



Photo credit: Jon Carmichael



**Thank you** for the opportunity to show you how streamlinevents can be your trusted partner for [CLIENTNAME].

We were grateful to receive RFPs to support your overall conference production, off-site event production, and restaurant and food truck management. All three aspects of [CLIENTNAME] thrive in the hearts and minds of everyone at streamlinevents. The continuity, consistency and efficiency you would experience by selecting one partner for all three would, no doubt, lead to a more successful event.

In the pages ahead, you'll learn more about who we are and the smart, savvy team we have assembled. Our stories demonstrate how our creative spirit, obsession with details and "whatever it takes" attitude resulted in hugely successful events, delivering lasting impact on all attendees. In addition to being a woman and minority owned business, sustainability and DE&I are not just initiatives at streamlinevents – it's who we are. We are proud to share our mindset and initiatives.

We are confident our partnership will capture the attention of your attendees, provide a solid event framework, deliver an exceptional experience and ensure [CLIENTNAME] makes The Case for Design. The best part? We're known to have fun while doing so too!

All Our Best,

Annette Chinn  
President & CEO

&

Anne Gorman  
Vice President, Sales & Marketing



# Why streamlinevents?

We collaborate closely with you from strategy through program completion. And at every touch point we find opportunities to engage attendees and magnify your message. Our team includes experts in every area from event management to creative solutions to on-site execution. We share one thing in common: a downright obsession with detail. We've developed rigorous processes that manage down to minutia. Because, in event planning, details are how we get you from "good job" to absolutely speechless.



Click photos to see more.

We are **meticulous** with the smallest details and embrace big ideas. We are strategic experts, leaders and problem solvers ... but first and foremost, **partners**.





**Streamlineevents** is a San Francisco Bay Area based, event management agency founded in 2002. We deliver high-impact events that leave your attendees truly inspired.

### Our Core Values



Teamwork



Honesty & Integrity



Proactive Communication



Collaborative Partner Relationships

### Our Culture

We're known for our integrity, whatever-it-takes approach and strong strategic partnering. At streamlineevents, employees share values and a deeply unifying culture based on teamwork. We foster a creative and helpful environment where everyone has the opportunity to create fantastic events.

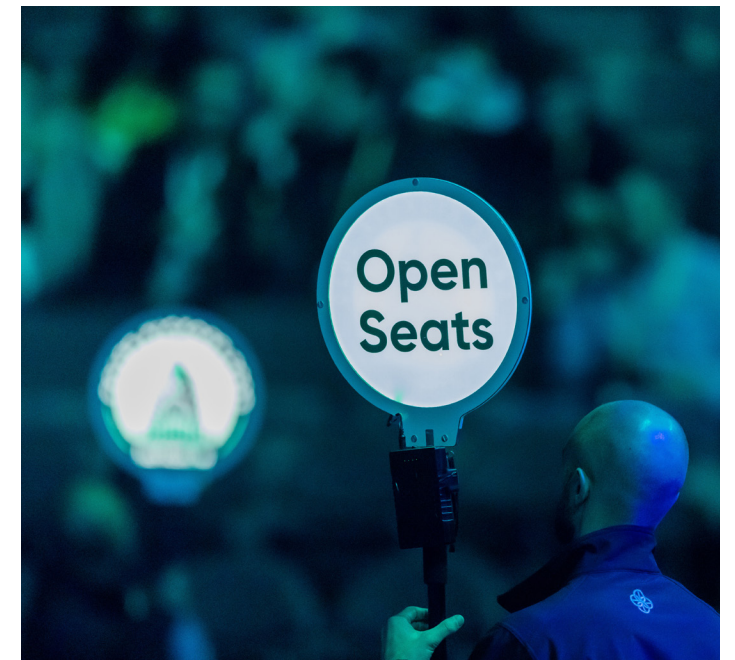
### Our Proven Results Stem From:

- Commitment to excellence through attention to details and pro-active planning
- Solid client and partner relationships built on clear communication
- "Whatever it takes" attitude that exceeds your expectations
- Unparalleled customer service

### Q&A

A chronological list describing the occurrence of any accidents, investigations or compliance issues affecting governance and litigation that has occurred in the last 24 months: **None**

Names of any joint partnerships (including subcontractors) included in response: **None at this time, however, we typically partner with décor and audiovisual equipment partners for the execution of the activations we conceptualize**



### Find Us

6005 Shellmound St., Suite 185, Emeryville, CA 94608  
[www.streamlineevents.com](http://www.streamlineevents.com)





## Meet Your Team



**Madeline Ewry**

Logistics Event Manager

Effervescent  
Diligent  
Ambitious

Madeline is passionate about events and bringing people together. Well respected for her relentless work ethic, collaboration and ability to connect with anyone. Insightful and empathetic, she draws the best out of her teams. From concierge level executive experiences for 20 to global conferences for 4,000, and everything in between; Madeline is successful in fast-paced environments where she can always be counted on to remain focused on your goals and objectives. She is a listener, problem solver and effective do-er.



