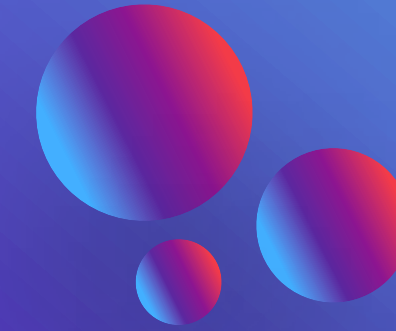


REDROCK + POP | X

BETTER TOGETHER

YOU'RE IN GOOD COMPANY





THINGS ARE **BETTER** WHEN WE COLLABORATE **TOGETHER**

WHY TWO IS BETTER THAN ONE

Simply put, we're leaning into our individual strengths and combining to deliver a creative and award-winning team of creators and producers.

Combined, our two entities have more than 30 years of expertise and experience in in-person, hybrid, and virtual events.

Individually, our teams have navigated it all.
Together, our journey is just beginning.

REDROCK + POP | X

81+ LOCAL PARTNERS IN 352+ CITIES

HQ

NORTH AMERICA
250+ Cities | 50+ Affiliates

EUROPE
40+ Cities | 15 Affiliates

ASIA
22+ Cities | 6 Affiliates

AFRICA
6+ Cities | 4 Affiliates

MIDDLE EAST
4 Cities

SOUTH AMERICA
25+ Cities | 4 Affiliates

AUSTRALIA / NEW ZEALAND
9+ Cities | 2 Affiliates

LEVERAGING GLOBAL REACH



HOW DOES THIS HELP YOU?

THE BENEFIT OF OUR PARTNERSHIP



ONE-STOP SOLUTION
FOR B2B & B2C
EXPERIENCES



REFRESHING APPROACH TO
IDEATION & EXECUTION



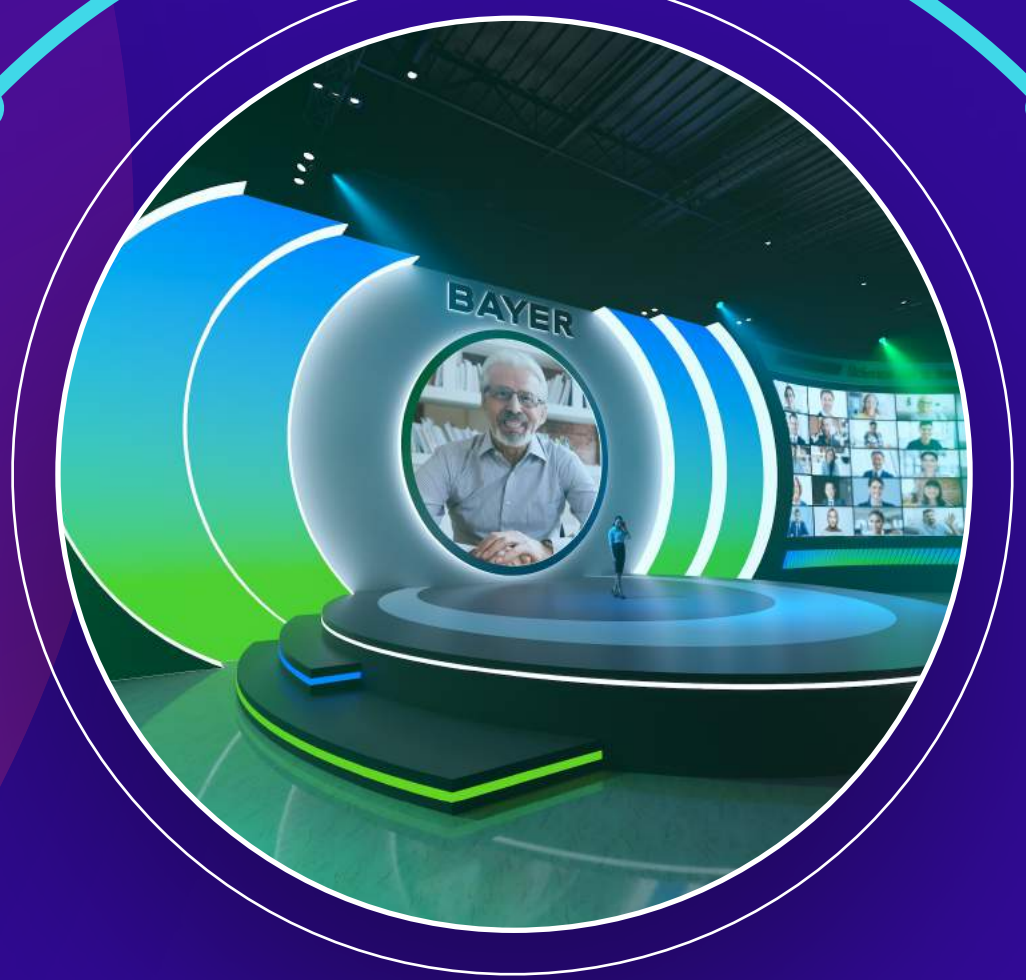
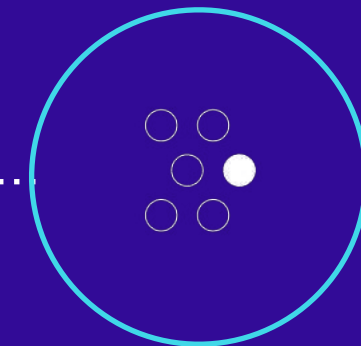
HIGHLY
COLLABORATIVE
PARTNERSHIP



