



THE ENGAGEMENT EXPERTS

PASSION FUELED, RESULTS DRIVEN



WHAT WE DO

We are a full-service event and experiential marketing agency that prides itself on building unique experiences in both live and digital environments. Our creativity mixed with exceptional execution skills leads to successful results for our clients; increased brand opinion, customer acquisition and higher sales.

NATIONAL PRESENCE

We execute events across the United States and Canada for many brands and clients. We have a robust network of offices, warehouses, and staff to execute each project to perfection.

CORE OFFICES

MICHIGAN HQ

5500 18 Mile Road
Sterling Heights, MI 48314

ELK GROVE VILLAGE, ILLINOIS

780 Arthur Avenue
Elk Grove Village, IL 60007

CHICAGO, ILLINOIS

2848 W Chicago Ave Unit B
Chicago, Illinois 60622

EVENTLINK CANADA

2-5168 Everest Drive
Mississauga ON, Canada

TEXAS

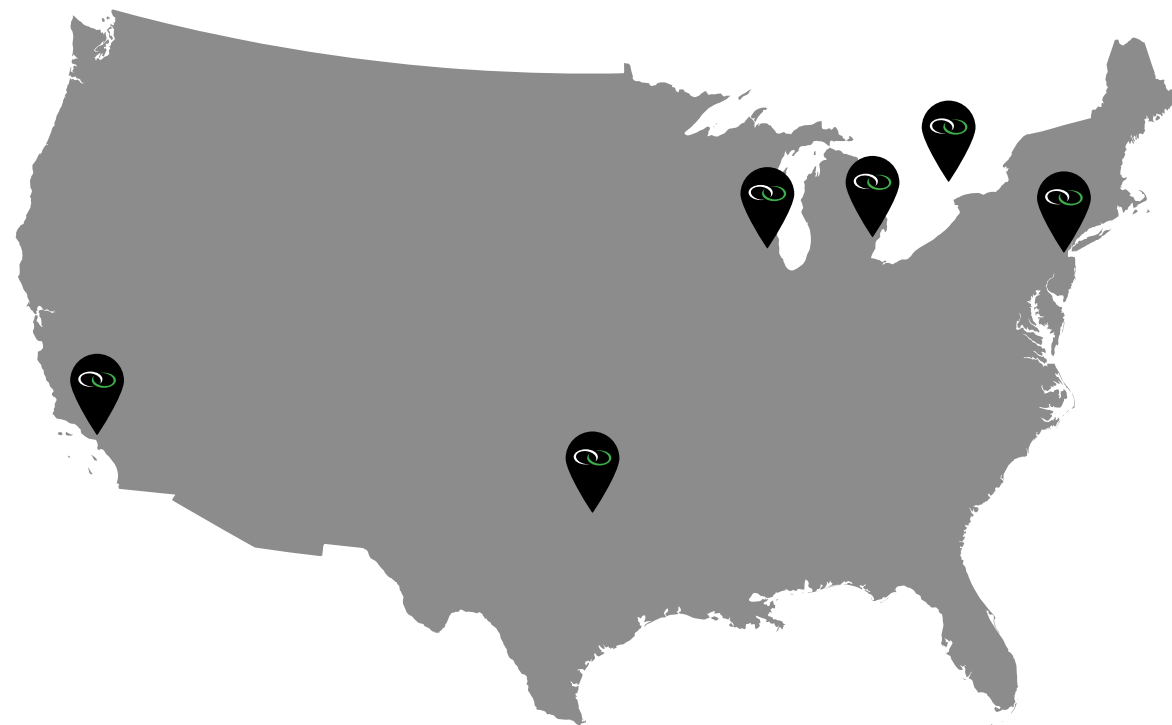
1400 N. Park Blvd.
Grapevine, TX 76051

NEW JERSEY

20 Harmich Road
South Plainfield, NJ 07080

CALIFORNIA

2760 Junipero
Signal Hill, CA 90755





STAFF REACH

We self-source and train candidates across the country and our staff portal makes ambassadors in all major markets easily accessible.

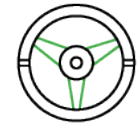
110+

TRUCK
DRIVERS



400+

PRO DRIVERS
& INSTRUCTORS



900+

EVENT
SPECIALISTS



600+

PRODUCT
SPECIALISTS



BRAND CLIENTS



octagon

⁺WUNDERMAN
THOMPSON

☉☉☉ JACK MORTON

OUTFRONT/

VMPLY&R

C
Citizen
RELATIONS

CANVAS
WORLDWIDE

BUHL
SPORT DETROIT

TEAM *One* GLOBAL

Initiative

MATCH

a
720

MRM // McCANN

INNOCEAN
WORLDWIDE

AGENCY
CLIENTS

DIFFERENTIATORS

UNMATCHED KNOWLEDGE IN AUTOMOTIVE

consumer engagement, training, product launches

MULTI-INDUSTRY EXPERIENCE

automotive, retail, food and beverage, healthcare, government, spirits, finance, non-profit