**Kate Brockway**

Off-Site Events

Creative  
Positive  
Meticulous

You could say that Kate has been training for a career in the event industry her whole life. She loves a challenge and her passion for the details and event organization, combined with her calm demeanor and sense of humor, help her not only create successful events, but also lasting partnerships with clients, vendors and teammates. From executive events to global events of over 4,000, she is resourceful, brings upbeat energy, relentless customer service and loves to create the energy of the attendee experience.



**Rich McComb**

Food Truck & Restaurant Management

Loyal  
Calm  
Adaptable

A food and beverage enthusiast and expert, Rich has an uncanny ability to negotiate what fits the budget while creating menus that are off-the-charts great. He knows the latest global food trends, from casual and comfort to sophisticated and intriguing. He has managed every sized group imaginable – from citywide conventions to global conferences to VIP events. A team player, his thorough knowledge of logistic details, labor and service standards, event infrastructure and the drive to get it done means no stone will be left unturned. He is incredibly patient and remains calm in the eye of the storm.

## We do it all

### Strategic

- Program agenda
- Hybrid & digital meetings
- Theme development
- Team building
- CSR programs
- Sustainability initiatives
- VIP programs

### Logistics

- Strategic sourcing & contract negotiation
- Vendor selection and contracting
- End-to-end event management
- AV management
- Speaker management
- Sponsorship program
- Expo hall
- Air travel & ground transportation
- Hotel management
- Food & beverage planning
- Evening & off-site events
- Entertainment & talent
- Budget management & final reconciliation
- On-site staffing

### Design

- Signage & creative development
- Branding, swag, giveaways, collateral

### Technology

- Website design & development
- Registration & technology solutions

### Digital

- Digital platform recommendation and management
- Technical rehearsal and event day support
- Live chat and Q&A moderation
- Digital attendee engagement
- Attendee and tech support

## Health, Safety & Mitigating Risk

In conjunction with the [Client] security personnel and the venue, streamlinevents will prepare a detailed Emergency Plan for [Client] Monterey to ensure safety process and procedures, and clear communication for the attendees on-site. The document is reviewed with the team (client, vendors and venue) prior to program operation to ensure full understanding of the emergency and security procedures.

The on-site streamlinevents team has access to all docs via their mobile e-binder. It is loaded with all operations process and procedures – including the emergency plan, and all contact docs. Our team is first-aid and CPR certified.

When it comes to the health and safety of attendees as it relates to COVID-19, streamlinevents has developed a Go/No-Go Matrix that considers several factors when deciding if an event should be held in-person. We have successfully operated two multi-day face-to-face program while following local health and safety guidelines. [Click here to learn more.](#)

One COVID-19 medical service that we partner with is InHouse Physicians. They provide high-quality medical care for corporate meetings and events, meeting all Duty of Care and risk management requirements. COVID-19 services include Prevention (pre-event attendee screening and wellness services), Detection (mandatory health screening questionnaires, temperature checks, rapid testing), and Response (on-site medical care, specialists and support). Like all other vendors, all costs are passed through at actual to [Client].





# All Hands on Deck for Day of Giving

- All Hands Global Internal Event
- Houston, TX
- Social Media Tech
- 4,400 Attendees
- Convention Center + 21 Hotels

51 AGENCIES

73 BUSES



Photo credit: Jon Carmichael

**The opportunity?** Create a 3-hour giving back opportunity that serves a wide range of interests and agencies.

**The challenge?** Enhancing the infrastructure of small agencies and non-profits to accommodate an energetic team of volunteers, and ensure activities were accessible.

During the registration process, employees expressed interest in categories – animals, food, environment, veterans, etc., and were matched with an agency. Working with 51 agencies, objectives were defined, volunteer assignments were outlined, and the infrastructure was built. The service projects were developed to have a meaningful impact in the community and deliver a memorable experience and connection to the city.

