



CYBERARK[®]



OVATION 



Meet Ovation



Who We Are

Established in 1991, OVATION is an award-winning event agency that specializes in providing extensive production and creative support services both within the United States and internationally.

Our company boasts a well-equipped warehouse stocked with OVATION equipment, which is expertly managed by our dedicated operations team. Furthermore, we maintain a skilled in-house staff, including creative professionals, production experts, technical specialists, and software engineers, ensuring a comprehensive suite of resources at your disposal.

At OVATION, we place a paramount emphasis on nurturing enduring client relationships. We recognize the invaluable significance of these connections, and it is our unwavering commitment to fostering and maintaining them.

CLIENT OBSESSED

Working live events is not for the faint of heart. We work long hours, spend a considerable amount of time on the road, and thrive under the pressure that comes with “doing it live.” And...we LOVE it. We take joy in collaborating with awesome people along the way. True fulfillment comes when we can deliver success for the people who make up the companies we work with.



A person is shown from the back, wearing a headset and looking at a computer monitor. The room is dimly lit with blue ambient lighting. The person's hair is dark and short. The headset has a microphone boom. The computer monitor in the foreground shows a grid of colored squares (red, green, purple) on a light background.

PROACTIVE + PREPARED

You can rely on our team to stay calm, collected, and communicative throughout your event. We've seen it all in our decades of working in live events and are prepared for anything that comes our way.



Event Experts

With over 30 years of experience in designing and producing events of all sizes, we know the essential questions and answers that drive impactful shows.

Through research into your previous events, meetings with your team and ongoing conversations, we build a relationship and gain a deeper understanding of what is most important to you, your company, and your attendee.

CREATIVE THINKERS

We can design a mind-blowing general session, but our creativity goes beyond the design of your show, it's within every bit of what we do from start to finish. It's adding the small touches where it matters most to enhance audience experience, as far as the last seat in the last row.





ON BUDGET

We pride ourselves on delivering big results within the bounds of the budget. We know how to create efficiencies where it matters most and how to stretch the value of a dollar. We are here to ensure that we deliver on time and on budget.

Trusted By GROWTH-DRIVEN COMPANIES

For over 30 years, OVATION has designed and executed executive level conference and meetings for our clients locally, nationally and internationally. Many of these are represented in the below logos. We are experts at designing meetings of great impact and meaning that reinforce the brand, capture attendees' hearts and inspire them to action. Please see the following pages for examples of how we achieve this.





Our Core Capabilities

Capabilities | At A Glance



Strategy + Execution

- Production consultation
 - Strategy, budgeting, resource allocation, overall event execution
- Event design
- Event logistics
- Attendee journey
- Production crewing + labor management
- Talent management
- Expo management and design



Technology

- Technical production
- Technical engineering
- Audio visual equipment + sourcing
- Event technology solutions
- Transportation + logistics



Video + Content Development

- Design + creation of large format video content
- Bringing stories to life on screens
- Capturing unforgettable moments



Creative

- Scenic design
- Graphic design
- Branding
- Activations
- Event signage
- Expo design



Sourcing

- A list talent
- Keynote speakers
- Emcees
- Opening and closing acts

Relationships + Partnerships

Partnering with vendors and leveraging established relationships within our event production and creative agency is a strategic advantage that directly benefits our clients in numerous ways. Our well-established connections in the industry provide us with unparalleled access to top-tier suppliers, ensuring that your event receives the highest quality services and materials. These relationships enable us to negotiate competitive pricing on your behalf, ultimately saving you valuable resources without compromising on excellence.

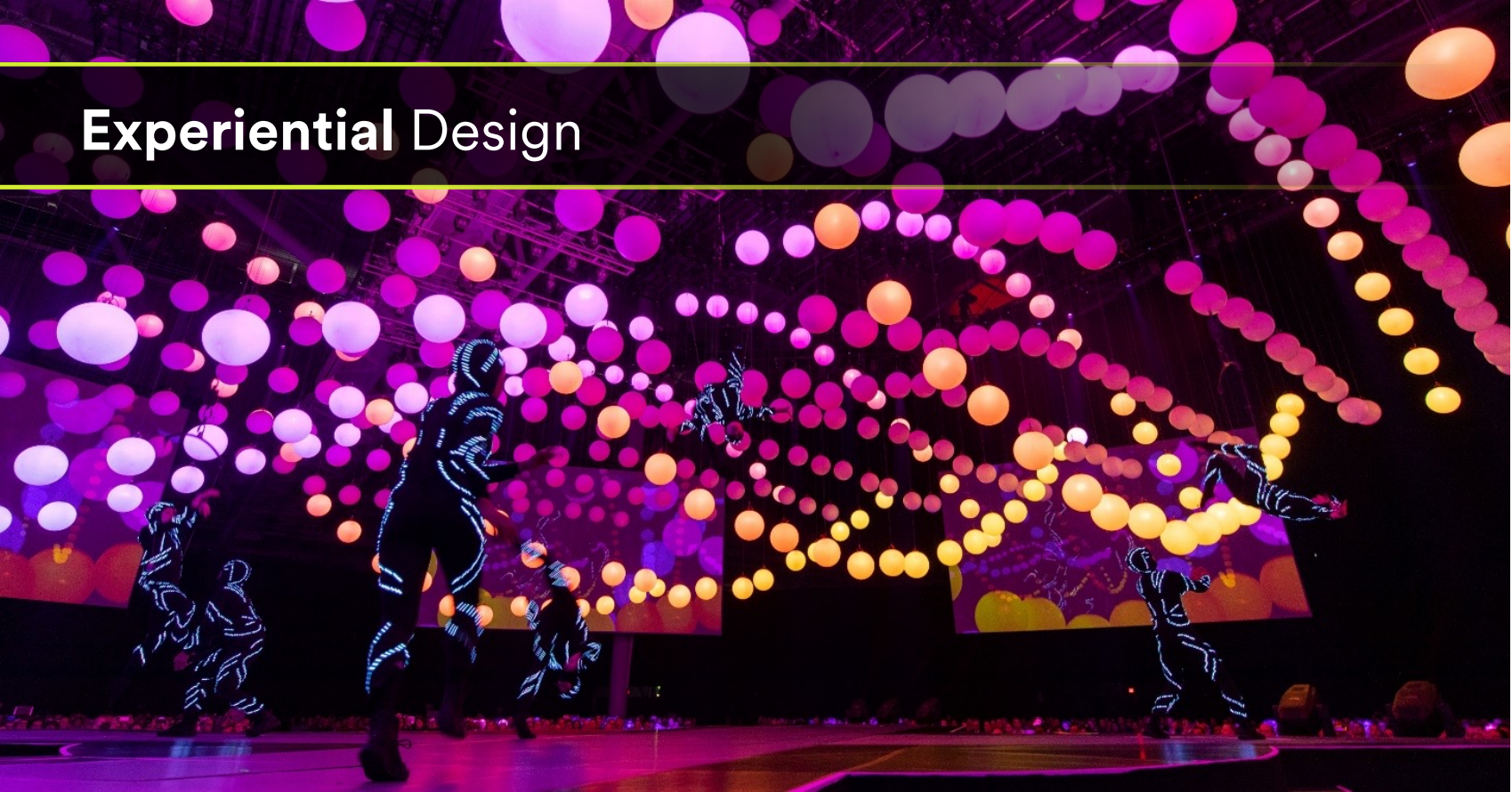
Furthermore, our vendor partnerships extend beyond cost savings; they translate into a smoother, more efficient event planning process. With trusted collaborators at our side, we can navigate challenges seamlessly, guaranteeing that your event not only meets but exceeds your expectations. By choosing our agency, you're not just gaining an event partner; you're tapping into a network of industry experts committed to delivering exceptional results while maximizing your return on investment.