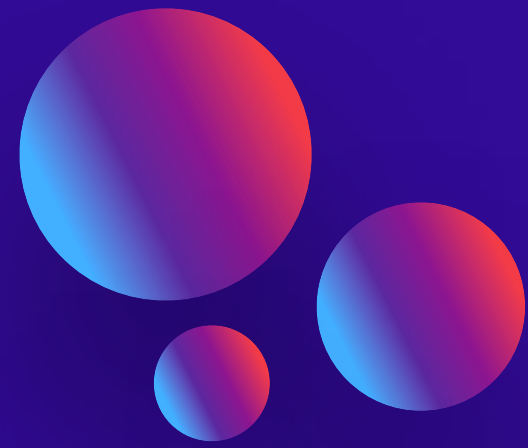
SOLID FOUNDATION
OF EXPERTISE



UNIQUE BLEND
OF SKILLS



CORE CAPABILITIES



CREATIVE SOLUTIONS



CREATIVE STUDIO

- Experience Design
- Thematic Development
- Creative Conception
- Brand Design + Implementation
- Art Department Extension
- Scenic + Set Design
- Renderings + CADs
- 3D Modeling
- Social
- Video Motion Graphics



EVENT MANAGEMENT

- Budget Creation + Management
- Operations | Site Logistics | Staffing
- Venue Scouting | Sourcing
- Vendor Sourcing | Coordination
- Sponsorship Development
- Catering Execution
- Permitting
- Crowd Management
- Safety & Emergency Preparedness
- Show Promotion
- Transportation Coordination



TECHNICAL PRODUCTION

- Interactive Audience Studios
- Stage | Video | Lighting + Audio Design
- Technical Direction
- Stage Management
- Broadcast Production Management
- Artist Relations | Talent Booking
- Festival Relations
- Custom Fabrication
- Here Today, Gone Tomorrow Pop-Ups
- Mobile Experiences



ALTERNATIVE REALITIES

- Metaverse Building
- Virtual Real Estate
- Augmented Design
- Virtual Campus
- Hybrid Connectivity
- AR / VR Application Build

VIDEO PRODUCTION CAPABILITIES

CREATIVE SOLUTIONS

LIVE STREAMING, BROADCASTING AND STORYTELLING

Thirteen-time Emmy award-winning production company whose work includes national and regional television commercials, television shows, short films, documentaries, brand films, live event content, and so much more.

Creating compelling stories that have brought in millions of views on social media and major news outlets, we've conceptualized and executed exciting live-event content wowing attendees and audience members alike.

