and our craft.

Insightful

We listen carefully. We synthesize complex information. We collaborate. The result? We see opportunities that others may miss and we strive to deliver surprising and effective concepts.

Our Impact begins with a phone call, but where it goes from there is Unlimited.

"Thank you for successfully executing our annual international trade show program. We couldn't be more pleased. You have quality personnel who are always a step ahead of us and are proactive in anticipating our needs. You all work as a very collaborative team always insuring that we get what we need."

Director, Global Marketing





IMPACT UNLIMITED

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