Your success is our priority, and our vendor relationships are a vital tool in achieving that success.

Examples of brands we partner with to ensure we provide the best equipment in the most efficient way, across the globe:



Experiential Design



Production + Scenic Design



Content Production



Entertainment + Talent Sourcing



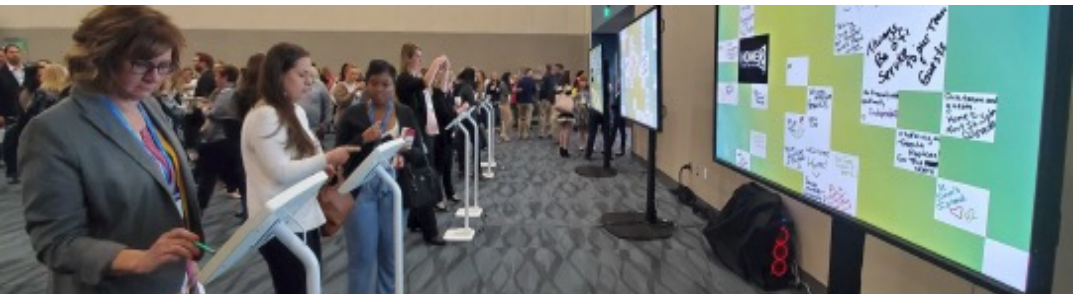
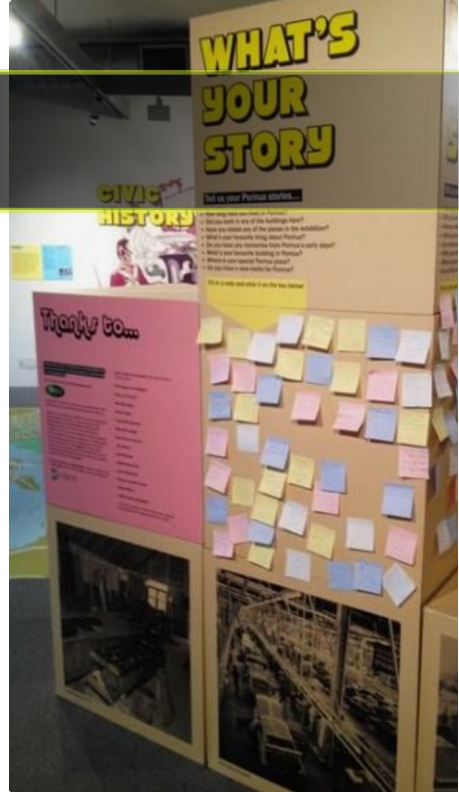
Theme + Logo Activation



On-Site Branding Activation



Additional Activation Concepts



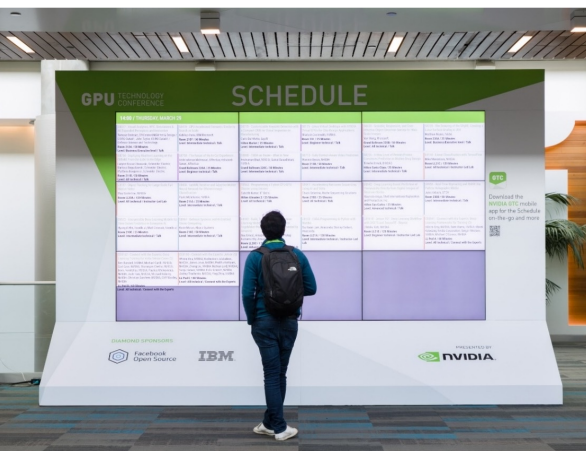
Video





MARQUEE

POWERED BY OVATION 



MARQUEE™

EVENT INDUSTRY SPECIFIC CONTENT DISTRIBUTION PLATFORM



Presentation Management

- Upload and verify presentations
- Edit once, update everywhere
- One-click support
- Speaker-ready concierge services



Content Distribution

- Single content database
- Centrally update digital signage, mobile apps, etc.
- Support and record hundreds of sessions simultaneously



Livestream + On Demand

- Virtual 24-hour global editing suite
- Session recordings ready in hours, not weeks
- Ready-to-use assets for marketing, CRM and AMS



Team + Processes

Meet Our Team

CyberArk would be assigned a core team that would remain consistent throughout your event. Here are a few of the faces you might see from beginning to end.