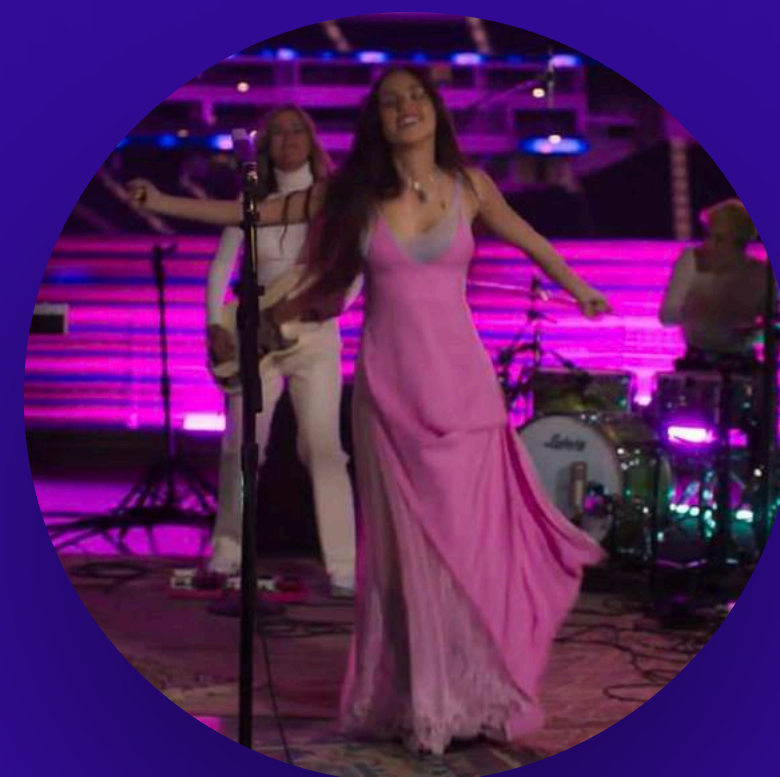
We excel in what we do because we work alongside you, realize your vision, helping you find your voice. Your success is our success — and we are here to help you every step of the way.



