

2024

FRIAS AGENCY
MANAGEMENT CAPABILITIES

FRIAS 

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INTRODUCTION



A full-service event management and experiential marketing company housed with problem-solving experts, helping brands connect with people through storytelling, engaging experiences and digital marketing.



Do what you do so well that they will want to see it again & bring their friends.

- Walt Disney



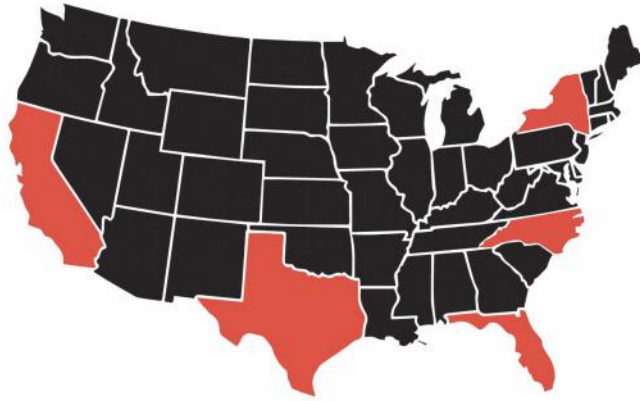
15+ years creating original and engaging experiential activations and counting...



ABOUT US

ABOUT US CONT...

Est. **2006**



OUR LOCATIONS

Placentia, CA
HQ / Warehouse / Fab

Charlotte, NC
Warehouse






Austin, Texas
Warehouse

New York, NY
Warehouse






Miami & Tampa, FL
Warehouse / Office

OUR SERVICES






ACCOUNT SERVICES


-  Account Management
-  Strategy & Research
-  Operations
-  Production Management
-  Event Staffing (Brand Ambassadors, Promo Models, etc.)


CREATIVE SERVICES

-  Ideation & Design
-  3D / CAD Rendering
-  Production: Art & Fabrication
-  Video & Photography
-  Engineering & Metal Fabrication

WAREHOUSE SERVICES

-  Fulfilment
-  Storage
-  Inventory & Reporting
-  Trucking
-  Logistics

 In-house Services

 Third Party Services

FRIAS AGENCY'S HISTORY INCLUDES 1000+ ACTIVATIONS IN A VARIETY OF MARKETS INCLUDING, BUT NOT LIMITED TO...





OUR
CAPABILITIES

OUR CAPABILITIES



DESIGN



FABRICATION



ON-SITE ACTIVATION



LOGISTICS



WAREHOUSING

OUR WORKFLOW

At Frias Agency, communication is a priority, and we encourage a collaborative workspace.



We use Microsoft Office 365 and Google Docs to share designs and presentations, thus addressing feedback in real-time.



We like face-to-face interaction! So, video conferences are highly encouraged.



Setting up recurring weekly or bi-weekly meetings/status calls with our clients fosters that collaborative space—touching base as often as needed to review or submit changes. Our door is always open no matter how big or small the project.



To monitor planning and tracking progress, we use Smartsheet's capability to coordinate and send updates in real-time.



Other communication-based platforms used include SLACK and, or, MS Teams.

OUR INTERNAL PROCESS

Process means nothing if it stifles the creation of great work. At Frias Agency, we follow key steps, but we also listen, adapt, and innovate as client needs emerge, to create the best work possible. After the Ask about an activation service, our internal process begins with...



THE BRIEF

Gather brand information to match request requirements.

THE KICK-OFF

Our Team Lead communicates the Ask to our creative team.

IDEATION

The creative team begins working on concept design creation, i.e., deck mock-up.

SCOPE & ESTIMATE

Based on the initial concept and scope, the cost estimate is determined.

EXECUTION

After feedback and iteration, create and produce client approved design.

IMPLEMENTATION

Transport completed creative to event destination, activate and manage as needed.



CPG

EXPERIENCE



THE ASK

THE ASK

1

CREATE & EXECUTE

Develop fresh, modern, and scalable designs that will give your brand an edge over its competitors at national events, such as sports events, festivals, local tastings, sponsored activations, etc.

2

BUILT TO LAST

Turn-key activations that can withstand multiple years of use.

3

MANAGEMENT

Oversee the process from start to finish, including brand representation.

4

LOGISTICS & STORAGE

Employ cost-efficient strategies for storing and managing all project materials.

OPERATIONS & LOGISTICS

To support event schedules nationally, we utilize our regional warehouses (California, Texas, Florida, North Carolina and New York) and our fleet of trucks and vans to transport items for maximum cost efficiency.

We strategically select when to leverage our national logistics partners to curtail transport needs.



BOOTH DESIGN

BOOTH IDEATION REQUIREMENTS (EXAMPLE)

DESIGN

Create an open and inviting floor plan that encourages browsing engagement and conversation. An intentional flow will keep guests interested and help relieve congestion.

