

CES BMW PRODUCT ENGAGEMENT & DRIVE

Utilizing its inventory of assets, EventLink has supplied the tent structures and managed all BMW vehicle displays and driving units on-site including event staff and driving coaches. Working in partnership with BMW's display supplier, Czarnowski, the exterior location outside of the convention center has served as the brand's hub for showcasing the latest in product innovation including BMW's latest EV entries. For 2019 EventLink is developing the Hill Decent Control driving demo for the new BMW X7.

SERVICES

- Venue Sourcing and Acquisition
- Staffing
- Custom-Designed Display Elements
- Product Launches
- Staff Recruitment Training and Management
- Transportation Management of Vehicles
- Course Design Creation
- Product Engagement Development
- Facility Oversight and Track Management