COMMERCIALS



TV AND FILM



LIVE EVENTS



STORYTELLING

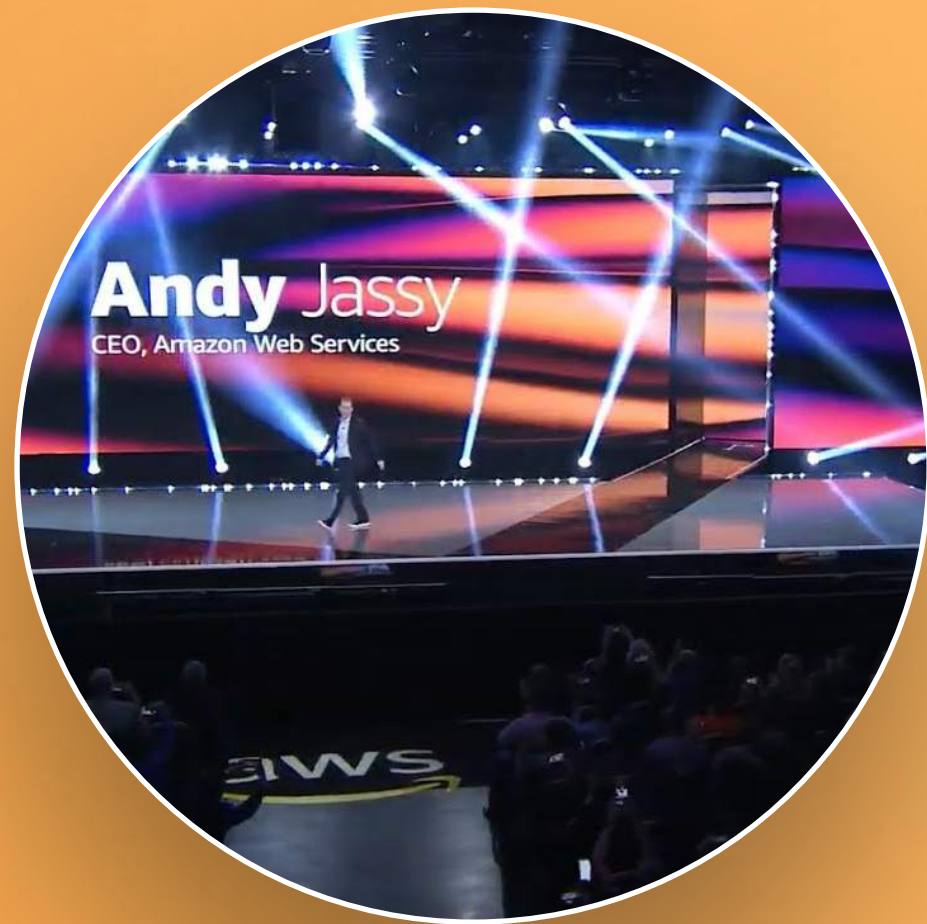
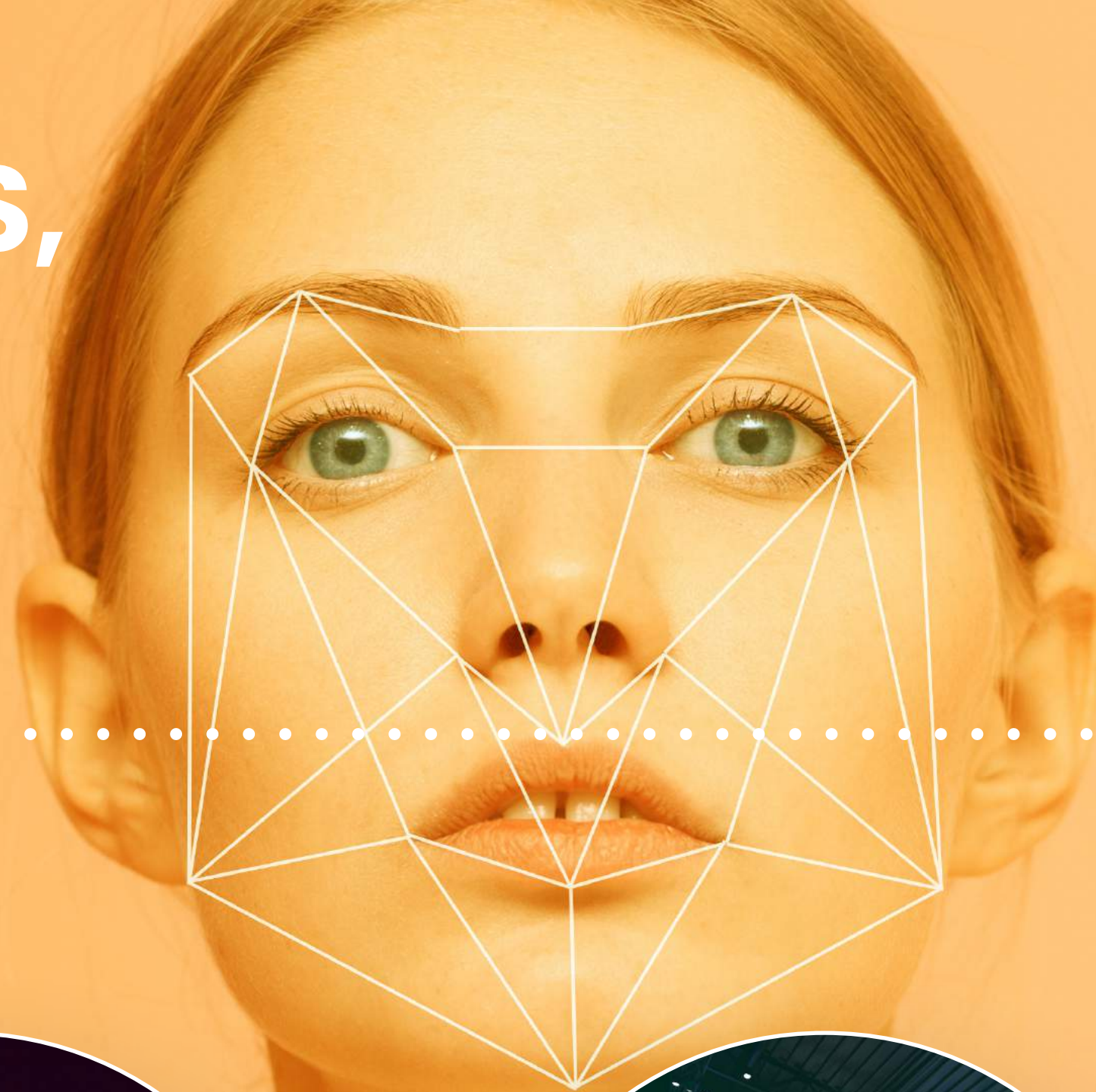


CORE SOLUTIONS

THE DIFFERENCE

REDROCK + POP|X

ACROSS ALL REALITIES, OUR APPROACH IS **HUMAN**



PHYSICAL REALITY



VIRTUAL REALITY



MIXED REALITY



THE HUMAN REALITY



SOLVING FOR A NEW PARADIGM

A few ideas to break out of the mundane and into radical connectivity

We're living in a new paradigm of connection. We've united around our core skill sets to think outside of traditional brick and mortar experience design to bring you fresh concepts that speak to these new opportunities.