Chaye Eichenberger | General Manager

Chaye ensures the end-to-end delivery of quality customer experiences. Chaye leads our Production, Technical and Creative teams, ensuring collaboration and communication are front and center. With nearly 20 years of experience, Chaye brings teams together to create an atmosphere of true partnership and understanding. Her passion and “can do” attitude lead to highly successful events. **FUN FACT: Chaye is a BIG fan of the Beach Boys, has two adorable sons and a cat named Pretzell!**



John Robinson | Solutions Architect + Associate Account Manager

John Robinson leads the proposal buildout and response efforts to RFP’s, and assists in the management of account relationships and communications. John has a demonstrated history of working in the Audio-Visual industry, which includes event management and technical knowledge. His experience and proficiency allows him to establish, maintain, and service client relationships. **FUN FACT: John likes to design and build custom PCs with a current penchant for mechanical keyboards.**



Matt Bashore | Senior Technical Director

Matt is responsible for the management and execution of all technical deliverables. From idea to implementation, Matt will help develop the overall creative, technical, and logistical elements. Matt’s vast experience ensures that he surpasses client’s expectations to tell legendary stories and deliver epic audience experiences. **FUN FACT: Matt previously worked as a touring musician and once played the legendary Grand Ole Opry.**



Ryan Madigan | Technical Director

Ryan is responsible for the management and execution of all technical deliverables. Ryan helps ensure the technology meets the expectations and vision of the event and delivers overall creative, logistical and technical support. **FUN FACT: Ryan has worked with are the Pulitzer Center, The White House, MLB Network, NBC, ABC, and Lollapalooza.**



Zac Chandler | Executive Producer

Zac manages all aspects of production for in-person and hybrid events. With over 15 years of experience, Zac’s combined experience in theatre and production brings a proven record of delivering events that run efficiently and connect with audiences worldwide. **FUN FACT: Zac began his career in theatre in NYC and from there progressed to event production.**



Loren Picciarelli | Executive Producer

Loren brings artistry, a keen eye for detail and a commitment to excellence in producing innovative and creative live event productions. With over 10 years of production experience, Loren has worked with clients such as; DoTERRA, Bizzabo, ASRS & AONL and Trinity Health. **FUN FACT: Loren began her career as a choreographer and has had the pleasure to work with countless celebrities and perform during the Super Bowl Half-Time show!**

Meet Our Team



Lucas Chamberlain | Creative Director

Lucas leads the overall creative design and visual concepts for our projects. His collaborative style ensures our clients' visions are translated into extraordinary experiences that surpass expectation. With over two decades in the event and live entertainment space his award-winning work tells compelling stories and moves audiences around the world. **FUN FACT: Lucas' past clients & partners include; Nickelodeon, DreamWorks, Cirque Du Soleil, Nintendo, Abbott, 3M and many more!**



Carolyn Waldron-Parr | Director, Video Production

Carolyn's main-focus on OVATION's Creative team is storytelling through video and animation. From early concept stages through playback on show day, Carolyn leads the effort in building dynamic stories through media and driving the attendee journey for both in-person and virtual experiences. **FUN FACT: Carolyn enjoys a nice old-fashioned, story-telling and a breezy day on her porch.**



Ashley Arnold | Designer

Ashley works closely with the Creative Director to ensure desired creative is crafted efficiently. She specializes in developing a client's design language as it pertains to the environment, virtually, print design and across supporting multimedia. She has provided creative solutions for several foundations and businesses, some include; Unicef, American Heart Ball, Stella Artois and musical event Lollapalooza. **FUN FACT: Ashley started her career as an illustrator and enjoys visiting art museums and galleries nation-wide.**



Rebekah Shell | Senior Program Manager

Rebekah has worked with OVATION for over 15 years. Rebekah helps client identify their project goals and help them achieve those goals plus more by coordinating the people and processes needed to deliver an on-time product. Rebekah's background experience with Marquee and speaker prep also allow her to foresee potential issues and take action immediately. **FUN FACT: Rebekah loves spending time with her two daughters and volunteering at her local church.**