MEETING SPACES

Optimization of space is key. Designing an area for attendees to relax or network is just as significant as including a private or semi-private space for individual meetings with customers.

DIGITAL

An immersive experience that evokes a brand's story can be created by integrating digital elements throughout. A Shopper Shelf display will communicate the product and marketing information.

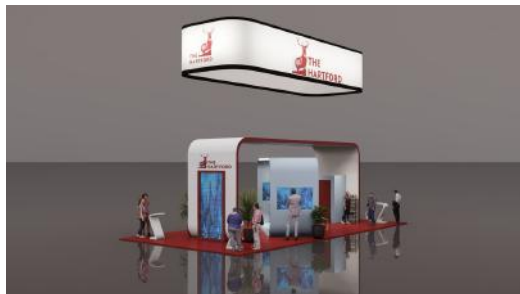
EXPERIENCE

Our aim is to create a space that will make people think, feel and act. Creating memories strong enough to change minds and win hearts over the competition.

SAMPLING

Sampling is ideal for new product launches. Attract people visually with captivating product displays and provide them with a complete sensory experience through sight, touch, smell and taste.

MOODBOARD





**BUDGETING
&
ACCOUNTING**

BUDGETING & ACCOUNTING

DESIGN AND MANAGEMENT FEES

- Head of Strategy
- Operations Director
- Project Manager
- Project Coordinator
- Creative Director
- 3D Designer
- Art Director
- Graphic Designer
- Engineer Docs

PER SHOW COSTS

- Account & Project Mgmt.
- Show Services
- Freight
- Supervision & Labor
- Graphic Design
- Graphic Production
- Booth Repairs
- Warehousing & Storage
- Audio & Video
- Rentals
- Attendee Engagement

FABRICATION

- Glass
- Graphics
- Cabinets
- Pedestals
- Carpet
- Skids
- Glass Shipper
- Base Plates
- Custom Builds
- Enhanced AV

Frias Agency is a vertically integrated full-service agency. Our in-house services include management, creative, fabrication, transport, warehousing and staffing. The fees associated with these services are located on our rate card and trade show estimates.

Any third-party services outside of our control that are mandatory by event organizers, such as Union Labor, Show Services, Catering, Security, and Engineering Docs, are subject to a 20% markup or will be captured in the billing hours if Frias Agency manages the program.

HOW WE ESTIMATE COSTS

Once we've been briefed and have collected all possible information about the ask, we begin to ideate. Our experience with design builds and prior knowledge of service costs has encouraged the way we approach our designs, showing costs along the way.

Our goal is to be in-line with our client's allocated budget, but we always take the opportunity to share our ideas that may elevate a build to exceed our client's expectations. Enhancements to a design are presented as an option upfront to avoid any surprises of changes to the cost.

Out of scope additions after an agreed design, could be subject to additional costs. If there are unforeseen expenses after the budget is approved, we communicate incremental spending with our client for approval.

HOW WE ESTIMATE COSTS CONT...

Our 3D designer creates a 3D model of our concept build to establish maximum possibilities to elevate the structure while keeping within budget. We, thereafter, research/source materials to get an estimate on costs.



ADDITIONAL STAFFING

Staffing is based on the size of a project and the number of events. For example, if activating a tour, a dedicated Production Manager and Production Coordinator are assigned to the tour.

We further pool additional staff and Brand Ambassadors to meet specific event needs and sizes.



RETAINED
PARTNERSHIP

INTRODUCTION

It's undeniable that brands and businesses are competing for consumer attention. It's an increasingly competitive marketplace and the significance of crafting unforgettable customer experiences has never been more crucial, as it ultimately dictates the success or failure of your business. As such, a growing number of businesses are embracing corporate events and incorporating experiential marketing, an effective approach that has proven to amplify brand recognition and engagement. In this context, partnering with a proficient entertainment provider, such as Frias Agency, to efficiently integrate and execute is essential for achieving your desired results.

Measuring the Value: Corporate Event Retainers Core Values and Benefits

<p>Expertise and Knowledge: Frias Agency creates experiences that align with objectives and resonate with audiences.</p>	<p>Resource Efficiency: With our agency managing the details, your company can improve productivity and save costs.</p>
<p>Access to a Network: Through our experience and network, we can provide diverse entertainment options and technical expertise.</p>	<p>Consistency in Branding: We align entertainment with brand identity for messaging consistency.</p>
<p>End-to-End Solutions: From ideation to execution, we offer a comprehensive suite of services, ensuring that all elements are cohesively integrated and executed.</p>	<p>Risk Management: We are skilled at anticipating and resolving potential challenges.</p>

Measuring the Value: Corporate Event Retainers Core Values and Benefits cont...