- **ENTERING INTO THE METAVERSE**
- **FESTIVAL SUMMIT**
- **VIRTUAL CAMPUS**
- **HYBRID CONNECTIVITY**

THE KEY PILLARS OF EXPERIENCE DESIGN



ENGAGEMENT

Engaging audiences across realities to build unified teams



CULTURE

Maintaining and growing company culture



CONNECTIVITY

Regardless of location or medium, harnessing the power of connectivity



INNOVATION

Innovative technologies that challenge the status quo

CORE SOLUTIONS

METaverse INC.

In essence, 'The Metaverse' is a promise by some of the largest technology players in the world to aggressively take global connectivity to the next level. The best definition for the "The Metaverse" is "a virtual world where large numbers of people can gather to play, work, or socialize."

The virtual economy will become as important as the physical economy. Many brands are intuitively or purposefully moving towards the metaverse, which is creating a global economy on track to exceed the current one many times over.



CORE SOLUTIONS

VIRTUAL CAMPUS

The Virtual Campus is a single point solution for virtual engagement across your entire business organization. Our campus design is customized exclusively for your unique needs where strictly in-person solutions are now insufficient. The Virtual Campus is designed to live perpetually and host any number of engagements.

Virtual Campus Use Cases

- + Conferences and trade shows
- + Office hours and workspace
- + Education seminar
- + New Hire orientation
- + On-Demand content and resource libraries

- + Networking
- + Product demos
- + Executive briefings
- + So much more...



CORE SOLUTIONS

HYBRID CONNECTIVITY

Hybrid connectivity isn't only a technical term to describe the mix of both a live and virtual audience into singular programming, it's a unique way to experience, connect, and engage. We specialize in creating these moments that bring both the virtual and physical worlds into one unified experience, where both contribute.

- + Designed for Hybrid Collaboration
- + On-Stage Virtual Audience Interaction



CASE STUDIES

THE DIFFERENCE

Across all realities, we aim to deliver refreshingly different and unexpected experiences to drive brand value with creativity, originality, and ingenuity.