Detailed logistics included how to move the entire group from their general session to 3 levels of staging areas to transportation departure zones – ensuring everyone got to the right bus and dispatched on time. Box lunches were pre-sorted and sent ahead, accommodating all special dietary needs by location.



Photo credit: Jon Carmichael

At each site, the teams were greeted with enthusiasm, provided an overview of the agency, their mission and who they serve, and the goal for the team of volunteers.

### Projects included:

- Sorting and packaging food/grocery bags/meals and food pantries, books for schools, clothing
- Assembling care and community kits, hygiene kits, backpacks, bikes for children, medical kits, STEM kits
- Artist installations, mural painting, making care cards
- Assistive technology
- Education and career mentoring sessions
- Senior outreach activities
- Census outreach
- Created blankets
- Painting, landscaping, construction, building furniture, composting system, drainage systems, park beautification projects, window washing,
- Animal shelter maintenance and improvements, exercising animals, clean-up and care of animals

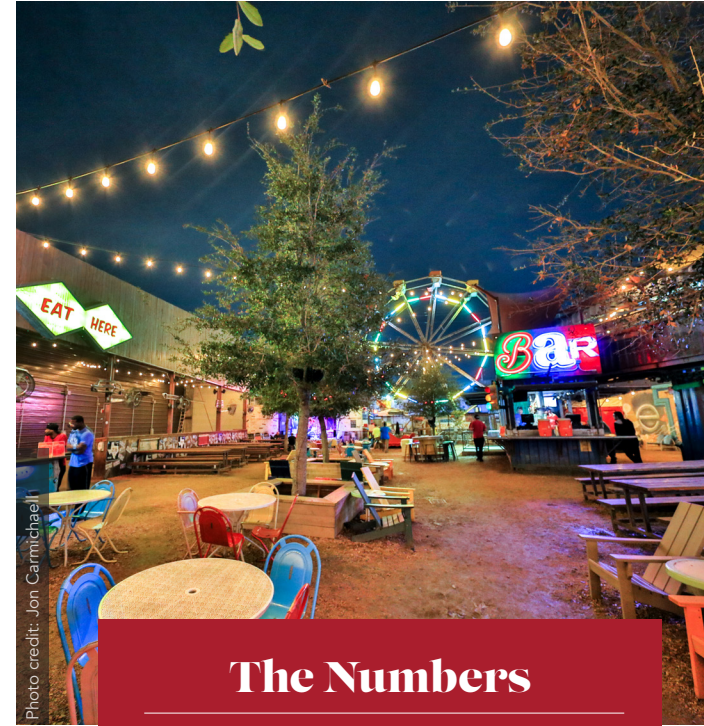


Photo credit: Jon Carmichael

# ...& a Block Party to Remember

In an up-and-coming neighborhood, that had never been used for an event, we transformed 2 city blocks into an exclusive street party. We worked with storefronts and restaurants, supplemented with food trucks and caterers, filled 4 stages with local talent, created amusement zones with a mechanical bull, karaoke zones, a mobile DJ on a pedicab, and lots of interactive street entertainment. Oh, and we erected a ferris wheel, just for fun.

We worked with the city to permit the streets, infrastructure, food service, labor and implemented stringent security processes for all vendors. Transportation was complex, overcoming narrow streets that could not be blocked, supplementing traffic control with the local Police Department for safety.

Attendees received a map and an app to help them navigate the activation zones, find their favorite foods, and ensure they had the lay of the land.

## The Numbers

2 Parking lots turned into Event Space

5 Restaurants Bought Out

2 City Blocks Included

8 Houston's Favorite Food Stations

18 Vendors

6 Food Trucks

5 Entertainment Stages

0.7 Tons of waste diverted from landfills

### Reference

Name  
Company  
Title  
Email





**Executive Conference**

<b>1</b> Food Trucks	<b>2-3</b> items per food cart
<b>150</b> served in	<b>30</b> minutes

**User Conference**

<b>7</b> Food Trucks	<b>2-3</b> items per food cart
<b>2,000</b> served each meal	



# Food Trucks Galore

We've managed food truck activations for small groups of 100 to large conferences of 3,000; ensuring a wide variety of delicious items that meet a global diverse palette.