STAFFING RESOURCES

over 1,600 product and event specialists located in nearly every state and 700 professional drivers

our staff is hired directly on our payroll and we have very high retention

DEDICATED TRAINING GROUP

experienced group of training experts who can implement large-scale efforts and prepare custom curriculums

DEFINED SYSTEMS AND PROCESS

complete and transparent oversight and execution of all plans and tactics our processes are specific to your project and help keep everyone on track

PROPRIETARY ANALYTICS PLATFORM

Glimpse allows our clients to see how their campaigns or activations are doing in real-time via desktop or mobile relevant measurement is at their fingertips



CORE SERVICES

EXPERIENTIAL



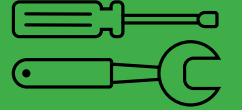
CREATIVE



DIGITAL



CONSTRUCTION & FABRICATION



MEASUREMENT



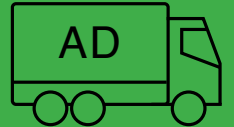
HOSPITALITY & PR



TRAINING



MOBILE MEDIA



SWEEPSTAKES & FULFILLMENT



CRM SERVICES



WAREHOUSING & LOGISTICS

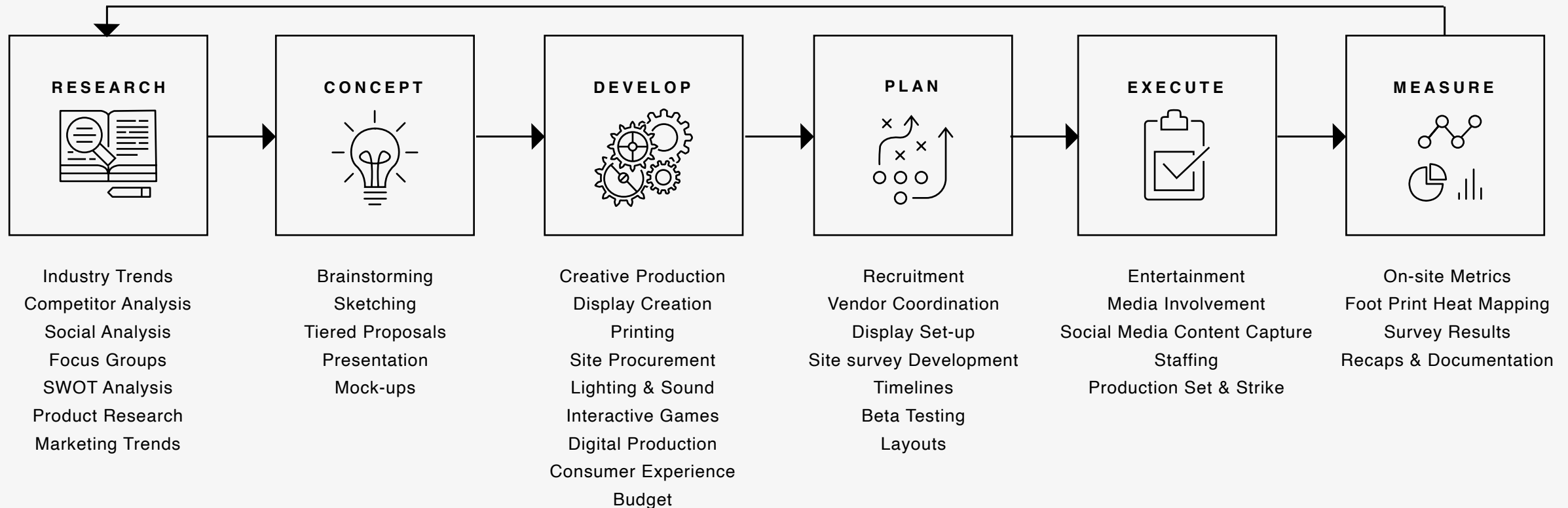


SAMPLING



WE CAN DO IT ALL OR JUMP IN AT ANY POINT

To ensure flawless execution, the lifecycle of projects requires strong attention to detail, organization and leadership through all day-to-day tasks. We utilize a shared key milestone document to keep all stakeholders aligned on priorities + responsibilities.