<p>Tailored Experiences: Our tailored entertainment experiences drive engagement for your company's goals and target audience.</p>	<p>Feedback and Analytics: We have the capability to provide analysis and feedback to measure the impact and ROI on the entertainment segment.</p>
<p>Innovative Technologies: Frias Agency leverages augmented reality and virtual experiences to enhance entertainment.</p>	<p>Regulatory Adherence: Entertainment often involves various permits, licenses, and regulations. Our agency is knowledgeable about these requirements, ensuring your company is compliant.</p>
<p>Budget Management: We optimize value within the company's budget through connections and negotiation skills.</p>	<p>Scalability: Whether small or large, Frias Agency can accommodate any event.</p>

AMPLIFY YOUR EVENT EXPERIENCE WITH AN ENTERTAINMENT PARTNER

At Frias Agency, we strive to deliver exceptional corporate entertainment solutions. By using a retainer-based partnership model, you'll have access to the mentioned benefits while working with a specialized provider, who creates experiences that resonate with your target audience. We also understand your event isn't just another gathering - it's about making memories. Hence, we craft every aspect of the experience into something remarkable.

In summary, by partnering with Frias Agency, your company will harness specialized expertise and resources to deliver impactful entertainment experiences, all while sidestepping the stress and complexities of internal management.

Let's create unforgettable experiences together!

UNLOCK NEXT-LEVEL ENGAGEMENT

Join forces with us to highlight your brand's story and achieve unparalleled brand exposure and consumer engagement. By making connections and talking about what makes your brand stand out, we'll change how you engage with your audience and make it even more appealing.

OUR ADVANCED AND TAILORED EXPERIENTIAL MARKETING

SPORTING EVENTS

Turn your brand into the MVP! Dive into thrilling sports adventures that fans will rave about. From lifelike simulators to interactive games, let every cheer bond you closer to your audience.

BRAND ACTIVATIONS

Add a memorable twist to your product launches and pop-ups with mesmerizing experiences. Our team will create custom activations to match your brand's identity to create unforgettable moments. Making sure you stand out from competitors by giving customers something remarkable!

NATIONAL PROMOTIONS

Experience the ultimate in event management with our one-of-a-kind collection of unforgettable experiences! Our network covers many locations in the US, guaranteeing an immersive experience for your audience. With consistent messaging and branding, we will help you make waves from coast to coast!

FESTIVALS

Make an impression on festival goers with our outdoor experiences. Communicate your brand's story and boost your presence at events with our experiential approach, featuring giant lawn games and custom activations.

EVENT SERVICES / EXPERIENTIAL EVENTS

Our extensive range of brandable products caters to the needs of consumers by placing them at the center of their experiences. This allows for a deeper connection between your brand and its audience.

With interactive and immersive experiences, there's no limit to what we can achieve!



**MAKE YOUR
EXPERIENTIAL EVENT
IMMERSIVE WITH
INTERACTIVE ASSETS**

SAMPLE LIST - ASSET RENTALS

OVERHEAD 360 CAMERA

Soar above the ordinary by capturing expansive views and dynamic activities. Immerse your audience in the exhilarating realm of overhead photography and videography.

360 CAMERA

With a 360 camera, visitors can get interactive and invite others to join them into the immersive world of 360-degree photography and AR experiences.

HOLOGRAM PROJECTOR

The world of fun, imagination, and awe-inspiring experiences is at your fingertips with hologram projectors. Creating exhibits that catch the eye and leave a lasting impression on visitors.

PHOTO BOOTHS

Let loose, connect, and create lasting memories. Step into the photo booth, strike a pose, and let the fun unfold! With a photo booth, visitors can engage in a world of playfulness with Photo, GIF and Video options.

GIANT SHUFFLEBOARD (14FT)

Immerse event goers in a nostalgic game of shuffleboard, featuring everything you need to play.

Customization: Branding and wrapping available

SUBSOCCER TABLES

Whether your audience is a soccer enthusiast or a gaming aficionado, Subsoccer offers an exciting experience that captivates players and keeps them coming back for more.

GIANT FOOSBALL TABLE (16FT)

Foosball tables offer a world of fun, camaraderie, and competitive thrills. Your visitors can grab the handles, spin the rods, and get ready for hours of fun and excitement as they chase victory.

INTERACTIVE SURF SIMULATOR

Ride the waves and experience the thrill when you dive into the world of surfing. Get ready to carve, turn, and hang ten as you embark on an unforgettable surf experience with an interactive surf simulator.



PORTFOLIO























PACIFICO & BOTTLE ROCK



FRIAS

FW



OUR
REFERENCES

PACIFICO & BOTTLEROCK

Designed, executed, and managed Pacifico's Porch, an 18 foot high, 36 foot square structure, at one of the largest music festivals on the West Coast.