- Manage the infrastructure from permitting to electrical, lighting, plumbing and water service
- Ensure proper staffing for efficient, friendly service
- Custom branding to showcase menus, highlighting dietary preferences
- Ensure consistency in portions/serving sizes
- Sustainable service vessels/service wear
- Supplement food trucks with restaurant/catering/venue food and beverage options

**User Conference**

<b>8</b> Food Trucks	<b>2-4</b> items per food cart
<b>3,000</b> served each meal	







# Ignite

## Start the Morning Right

Morning activities were an important daily ritual. From celebrity fitness instructors to bootcamp workouts to yoga and spin, there were activities for all fitness levels. With these activities being outdoors, and being mindful of noise, we employed “silent disco” headphones. Post-workout, attendees enjoyed a juice truck and power bowls to refuel for the day ahead.

## Keep them Engaged

Attendees were greeted with branding everywhere. LED registration walls, digital signs, column clings and a DJ booth at registration were just a few examples. Unique lounge spaces throughout the common areas included private working pods, networking areas, charging stations and games such as air hockey and ping pong.

## Spice Up Food & Beverage Experiences

Convention center food doesn't have to be boring. We developed custom menus that met all dietary needs, looked beautiful and tasted great. Multiple brainstorm meetings with the Convention Center F&B team, previous venues, and 4 tastings to ensure the menu for each function was just right. Popular items included grab 'n go protein power boxes, bento boxed lunch, local favorites, and even a local alcohol distiller.



## Final Night Party

What do Miami Beach, Chicago, New York City, Las Vegas, New Orleans, and Austin have in common? They were the inspiration for this one-of-a-kind final night party. Guests entered the event through bridge archways into New York Midtown featuring décor reminiscent of Central Park and Times Square. Attendees could “visit” Chicago for a 20's era Gatsby Night, make their way to a Miami Beach Latin Fiesta, attend Mardi Gras in New Orleans, enjoy a Las Vegas Pool Party, or grab some handmade leather goods in Urban Austin. Each themed area featured stunning décor and activations and food and beverage inspired by the destination, giving guests a taste of delicacies such as mac & cheese with brisket, traditional New York pizza, Chicago dogs, bahn mi tacos, grilled shrimp and grits, and pulled pork sliders.