Jason Brenna | Senior Developer

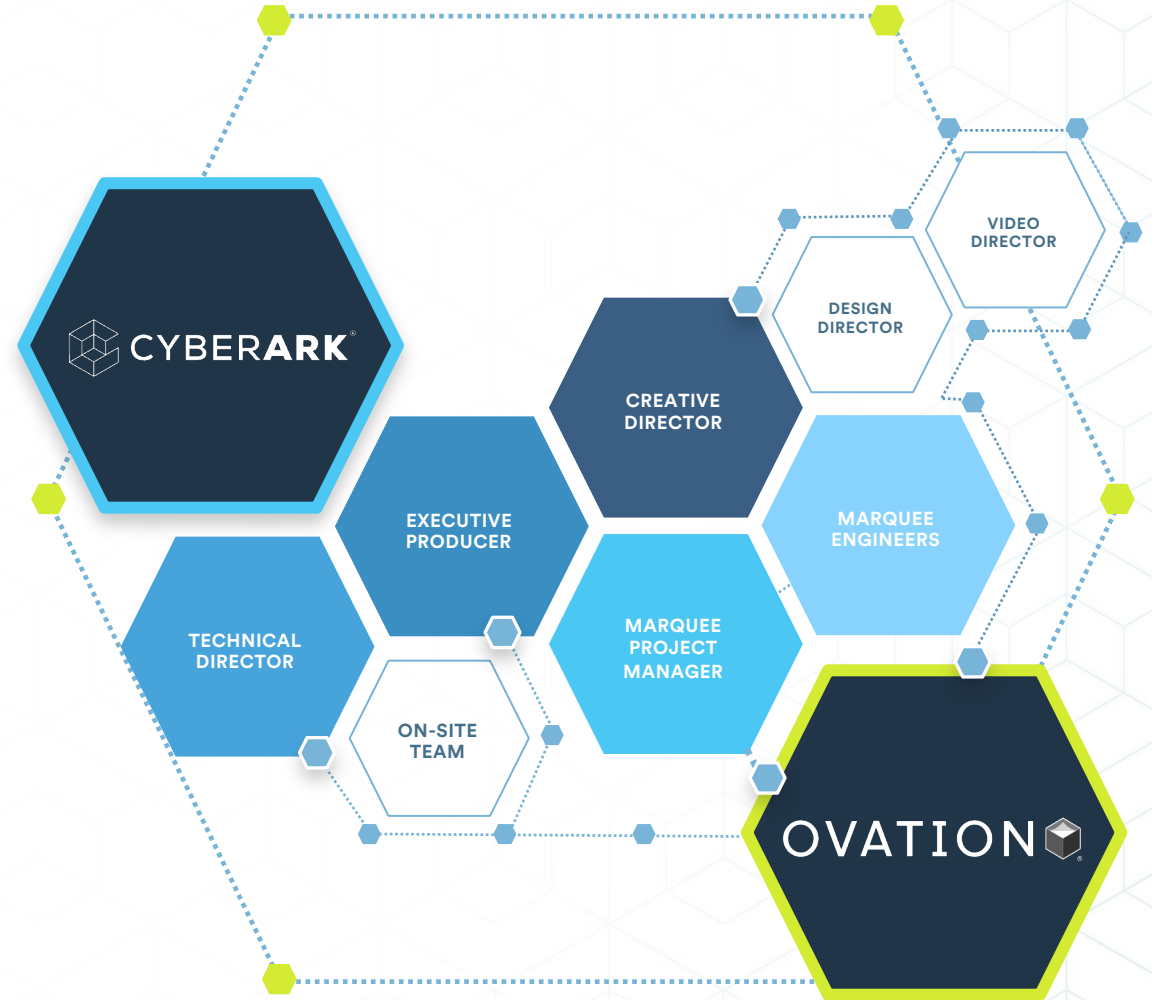
Jason has been with OVATION over a decade and has experience developing software tailored to many different client events. Jason excels under pressure which is why he's great on a show site. It's also why in his free time you might find him climbing on the side of a cliff or jumping out of a plane. Jason has overseen every step of our MARQUEE Platform and specializes in managing every client's database to meet their specific needs. **FUN FACT: Jason enjoys the outdoors, spending time with his family and playtime with his dogs.**

Team + Processes

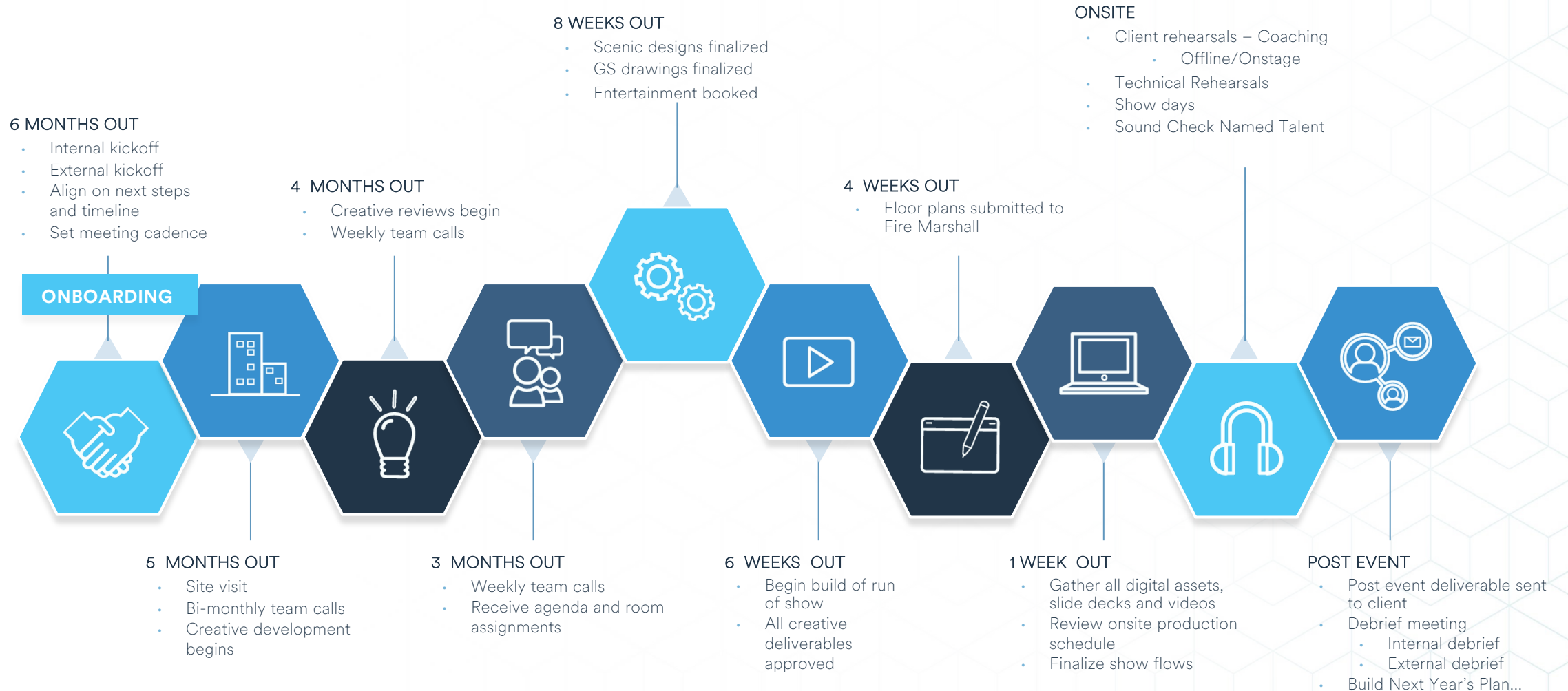
OVATION supports our customers and project work under the direction and leadership of full-time OVATION staff. These roles include technical director, producer and creative director. This team then provides planning, direction and management to the project delivery team which will be comprised of a combination of OVATION full-time staff and trusted, local resources including engineering roles, equipment and scenic.