BOTTLEROCK FESTIVAL
NAPA VALLEY, CA

150,000+

CONSUMERS

3 DAY

TIME PERIOD



**BEST OUTDOOR
ENVIRONMENT**

Experience Design & Tech Awards
2018 - Bronze

MODELO & CONCACAF GOLD CUP

Designed, executed, and managed Modelo's Gold Cup Fan Zone for 11 Gold Cup Fiesta Stadium Events across the US.



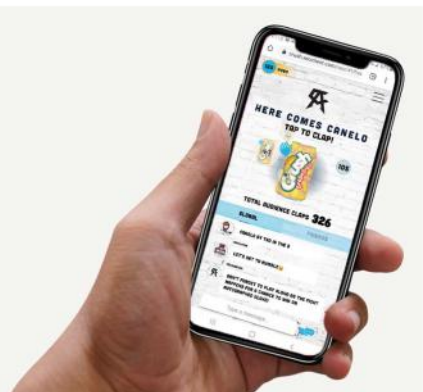
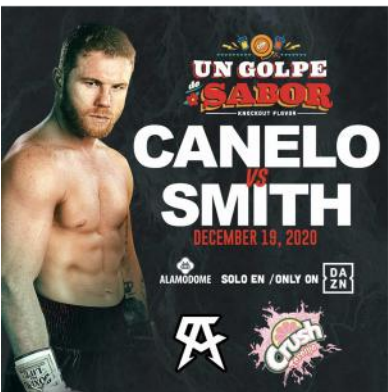
40 FOOT SQUARE
STRUCTURE, REACHING
18 FEET IN HEIGHT

11

GOLD CUP STADIUM
EVENTS

REACHED
55,000+
CONSUMERS

OVER A
30 DAY
TIME PERIOD



SWEEPSTAKES



CANELO x CRUSH SODA OVERVIEW

TWO FIGHTS - MAY 2 & NOVEMBER 2

IMAGE RIGHTS USAGE FOR RETAIL PROMOTION

TOTAL RETAIL ACCOUNTS IMPACTED: 5,000

INCREMENTAL CASE SALES: 450,000



Modelo

OFFICIAL BEER OF

UFC x MODELO

FAN EXPERIENCE OVERVIEW

TIME PERIOD: 2018 - 2022

TOTAL # OF EVENTS PER YEAR: 22

FAN FEST EVENTS: 16

FAN FEST TOTALS:

ATTENDANCE PER YEAR: 9,650

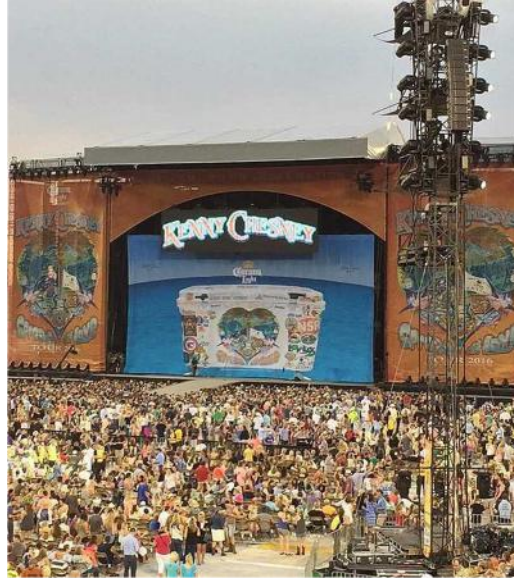
CASES OF BEER SOLD PER YEAR: 1,280

MICHELADA SAMPLES DISTRIBUTED PER YEAR: 3,275

GIVEAWAYS DISTRIBUTED PER YEAR: 4,800

IMPRESSIONS PER YEAR: 175,350






YOU COULD **WIN** A TRIP TO MIAMI
*** FOR AN EXCLUSIVE ***
KENNY CHESNEY CONCERT



Kenny Chesney

KENNY CHESNEY x CORONA TOUR OVERVIEW

TIME PERIOD: 3/26 - 8/28

TOTAL # OF MARKETS: 40

TOTAL ATTENDANCE: 1,319,137

TOTAL BEER SOLD IN: 38,655 cs.

IMAGE RIGHTS USAGE FOR RETAIL PROMOTION

END OF TOUR PRIVATE CONCERT IN MIAMI

TOTAL IN-VENUE IMPRESSIONS: 9M+



MAREN MORRIS x CORONA TOUR OVERVIEW

TIME PERIOD: 3/9 - 5/11

TOTAL # OF SHOWS: 26

TOTAL # OF MARKETS: 24

TOTAL ATTENDANCE: 68,535

TOTAL BEER SOLD IN: 1,202 cs.

TOTAL IN-VENUE IMPRESSIONS: 479K+



REACH OUT

Andre Martelly
Head of Experiential Events
Sponsorships & Partnerships
andre@friasagency.com
1+ 949.395.1172