EXPERIENTIAL

Strategic Planning

Ride And Drives

Product Displays

Mobile Tours

Performance Drive Experiences

Pop-Up Experiences

Event Management & Production

Product Launches

Activation/Engagement Strategy

Premiums And Incentives

Sampling

Drive To Retail

Retail Engagement/Sales Support

Street Teams

Asset Construction

Multilingual Personnel Onsite

Sponsorship Execution

Influencer Events

Asset Sourcing

Event Planning & Execution

Specialized Staffing

VIP Travel Clubs

Auto Shows

Hospitality & Travel

Training

Branded Environments

Activations

Sweepstakes

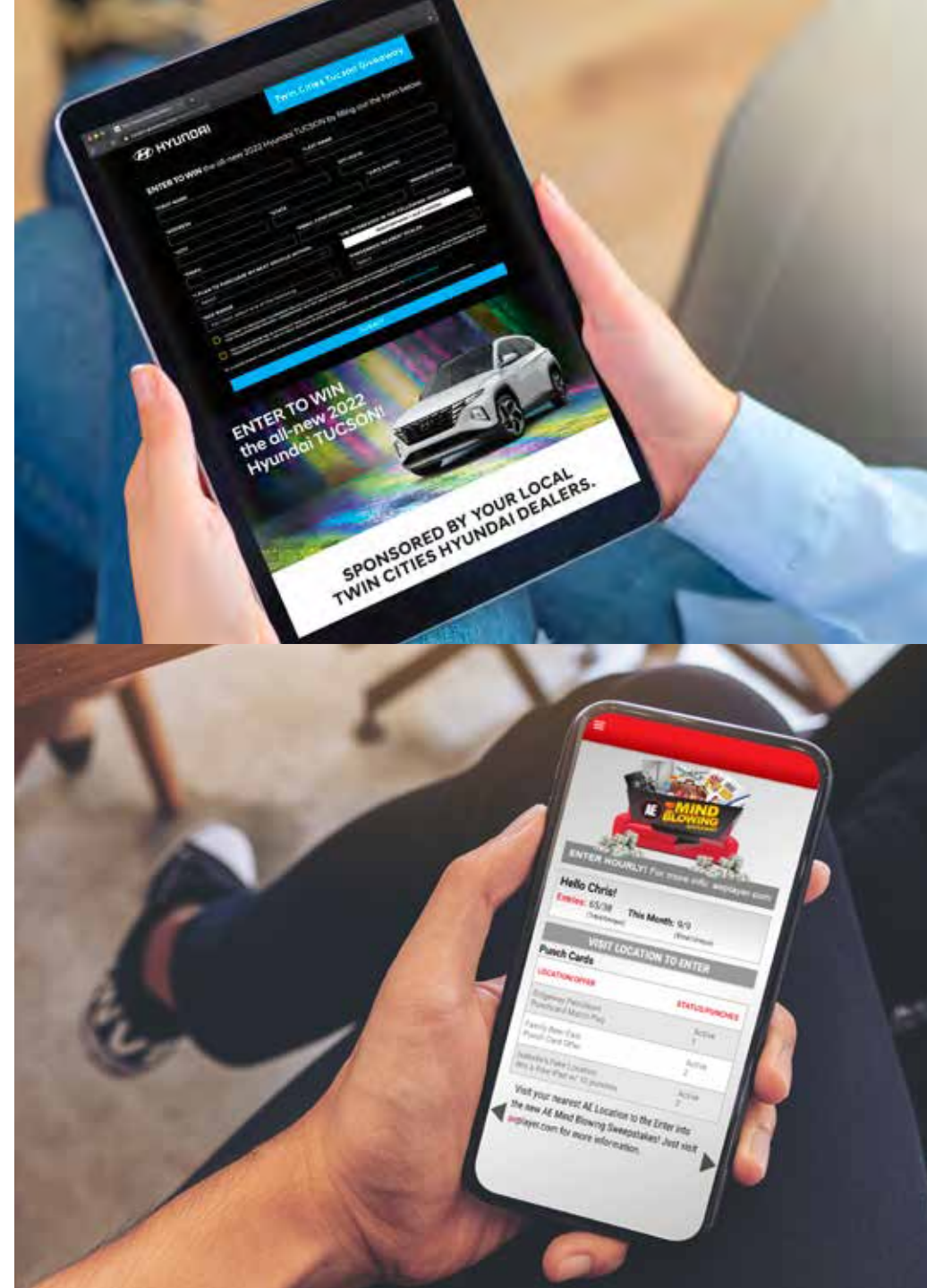
PR Stunts

Retail Activations



DIGITAL

- Web Development
- Dynamic Email Campaigns
- Automotive LMA Vehicle Landing Pages
- CRM ManagementText/Email Campaigns
- On & Off-line Data Capture
- Onsite & Online Lead Collection
- Lead Collection With Photo Booth Integration
- Multilingual Surveys & Websites
- App Development