## The Numbers

**1** 7th Annual User Conference

**📍** Austin, Texas

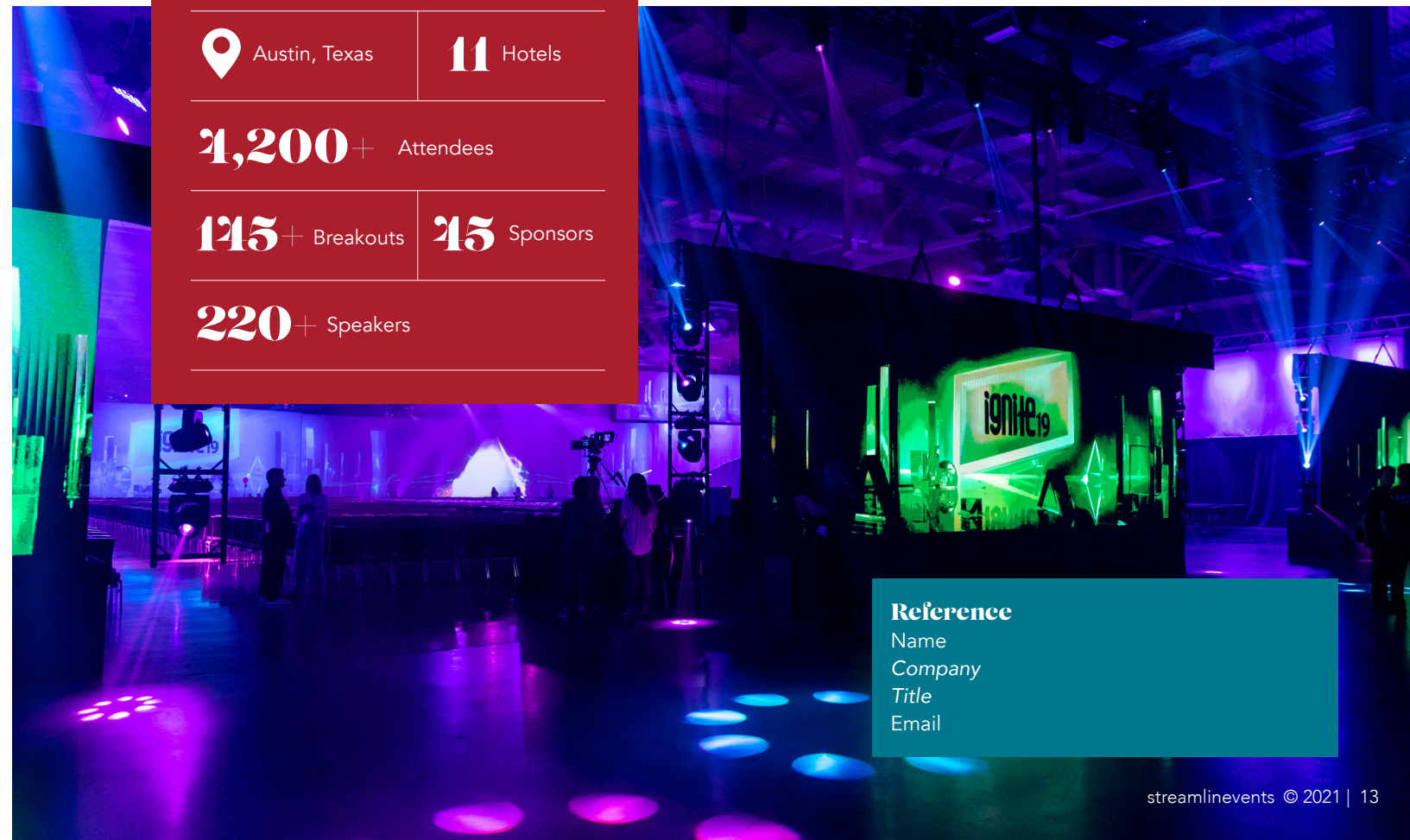
**11** Hotels

**4,200+** Attendees

**145+** Breakouts

**45** Sponsors

**220+** Speakers



## Reference

Name  
Company  
Title  
Email



# Diversity, Equity & Inclusion is More Than a Phrase

As both a certified woman-owned business and a certified minority-owned business, we believe we have an opportunity and responsibility to advance diversity, equity and inclusion within our team, vendors, customers, and community by:

- Providing a safe and welcoming environment that champions differences where multiple perspectives are valued
- Fostering regular and clear communication regarding issues of diversity, equity and inclusion
- Cultivating a team that reflects the community we serve
- Ensuring our policies, practices and initiatives consider and seek to address societal inequities that disproportionately impact specific groups
- Conducting periodic assessments of the success and need for improvement in our efforts towards greater diversity, equity, and inclusion



*"It's about not talking at people, rather talking with them and forming a sense of community. The whole group drives it forward together to help facilitate DE&I, not just lead it."*  
- DE&I Working Group



## DE&I Working Group

Our peer-led Diversity, Equity & Inclusion working group focuses on advancing DE&I within our organization. Each month they decide upon a theme and plan internal posts and activities around it. Some of these activities include Focus Friday Slack posts highlighting members of the greater community, Tune-in-Tuesday showcasing recent podcasts or videos related to the month's theme, twice per month "How Are You" chats to check-in with peers, and monthly Popcorn Bag discussions where attendees discuss a movie centered around the theme of the month.

For our internal January 2021 Kickoff meeting, we brought in speakers who participated in a DE&I panel. For face-to-face events, our event staff receive dedicated training on how to interact with attendees on-site including providing assistance to the differently abled, not assuming pronouns, and knowing the floorplans to provide easy direction to elevators, reflection rooms, mother's rooms, and service animal relief areas. For digital events, our team ensures services such as closed captioning, translation services, and alt text are available for all attendees and work to ensure inclusivity for all geographic regions attending an event.

We have several DE&I projects in the works:

- A speaker guide focusing on diversifying speakers for events, speaker guidelines for inclusive language, and working with speaker bureaus to provide more diverse speaker options.
- An accessibility checklist covering both digital and in-person events and including topics such as closed captioning, simultaneous translation, website design, alt text, signage and more.

## DE&I in the Industry

Industry Relations Strategist, Josh Adams has been active about DE&I in the events industry as a member of the global MPI Diversity & Inclusion Committee in 2020 and the Vice President of Education for our local MPI Northern California Chapter. Josh seeks to ensure diversity in the educational offerings the chapter provides, which requires designing fully inclusive events taking into consideration the content produced, the speakers, and venue accessibility among other things.



Josh Adams

One of Josh's additional responsibilities is helping to facilitate our streamlinevents' Brainshares. Last fall during a Brainshare centered around DE&I, the group discussed how planners must be intentional about seeking speakers for events from a variety of perspectives and how companies must ensure that they have a defined diversity, equity and inclusion message and are living up to the core values of that message.