Our additional internal team includes:

- Creative Department that oversees every aspect of the creative process ranging from theme/logo design, content development, stage/scenic design etc.
- Video + Content team that provides brand compliance and storytelling through video, animation and graphics treatments.
- Technology + Streaming team to direct all technical planning requirements, live production execution, livestream broadcast and final delivery of the event vision.

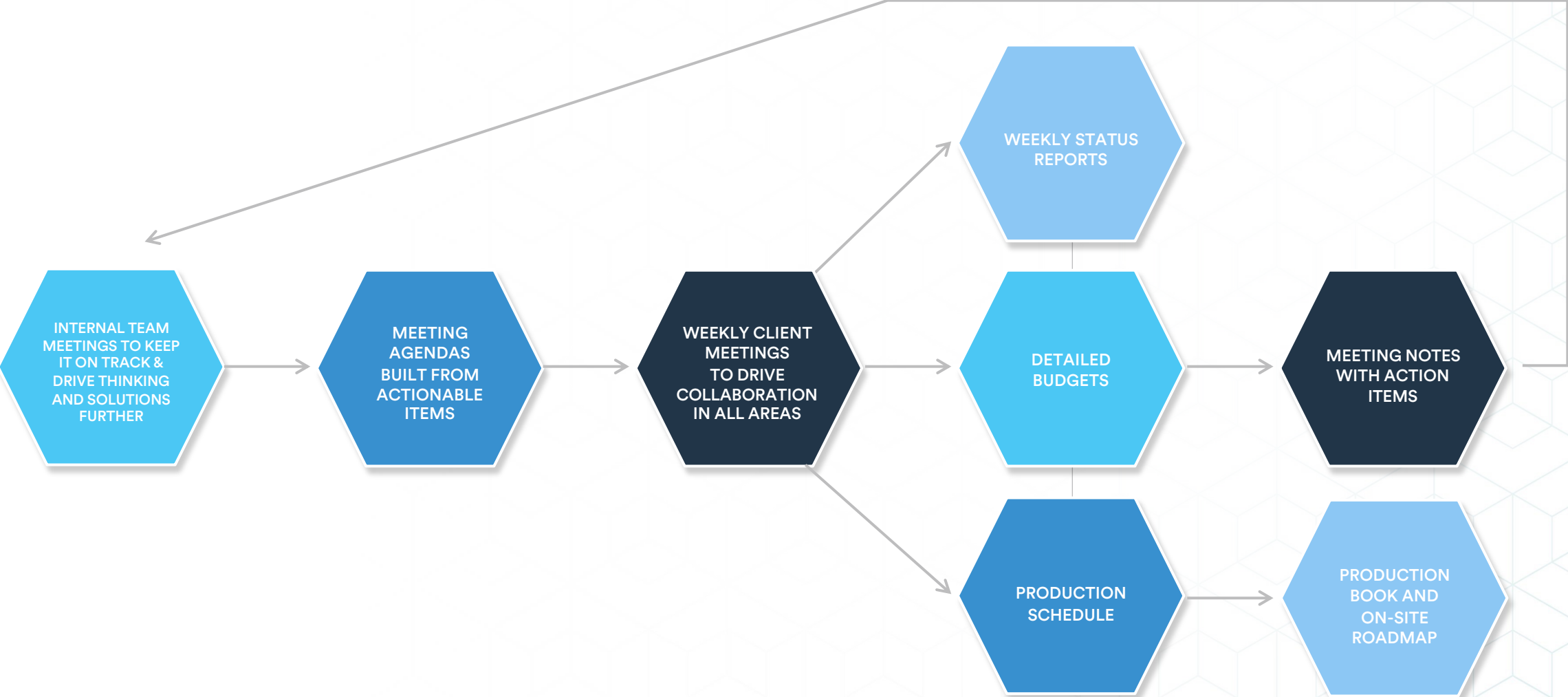


Putting It All Together | Sample Milestone Plan



Weekly Meetings That Add Up To More

How our teams collaborate to deliver ultimate success



Sample Deliverables Tracker

The Deliverables Tracker offers an at-a-glance view of each piece of media in your show. By providing real time updates, you can instantly know the status of your content event wide and have the ability drill down to granular level detail.









The screenshot displays the ClickUp interface for a Deliverables Tracker. It features a 'List' view with a search bar and login options. The main content is divided into two sections, one for 'GENERAL SESSION - AUG 25' and another for 'GENERAL SESSION - AUG 26'. Each section contains a table of sessions with various columns for tracking deliverables.

GENERAL SESSION - AUG 25	ASSIGNEE	LISTS	CALL DATE	FILM DATE	FILM TIME	SHOW DATE	SHOW TIME	DURATION	SLIDES	VIDEOS	DEMOS	SPEAKER RECORD	RECORDING	STUDIO SET
> > Sessions CEO Welcome	[User Icon]	Sessions	-	8/19/20	All Day	8/25/20	11:00am - 11:45am	45 min	Unknown	Unknown	Unknown	Studio	Pre-Record...	Main Studio
> > Sessions Industry Panel	[User Icon]	Sessions	-	-	-	8/25/20	11:45am - 12:25pm	40 min	Unknown	Unknown	Unknown	Studio	Pre-Record...	Panel/Fires...
> > Sessions Caesars F&B Session	[User Icon]	Sessions	-	-	-	8/25/20	12:25pm - 12:35pm	10 min	Unknown	Unknown	Unknown	Unknown	Pre-Record...	Unknown
> > Sessions Cvent Excellence Awards	[User Icon]	Sessions	-	8/12/20	3:30pm-6:30pm	8/25/20	4:30 pm - 5:30 pm	1 hr	Yes	Yes	No	Studio	Pre-Record...	Main Studio
GENERAL SESSION - AUG 26	ASSIGNEE	LISTS	CALL DATE	FILM DATE	FILM TIME	SHOW DATE	SHOW TIME	DURATION	SLIDES	VIDEOS	DEMOS	SPEAKER RECORD	RECORDING	STUDIO SET
> > Sessions Airline Panel	[User Icon]	Sessions	-	8/12/20	1300-1500	8/26/20	12:00pm - 12:30pm	30 min	No	Unknown	Unknown	Remote	Pre-Record...	Unknown
> > Sessions HC Product Roadmap	[User Icon]	Sessions	-	8/13/20	0800-1800	8/26/20	11:00am - 12:00pm	1 hr	Yes	Yes	Unknown	Combination	Pre-Record...	Unknown
> > Sessions EC Product Roadmap	[User Icon]	Sessions	-	8/14/20	0800-1700	8/26/20	11:00am - 12:00pm	1 hr	Yes	Yes	Yes	Combination	Pre-Record...	Unknown
> > Sessions Closing	[User Icon]	Sessions	-	-	-	8/26/20	4:30pm - 5:00pm	30 min	Unknown	Yes	Unknown	-	Pre-Record...	Unknown

