



Are there savings hiding in your bottom line?

Touchstone's goal is to help grow your margins. Through our extensive financial and operating audits we partner with your organization to help align your events with your business strategies by:

- **Becoming an extension** of your work force that understands both the Strategic and Daily Operating needs of your business and how they impact your company's health and profitability in both the short and long term.
- **Identifying new revenue** opportunities/Maximizing current revenue streams.
- **Reducing direct expenses** by leveraging Touchstone's Independent Network Services.
- **Decreasing indirect expenses** and overhead to put you more in control of managing your company's expenses based on event specific performance.
- **Providing flexibility** to handle additional peaks in activity or launching a new event without taking the additional financial risk of hiring/increasing your overhead.



Touchstone offers innovative strategic insight to help maximize revenue. Touchstone places you more in control of your expenses without having to focus on non-core business functions such as hiring or training event staff. Everything we do is aimed at increasing your margins and ensuring your focus is on the market you service!



Services Offered:

Event Management:

Vendor Review/Analysis/Procurement
Pre-Planning Project Management
On-Site Execution

Professional Services:

Financial / Operating Reviews
Contract Review/Negotiations
Information Reporting/Analysis
Operating Metric Diagnostics
Strategic Planning

New Product Launches:

Site Selection
P&L Development
Event Management

M&A Advisory:

Financial Trending
Due Diligence / OM Review
Operational Integration Planning

Independent Network Services Available:

Audio Visual
Cleaning Services
Decorating Services
Drayage/Freight Services
Electrical/Theatrical Lighting
Floor Management
Floorplans
Generators
Housing Blocks
Lead Retrieval
Mobile Apps
Portable Restrooms
Registration Services
Security
Shipping (Intl. & Domestic)
Temporary Help
Tenting/Flooring
Translation Services
Transportation
Wall/Light Rental

About Touchstone

Touchstone Event Management is an independent, fee for service consulting firm that was created with event operators in mind. We are trusted advisors to our clients, providing strategic and operating solutions. We focus on our core competencies of event production and operational finance so you can focus on what is driving your business.

Whether you are an independent event organizer, trade association or corporate meeting planner, our wide range of services enable us to meet your specific needs. From integrating your business strategy into new acquisitions to reviewing facility/vendor contracts our focus is to ensure your best interests are being represented.

Touchstone's management brings over 12 years of senior trade show and finance related experience. Our unique mix of operational and financial experience sets us apart from our competition. With experience that spans across multiple ranges of events, Touchstone is skilled at managing events regardless of:

Scale

Award and Dinner Programs
Hotel / Convention Center

Scope

Conferences / Trade Shows
Domestic & International Events

Complexity

Pipe & Drape / Full Install & Dismantle
Custom Booths / Building out temporary facilities



Contact us to schedule
your financial review.

Please visit www.touchstoneeventmgmt.com
for more information and a list of past events.

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