



## Creating an Event On a Budget Can Lead to Great Feats of Creativity

## Southeast Produce Council

### Overview

Southeast Produce Council (SPC) started working with AGS in 2011 to find fresh ways to improve their annual conference and trade show, all without breaking the bank. AGS collaborated closely with SPC to understand their mission, needs and budget to make the necessary improvements. The exhibitors and attendees also noticed, signing up in record numbers. This combination not only cemented a lasting relationship between AGS and SPC, but has created an event that keeps getting better every year.



### Objectives

- Create a captivating atmosphere through engaging graphics and props.
- Evaluate and optimize services to accommodate changes to education sessions, networking receptions and parties and a large trade show.
- Retain exhibitors and increase the number of companies exhibiting for the first time.

### Solutions

- Developed, designed and produced chosen theme through in-house graphic services for all signage, registrations, entrance units and other structures.
- Reduced costs by suggesting creative alternatives to costly marketing collateral.
- Optimized attendee traffic by creating natural flow between the two main exhibit halls.
- Made further recommendations for optimizing shipping & I & D
- Conducted multiple onsite inspections with SPC to discuss staging, logistics and additional costs.

### Results

- In 2014, following the success of last year's show, the Under the Roof Top event was held in a larger convention space that included three different venues.
- The event saw record attendance from exhibitors, attendees and gala guests.
- The number of coveted retail attendees increased by nearly 45%.
- Booth space sold out 4 months in advance.
- The show's carnival feel provide a dynamic environment for buyers and sellers to interact.



*At least 75 people stopped me to say what a good job we did and how incredible the expo was. We could not have pulled this off without AGS. All I can say is that they did it again.*

*—Bobby Creel, Director, Southern Exposure*