Sample Visual Cue Sheet

The Visual Cue Sheet is a tool our creative and production team work on together to ensure every visual cue is accounted for within the show flow. Not only does it allow our internal teams to align but it offers an opportunity for us to walk through line by line with you before we get onsite. It is the peace of mind you need in knowing everything is prepared and thought through before ever stepping into the venue.

This visual cue sheet is then shared with our media server programmer for efficient and streamlined show building and allows us to be buttoned up onsite for cue-to-cue walk through with you before rehearsals begin with your executives. This is updated throughout all rehearsals to ensure consistency and delivery of approved final content.

#	Item	Speaker	Visual	File Name	Notes
1	GS End Scene Bumper	N/A		GS-EndSceneTransition-Blue	end of HC Roadmap/ EC Roadmap, flows into Airline Industry Panel.
2	GS Title Card	N/A	Blue Title Card	GS_Title_Card_Template	Title Card text: Airline Industry Panel of Titans in Partnership with VisitDallas
	Bumper Transition	N/A		GS - Transition Blue-v2	
3	Intro to Airline Panel	Mark Jefferies			Mark Jefferies tossing to prerecorded Airline Panel. Being recorded next we
4	Mark Lower Third	Mark Jefferies, Cvent Connect MC		GS_Lower_Third_Template	
5	GS Bumper Transition	N/A		GS_Bumper-BLUE	
6	Airline Panel	Mark, Gary, Doug, Sean		GS_PIP_Loop-BLUE 4-up Pip Frames	
7	Gary Lower Third	Gary Kelly, Chairman and CEO, Southwest Airlines			
8	Doug Lower Third	Doug Parker, CEO, American Airlines			



Experiential Design + Visual Examples



Creative Rationale

We are thrilled to present a design that showcases the CyberArk brand. Our approach is all about crafting an experience that not only captures the essence of your innovation but also underscores the vital importance of cybersecurity in the modern digital landscape.

Imagine a stage that seamlessly blends sleek, minimalistic aesthetics with the latest in technology. LED screens will envelop the stage, transforming it into a dynamic digital canvas that can seamlessly morph from showcasing wall-to-wall animations, to intricate network visualizations, and even real-time cybersecurity data analytics. We have arranged the screens in a way that offers a picture-perfect viewing experience for all attendees, making the space feel inclusive and impressive. Additionally, we have built a stage that is adaptable; suited for a single presenter, a fireside chat, or a larger panel discussion.

This dynamic production design isn't just for show; the stage's contemporary design, coupled with kinetic lighting, symbolizes the ever-evolving nature of the cybersecurity industry. It's a reminder of the constant need for innovation and adaptability in our ever-changing digital world.

We can't wait to bring this vision to life for CyberArk's consideration.





General Session | CENTER VIEW

The general session design features a sleek custom stage, trimmed in fully controllable LED edge light, and flanked by ample LED surfaces. Content is delivered across multiple zones which can be targeted individually or as one expansive canvas for fully immersive graphics and animation. At center, a 20'x20' LED wall provides branding and background imagery for IMAG, flanked by four LED columns and two 16:9 surfaces for content and demos. Two optional hex-shapes screens can be used for IMAG or constant branding.



General Session | HOUSE RIGHT VIEW

Speakers can enter and exit dramatically between the LED columns and center screen.



General Session | HOUSE LEFT VIEW

Speakers can enter and exit dramatically between the LED columns and center screen..



General Session | SCREEN LAYOUTS

Wide set hexagon shaped LED surfaces can be used for IMAG or constant branding allowing the outboard screens to go full canvas for 16:9 content for massive impact.



General Session | SCREEN LAYOUTS

The outboard LED surfaces can be used for several unique layouts for IMAG, content, and branding. Taking advantage of the massive scale of the outboard LEDs can accommodate 16:9 slides content and IMAG while the center and upstage screens can be used as a dynamic speaker backdrop.



General Session | FURNITURE


Modern soft seating provides a comfortable and inviting set for panel discussions. We have designed a stage to accommodate a single host or a seated panel.



General Session | ENHANCEMENTS

Building on the attendee experience, rows of LED uprights frame in a dramatic walkway towards a branded IMPACT truss archway with lit logo.