CREATIVE

Creative Ideation

Concept Development

Experience Design & Activities

Strategy & Execution Concepting

Brand Storytelling & Event Ideation

Presentations

Mobile & Static Display Concepting

Display Production Management

Printing

Interactive Gaming

Lighting & Sound

Video & Photography

Vehicle Wraps

Multilingual Marketing

Material Translation

Floor Plan Design

Vendor Management



TRAINING

Training Conferences & Tours

Auto Show Booths

Internal Corporate
Award Ceremonies

Numerous Trade Shows

Specialized Training

Course Design

Registration

Training Seminars Involving
Product Awareness

Concepting Tradeshow
Displays

Display Build Management

Curriculum Development

Dynamic Training

Classroom Training

E-Learning

Specialized Staff

Truck Training



HOSPITALITY AND PR

Venue Selection

Transportation

Beverage Pairings

Food & Beverage Coordination

Audio/ Visual Services

Expert Staff

Event and Hospitality Planning

Hospitality Management

Talent Procurement

Entertainment



WAREHOUSING AND LOGISTICS

CDLA Drivers

50,000 Sq. Ft. Warehouse Space

Full-Time Warehouse Staff

Vehicle Fleet

Top 10 Percentile DOT Record

Specific Insurance Coverage For Our Initiatives

Warehouse Asset Tracking Software

Digital Truck Tracking And Logging

Rentable Assets

Premium UPS Partner Status



SWEEPSTAKES & FULFILLMENT

Administration of Sweepstakes Rules

Abbreviated Rules

Legal Letters of Opinion (LLO)

Registration/Bonding for Required States (FL, NY, & RI)

Indemnification Letters

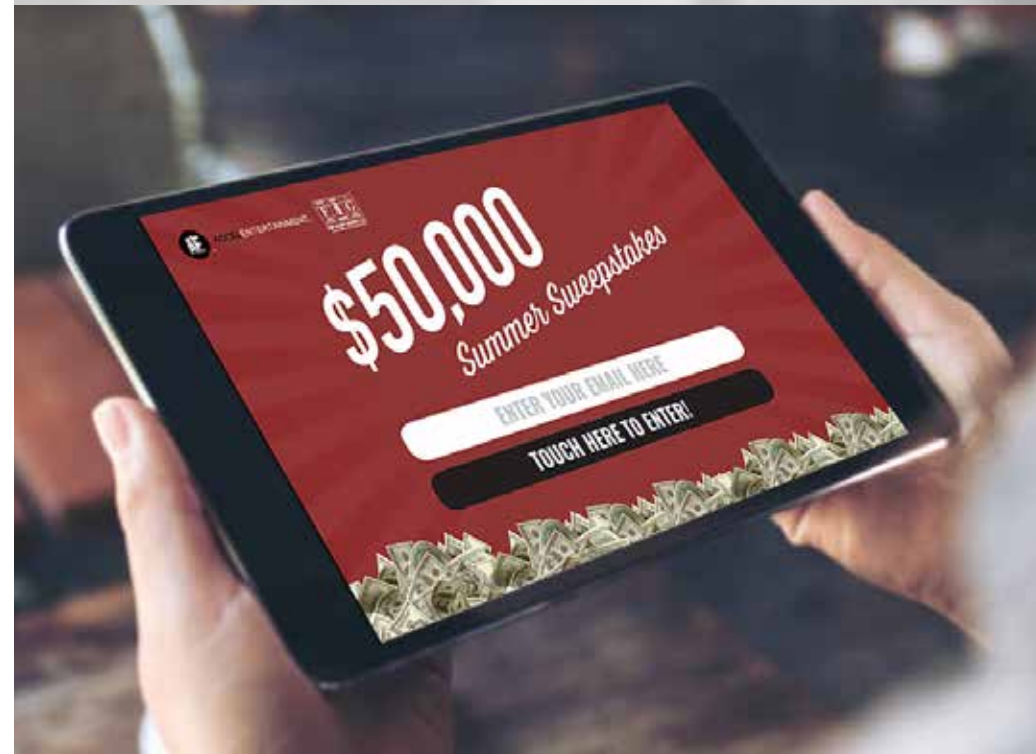
Sweepstakes Creative Review/Approvals

Sweepstakes Prizing Fulfillment

Prize Release Forms and 1099s

Multilingual Sweepstakes

Rule Translation



CRM SERVICES

Lead Collection

Lead Management

Lead Software & Hardware

Third Party Integration

API Integration



MEASUREMENT

Measurement Strategy

Design & Execution Reporting

Sales Effectiveness

Engagement Media Impressions

Opinion & Consideration Lifts

Social Monitoring

Lead Generation

ROI

Heat Mapping

Attribution

Purchase Intent

Qualitative Feedback

Email Metrics

Competitive Comparison






EventLink®

THANK YOU

Go2EventLink.com

THE FIRST-EVER
BMW X7
ZERO TO LEGEND IN ONE LAP