REDROCK + POP | X

THE 20TH ANNUAL
ex AWARDS
WINNER

ADWEEK EXPERIENTIAL
AWARDS

RIOT X ARCANÉ



2B+ TIK TOK VIEWS

10m+ CONTENT VIEWS

CASE STUDY RIOTX ARCANÉ

OBJECTIVE

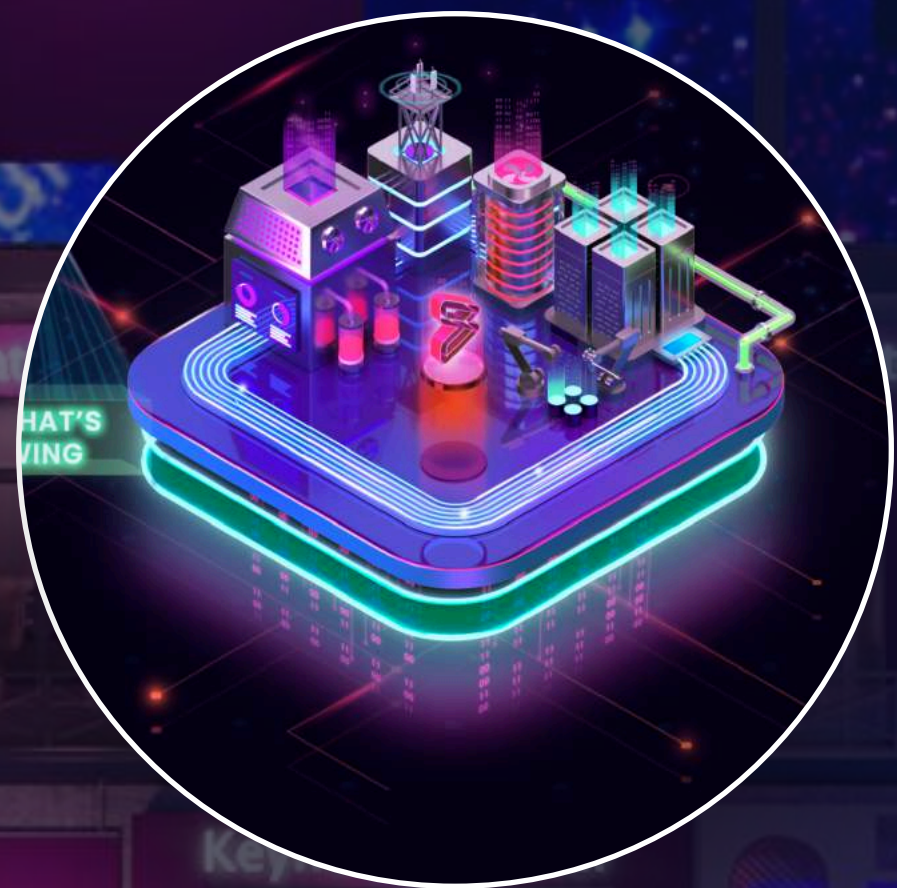
League of Legends is one of the biggest games in the world, but in entering a new market of entertainment, Riot Games faced similar challenges to other new IP including niche audience interest for genre animation, unproven product, and a lot of competition for viewers' attention.

Riot sought to challenge the norms of entertainment launches that focus primarily on driving viewership at launch to craft a multi-week, global campaign that would inspire ongoing tune-in and social hype from start to finish.

ACTIVATE + ENGAGE

Taking inspiration from gaming, Redrock developed RiotX Arcane, a connected experience that spanned across digital broadcast, games, and immersive in-person events designed to captivate fans with creative content that evolved and escalated along with the narrative acts of the show to offer a one-of-a-kind experience that was worth returning to week-over-week.

bmc exchange



5000+ Single Day Attendance

30+ Custom Built Features

CASE STUDY BMC VIRTUAL CAMPUS

OBJECTIVE

One of the largest private technology companies in the world, BMC had two objectives. The first, to change its brand from legacy to iconic through the introduction of a vast virtual campus to serve its executive, sales, marketing, customer relations, and HR departments – and the second, to build a series of virtual events on it to replace live events that could not happen in each of those areas.

ACTIVATE + ENGAGE

Designed the first true virtual campus in the industry with its first event just culminating in November 2021. More than 7,000 people attended the four-day launch event which consisted of a press and analyst day, customer training day, and regional meetings day. We custom-built the platform and produced every aspect on top of it – creative ideation, videos, live sessions, a robust product showcase, curated networking, and entertainment.

bmc
exchange

billboard WIM

WOMEN IN MUSIC



CASE STUDY WOMEN IN BILLBOARD

First launched in 2007, Billboard's Women in Music event recognizes music's most prominent chart-toppers, innovators, and luminaries for their contributions to the industry and community. The Billboard Women in Music event has a storied history of honoring iconic artists such as Madonna, Taylor Swift, Ariana Grande, Billie Eilish, and Selena Gomez, who have given powerful speeches and performances that have gone on to inspire countless future generations.

Every year the celebratory event garners billions of press impressions, engagements, and viewership globally, making it one of the biggest nights in music and of the year.

Billboard hosts a day of programming featuring a brunch, daytime conversations, and a night time concert, followed by the live event with the iconic WIM red carpet show, award presentations, and performances from A-List talent.



40m+ VIDEO VIEWS



8.3b+ PRESS IMPRESSIONS

BEAUTYCON



CASE STUDY BEAUTYCON

OBJECTIVE

Create a consumer-facing inclusive and diverse immersive environment for beauty brands, influencers, and fans to connect and engage through unique educational opportunities and a test and try exhibit hall. In order to attract the core GenZ and millennials target audience groups, the concept was to create a huge "instagrammable" moment over the course of two days.