Thank You,

OVATION 

LEARN MORE AT OVATIONEVENTS.COM

Event Pricing



	GENERAL SERVICES	Notes	Detail	Pricing	T&E Estimate
1	Program Mgmt.	Overall Program Mgmt. / OVATION Main POC Estimate: Overall project leadership, planning, logistics, and milestone progression. Create and maintain program timelines that benchmark key planning elements, due dates, and responsibilities. Executive Producer, Technical Director, Creative Director, Creative Project Manager to site visit *Client to provide hotels for the duration of site visit	Pre-Event	\$21,000.00	
			Site Visit	\$11,500.00	\$5,340.00
			Onsite	\$14,000.00	\$1,635.00
2	Food & Beverage	Food & Beverage Estimate: <ul style="list-style-type: none"> • Day 1: Lunch for 500, Afternoon Break (coffee + snack), Welcome Reception for 750 • Day 2: Breakfast for 1200, Break (coffee only), Lunch, Afternoon Break, Evening Reception for 800 • Day 3: Breakfast for 700, Break (coffee only), Lunch for 700, Afternoon Break for 700 *Staff and Crew meals are included and can be estimated separately with additional information	Total	\$540,057.60	
3	Entertainment	Entertainment Allocation: Includes sourcing, management, backline, & variable degree of rider support	Total	\$350,000.00	
			SUBTOTAL	\$936,557.60	\$6,975.00
			TOTAL ESTIMATE		\$943,532.60

	GENERAL SESSION	Notes	Detail	Pricing	T&E Estimate
1	Pre-Production	<p>GS Pre-Production: Includes client calls, production calls, design collaboration, venue coordination, agency coordination, life safety planning, logistics coordination. Includes development hours for key production roles Time to manage and prepare equipment pre-shipment to venue *Client to provide hotels for the duration of the site visit</p>	Pre-Event	\$55,850.00	
2	Production Staff	<p>On-Site Production Staff: All production crew including management and all key roles Assumes (2) full days of load-in (1) day of rehearsals and (3) full days of production with strike on the final day *Billable estimate includes travel days for key positions (10) **Current estimate assumes 10 hour days ***Client to provide hotels for the duration of the event</p>	Event	\$294,370.00	\$16,350.00
3	Equipment	<p>General Session Production Equipment Estimate: Includes all production equipment currently proposed in render. (2) Large 16:9 outboard LED displays, LED scenic and video support columns, 1:1 LED backdrop display Presenter support including confidence monitors & teleprompter, and media server (3) Camera set w/ recording equipment, livestreaming equipment, & support Line array speaker package to support 1200 attendees, wireless mics and backups, playback Lighting control, stage wash lighting, back lights, moving lights, scenic lighting Scenic drape package, stage furniture (5 panel seats, 4 end tables) Stage build as currently proposed; multi-level with LED accent wraps</p> <p>*Current proposal is scaled for a convention center hall sized space and will be adjusted based on venue chosen **Set elements are modular and can increase/decrease at client request and if needed with additional discovery</p>	Equipment Total	\$336,179.15	
4	Shipping	Trucking & Shipping Estimate	Shipping Total	\$43,250.00	
5	Sales Tax	Nashville, TN Tax Rate	Total	\$35,097.20	
			SUBTOTAL	\$764,746.35	\$16,350.00
			TOTAL ESTIMATE		\$781,096.35

	CREATIVE SERVICES	Notes	Detail	Pricing	T&E Estimate
1	Pre-Production	Creative Pre-Production: Includes client calls, design collaboration, development & creative project management hours *All creative time is merely an estimate based on the proposal guidelines and OVATION's experience to meet deliverables. All hours may be adjusted upon additional discovery and collaboration with CyberArk's creative team.	Pre-Event	\$9,750.00	
2	Graphics	General Session Graphics Package: Includes intros/outros, backplates speaker interstitials, panel intros, housekeeping, & agenda slides *Estimate includes time for design & animation	Total	\$15,150.00	
3	Walk-in Loops	Walk-in/out loops for sessions	Total	\$6,875.00	
4	Video Creation	Opening, Closing, or Interstitials Full production of video utilizing pre-recorded content, animation, stock media, sound design *Will adjust dependent on scale and additional discovery	Total	\$13,875.00	
			SUBTOTAL	\$45,650.00	
			TOTAL ESTIMATE		\$45,650.00
	SERVICES	Notes	Detail	Pricing	T&E Estimate
1	Heavy Equipment	Heavy Equipment Rental: Forklift & Scissor Lift; includes Forklift Operator	Total	\$3,650.00	
2	Inspection	Fire Marshal Fee & Permit Placeholder	Total	\$4,000.00	
3	Sales Tax	Nashville, TN Tax Rate		\$277.50	
			SUBTOTAL	\$7,927.50	
			TOTAL ESTIMATE		\$7,927.50
			GENERAL SESSION TOTAL		\$781,096.35
			CREATIVE SERVICES TOTAL		\$45,650.00
			SERVICES TOTAL		\$7,927.50
			TOTAL ESTIMATE		\$834,673.85

	BREAKOUTS	Notes	Detail	Pricing	T&E Estimate
1	Pre-Production	Breakouts Pre-Production Estimate: Includes client calls, production calls, design collaboration, venue coordination, agency coordination, life safety planning, logistics coordination. Includes development hours for key production roles *Client to provide hotels for the duration of the site visit	Pre-Event	\$12,000.00	
2	Production Staff	On-site Production Staff Estimate: All production crew including management, key roles, & local set/strike labor Assumes (2) days of load-in/rehearsals and (3) days of production and strike on the final day *Billable estimate includes travel days (2) **Current estimate does NOT include overtime ***Client to provide hotels for the duration of the event	Total	\$108,695.00	\$4,905.00
4	Equipment	Breakout Production Equipment Estimate: Includes pricing for (8) Breakout Rooms Includes (1) Partner Day Room, (1) Investor Day Room** \$6,856.00 per Breakout Room Includes projection & screen package, audio, drape, and recording of all breakout sessions Includes communications package estimate for crew and staff members*** *Current proposal is based on standard breakout scale and will be adjusted due to venue restrictions or upon client request **Partner Day & Investor Day room based on proposal information and exploration from the OVATION team. Investor Day room includes livestreaming equipment & operator. ***Communications estimate based on current event scale. Will adjust with additional discovery.	Equipment Total	\$128,444.60	
5	Shipping	Trucking & Shipping Estimate:	Shipping Total	\$10,000.00	
6	Sales Tax	Nashville, TN Tax Rate	Total	\$13,199.71	
			SUBTOTAL	\$272,339.31	\$4,905.00
			TOTAL ESTIMATE		\$277,244.31