## Diversity in Vendors

Ensuring diversity among our vendors is important both to streamlinevents and our clients. In 2020, we saw an increase in clients interested in supporting small, local and Black-owned businesses. Now when presenting experience and gifting options, we note if a vendor is Black-owned, minority-owned, woman-owned, LGBTQIA-owned to make diversity a consideration from the start. We are also being proactive in asking questions of our vendors in order to have more diversification when it comes to experiences, suppliers, or talent.

*"We want to look beyond what is typical or what's been done in the past. It's great to see more corporate clients being open to different options and trying something new. We're working on bringing more of the diversity into our community."*  
- Name, Director, Event Operations





**Sustainability** is woven within streamlinevents' culture. Our mantra: one step is better than no steps.

**Team streamlinevents**

Our goal is to raise the level of sustainability with our team, our vendors, and our clients. Some of our initiatives include providing everyone with refillable water bottles, adding water machines to our offices instead of bottled water, ensuring proper recycling and composting of office waste, and providing resources for employees to practice mindfulness training. Additionally, members of our team have been certified through the Sustainable Event Professional Certificate Programme.



**GMIC Northern California Sustainable Event of the Year Award 2018** – By committing to a 12-month long program teaching mindfulness techniques and helping employees to integrate a practice into daily life (work and home), the company focused on maintaining a sustainable environment for employees, while contributing positively to organizational effectiveness and culture.



**The Bay Area & Beyond**

We believe in being active participants in our community and support volunteerism for our employees through paid time off to volunteer with organizations they find meaningful and impactful in their own communities.

We make regular donations to charitable organizations and participate in fundraising campaigns to aid with relief efforts. We also host industry Brainshare meetings to discuss relevant topics and donate to three charitable organizations on behalf of those that attended.

On a global level, we have supported our partner, Positive Impact Events, in their efforts to drive change at the United Nations level around sustainability. We have participated in their yearly social campaign on Earth Day to bring awareness to sustainability in the events industry.



2019 SITE Crystal Award for “Most Impactful Effort Toward Corporate Social Responsibility as Part of an Incentive Program”



**Our Clients** look to us to provide options for weaving sustainability throughout their events. One of our favorite ways to do this is through custom menu creation. We pride ourselves on finding ways to incorporate local ingredients while accommodating all types of dietary restrictions.

One example is a “Buddha Bowl” concept. This included a variety of proteins (meat, seafood, legumes, tofu, etc.), vegetables, and flavorful sauces and condiments. Personal choice that meets the individual’s dietary needs combined with broad flavor profiles for global palettes.

All aspects of sustainability are applied to programs: LEED certified venues, reducing printed materials and signage, locally sourced giveaways, reduce single use items/containers, robust recycling and donation programs, donation and composting food waste, swagless gifting, ensuring inclusivity for all attendees.

The most impactful CSR programs are ones that leave a lasting impact on a community. We engage with our local partners to uncover the greatest need in the communities where programs are held.



# Our Pricing

**Our business model is based on complete transparency.**

No hidden costs.

No mark-ups on any services. This includes all hard costs for any goods and services like décor, audio visual equipment and lighting, or any costs from outside suppliers. (For real...we really don't mark anything up.)

All discounts, rebates and commissions are returned to [Client].

We are compensated for our account team's time by an hourly rate - and you will only pay for the actual number of hours we spend on your event.

## [Event Name] Pricing:

### Conference Production Services

500 Hours @ \$XXX per hour + 1 Event Manager & 2 Event Staff for 6 days each

### Off-site Event Production

500 Hours @ \$XXX per hour + 1 Event Manager and 2 Event Staff for 6 days each

### Restaurant & Food Truck Management

300 Hours @ \$XXX per hour + 1 Event Manager and 2 Event Staff for 6 days each

### On-site

Streamlinevents on-site team - \$XXX per person per day

On-site event staff - \$XXX per person per day

*\*All T&E is charged at actual with no mark-ups or additional service fees.*


### Bonus!

The consistency, continuity and efficiency you'll gain by having one partner support all three aspects of [Event Name] 2021 is priceless. But to show you how much we want to work with you, we will bring our hourly rate down to \$XXX if you choose to partner with streamlinevents for all three.



# See you in Monterey





"We thrive not when we have done it all,  
but when we still have more to do."

-[NAME, CLIENT]

At streamlinevents, we are constantly in motion, endlessly curious, and relentlessly in pursuit of **bold ideas**. As you make your **Case for Design**, let our clever minds, rock solid experience and bold hearts help co-create this moment with you.

**Let's create something extraordinary together.**