ACTIVATE + ENGAGE

Using cultural themes and metaphors as a way to create environments with which fans could engage, the exhibit hall was transformed into a series of "moments" that would inspire, motivate, endear, and connect fans to brands. Every space was uniquely designed with that in mind. Additionally, exhibitors were encouraged to echo the overall theme of inclusiveness.

30k Fans Twice a Year

1.3M+ Media Impressions



CASE STUDY

DELL MOBILE TOUR

OBJECTIVE

Take the latest Dell technology to current and potential clients nationwide, showcasing the company's products in attention-grabbing ways, inspiring in-depth conversations between Dell and consumers about specific technology needs.

ACTIVATE + ENGAGE

Our talent designed, created and produced the Dell Technologies Tour, a mobile experience taking Dell on the road to 67+ locations across the United States, to educate clients on its products and services. The tour included hands-on demos, custom-developed interactive games, Augmented Reality experiences tied to social impact, and onsite product experts to encourage dynamic, fun, and educational opportunities at each stop.



12 Inclusive Mobile Activations

62k+ Customers Reached

CORE TEAM

THE DIFFERENCE

We're excited to share more about us,
but more importantly, to learn more about you.

REDROCK + POP|X

YOUR CORE EXPERIENCE DESIGN TEAM



FORD ENGLERTH

Ford has over 30 years of producing events and was formerly the director of production for Live Nation, California. Ford started Redrock as a way for himself and his A-team to create truly mind-blowing experiences outside of live music events. In his free time, he enjoys spending time with his family and hiking.



MARGARET LAUNZEL-PENNES

Margaret has been designing, developing, and delivering events for the past 30 years. She spent nearly 20 of them in the trade show industry and the balance heading up global conferences, product launches, activations, and experiences in a myriad of industries. Her expertise ranges from small scale high profile incentive events to large scale festivals for 100k+. She is a disruptive innovator and works — with passion and irrepressible enthusiasm — alongside a dynamic collective of partners and clients.



PAUL LOAKIM

Paul is an award-winning brand experience, sponsorship, client services and event management specialist with a proven track record developing strategic marketing programs. Over the past 14 years, he has worked with some of the world's biggest brands including MasterCard, Pfizer, Citi Bank, Jack Daniels, Smirnoff, Lindt, Target, Lagunitas, Best Buy, Mazda, Hyundai, Cartoon Network, Toyota, and AT&T.



HEATHER RASMUSSEN

Heather has two decades under her belt as a live-event producer with a strong understanding of brand IP integration and integrity with a background in event marketing, ticketing, and focus on the customer experience. Most recently during the pandemic, Heather was the project lead for the monstrous Stranger Things Drive-Into Experience 7-month residency, winning the Cannes Creative Shortlist in 2021.

YOUR CORE EXPERIENCE DESIGN TEAM



MARK ROBERTS

Winner of three ExAwards for creative design within experiential production, including Blizzard Overwatch's Puppy Bowl live stream, Mark brings with him a diverse portfolio of campaigns centered around bringing brands to life within every reality. With over a decade of experience working within the music festival and gaming industries, Mark brings a unique perspective in blending the digital and physical worlds together which exist seamlessly in a colorful area of grey.



JEN HERSCH

As the vice president of production & operations for Redrock Entertainment, Jen has over 25 years of experience producing event most notably GLAAD Media Awards, Hermes Fashion events, as well as Childish Gambinos' Pharos New Zealand and Joshua Tree. In her free time, she loves spending time with her wife and kids...wait that's not free time.



TIM OWENS

Tim is an award-winning director working on films, pilots, national advertising campaigns, music videos, documentaries, new media, and more. He was the creator and director of Funny or Die's Romancing The Joan with Joan Rivers, the cinematographer for Katy Perry's documentary, Katy Perry: Making Of The Pepsi Super Bowl Halftime Show, and has directed national television commercials for clients including Starbucks, Ford, and Hewlett Packard.



JEFF RUDNER

Jeff's diverse 32-year professional background in event production and technical direction sets him apart as a well-rounded, global expert in the event industry. He brings a unique blend of production and agency disciplines that contribute to exceptional event experiences — live, virtual, and hybrid. His portfolio of projects includes the Olympic Games, Super Bowl events, major corporate global meetings, The Oscars, and more.

THANKS

Thank you for considering
Redrock & POP | X
to be your creative engagement partner

REDROCK + **POP | X**

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