	EXPO	Notes	Detail	Pricing	T&E Estimate
1	Pre-Production	<p>Expo Pre-Production: Includes client calls, production calls, design collaboration, venue coordination, agency coordination, logistics coordination. Includes development hours for key roles; Creative Director, Project Manager, & Designer *Client to provide hotels for the duration of the site visit</p>	Pre-Event	\$15,000.00	
2	Production Staff	<p>On-site Management Staff Estimate: Provide management for 20-30 sponsors Dedicated management roles; Creative Director, Coordinator, TD, & Producer Assumes (2) days of load-in/setup and (3) days of production and strike on the final day *Billable estimate includes travel days for all management roles (4) **Current estimate does NOT include overtime ***Client to provide hotels for the duration of the event</p>	Total	\$9,750.00	\$1,635.00
4	Design & Development	<p>Creative Design & Development Estimate: Produce Expo Hall experience, including traffic drivers. Develop turnkey booth design, design floorplans and identify opportunities for sponsorships.</p>	Total	\$20,500.00	
5	Labor & Materials	<p>Labor, Materials, & Support Placeholder: Provide operational support for 20-30 sponsors Highly variable depending on location and individual booth requirements</p>	Total	\$300,000.00	
6	Badge Estimate	<p>Lanyards & Badges Estimate: 1200 Attendees + Staff & Spares *Pricing may vary depending on badge type & material</p>	Total	\$6,500.00	
7	Sales Tax	Nashville, TN Tax Rate	Total	TBD	
			SUBTOTAL	\$351,750.00	\$1,635.00
			TOTAL ESTIMATE		\$353,385.00

	Nth Degree Role	CyberArk Support Request	Notes	Proj. Mgmt. Fee	T&E Estimate
1	Account Director	Overall Program Mgmt. / Agency POC: Create and maintain program timelines that benchmark key planning elements, due dates, and responsibilities.	Pre-Event	\$28,000.00	
			Site Visit	\$5,250.00	\$1,850.00
			Onsite	\$10,500.00	\$2,750.00
2	Event Manager 1	Space & Venue Mgmt.: Prepare and maintain master space agenda outlining all meeting space, use and capacities. Recommend room assignments for general sessions, breakouts, ancillary meetings, meal functions, offices, and special functions, change requirements as needed. Consult and manage set up for all meeting rooms, change requirements as needed. Procure necessary equipment/furnishings with hotel and/or venue, Monitor registration attendance and room capacities, adjust as needed. Keep attendance records for each session along with any other notations.	Pre-Event	\$31,200.00	\$0.00
			Site Visit	\$3,900.00	\$1,850.00
			Onsite	\$7,800.00	\$2,750.00
3	Event Manager 2	F&B Mgmt.: Manage all food and beverage, including menu design, attendance guarantees and related costs/budget. Develop and manage floorplans for all meals and networking areas, including seating and signage.	Pre-Event	\$29,250.00	\$0.00
			Site Visit	\$3,900.00	\$1,850.00
			Onsite	\$7,800.00	\$2,750.00
4	Event Manager 3	Special Events Mgmt.: Research and recommend venues for evening events (2), including welcome reception and main event party, including venues, entertainment, décor, transportation, staffing, special licenses and considerations, etc. Activations/Experiences/VIP Mgmt.: Recommend memorable experiences throughout the event, including entertainment, networking, contests and promotions, VIP experiences, etc.	Pre-Event	\$26,000.00	\$0.00
			Site Visit	\$3,900.00	\$1,850.00
			Onsite	\$7,800.00	\$2,300.00
5	Event Manager 4	Staffing Mgmt.: source and train temporary staff for registration check-in, badge scanning, and event ambassadors. Security Mgmt.: Request written emergency procedures from each venue/hotel per CyberArk company policies. Review security procedures with each venue/hotel, including: first aid response and closest hospital and urgent care facility. Hire additional security for meeting/event facilities as requested by CyberArk chief security officer.	Pre-Event	\$23,400.00	\$0.00
			Site Visit	\$3,900.00	\$1,850.00
			Onsite	\$7,800.00	\$2,750.00

6	Event Coordinator	Freight Mgmt.: Manage all inbound/outbound shipments including sponsor shipments, event supplies, event materials preshow and on-site. Give-Aways Mgmt.: Recommend & source giveaways & awards for attendees	Pre-Event	\$11,500.00	\$0.00
			Onsite	\$6,900.00	\$2,750.00
7	Housing Manager	Hotel Room Block Mgmt.: Monitor changes to rooms reservations and pick up, as well as attrition and no-shows. <i>Note: sourcing of properties will not be necessary.</i> <i>Remote support during event - Not Onsite</i>	Pre & Post Event No Onsite	\$15,600.00	\$0.00
8	Registration Manager	Registration Mgmt.: Recommend best practices and optimization of registration experience. Ensure frictionless registration process, from initial event registration to on-site arrivals and registration. Provide real-time and on-demand registration reporting for pre, on-site and post conference. Develop and manage standard communications for the registration process, including confirmation, reminders, etc. Provide creative and effective badging options, including badge design, lanyards, holders, inserts, etc.. Source all badging materials. Oversee all aspects of on-site registration and registration technology implementation, including staffing. <i>* CyberArk will develop event website using Cvent or Bizzabo platform, including event branding, design and content.</i>	Pre-Event	\$22,750.00	\$0.00
			Site Visit	\$3,900.00	\$1,850.00
			Onsite	\$7,800.00	\$2,750.00
9	Registration Coordinator	Registration Customer Service & Onsite Support	Pre-Event	\$9,200.00	\$0.00
			Onsite	\$6,900.00	\$2,750.00
10	Financial Manager	Financial Mgmt.: Develop and track comprehensive event budget, including tracking payments to venues and vendors, and post-event accounting.	Pre & Post Event No Onsite	\$13,000.00	\$0.00
			SUBTOTAL	\$297,950.00	\$32,650.00
			TOTAL ESTIMATE		\$330,600.00