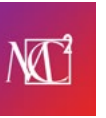


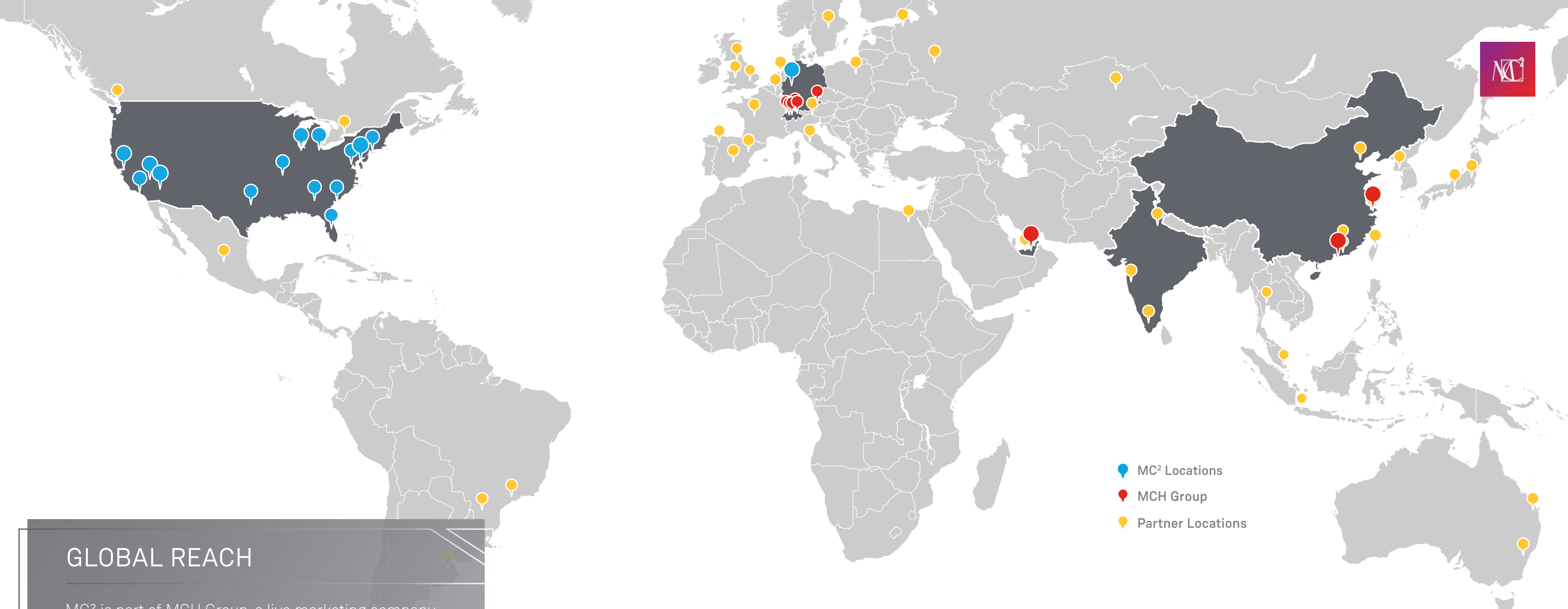
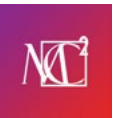


# CAPABILITIES





MC<sup>2</sup>, an MCH Company, is an award-winning brand experience agency. We create customized, memorable and measurable live marketing programs that build emotional connections between brands and their audiences.



## GLOBAL REACH

MC² is part of MCH Group, a live marketing company with headquarters in Basel, Switzerland. MCH provides global marketing services in the areas of consulting, strategy, conception, creation, planning and production.

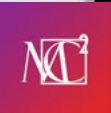
As an MCH Company, MC² has the ability to offer clients enhanced international opportunities leveraging a diverse array of experiential marketing solutions. With a global reach and local presence in key U.S. markets, MC² continues to provide the same relationships, processes, deliverables and standard of service we have always offered.

### KEY

- PRODUCTION** ■
- SALES** ■
- DESIGN** ■
- STORAGE** ■

### MC² SERVICES BY LOCATION

Atlanta	■ ■ ■ ■	Dallas	■ ■	Las Vegas	■ ■ ■ ■	Orlando	■
Boston	■	Detroit	■	Lehigh Valley	■ ■ ■	San Francisco	■ ■
Charlotte	■ ■ ■	Düsseldorf	■ ■ ■ ■	Los Angeles	■ ■ ■ ■	St. Louis	■
Chicago	■ ■ ■ ■	Kingman	■ ■	New York	■ ■ ■		



## EXHIBITS

We provide complete design, construction, installation and storage of trade show and exhibit properties. With our in-house fabrication combined with our global partner network we can scale from small strategic booths to comprehensive, integrated trade show experiences, worldwide.

Our global general contracting service manages all aspects of trade show experiences including registration and travel logistics, facility contracting and show services.



## EVENTS

We are an internationally recognized provider of corporate events and meeting services including general sessions, special events (proprietary and public), launch events, high-end entertainment booking and production, meeting logistics, graphics production and deployment.

Through our Consumer Events division, we operate more than 400 B2C events including mobile tours, outdoor activations and road shows.



## ENVIRONMENTS

MC<sup>2</sup> creates immersive spaces designed to transport visitors to new and exciting destinations in corporate, consumer and retail settings. Employing purpose-driven design, compelling interactive activities, and rich storytelling, we provide enlightened experiences that can activate, motivate, educate, attract and inspire. Our strategic planning ensures the flawless execution and the impactful results our clients require to enhance their business, delight visitors, and sell their products.

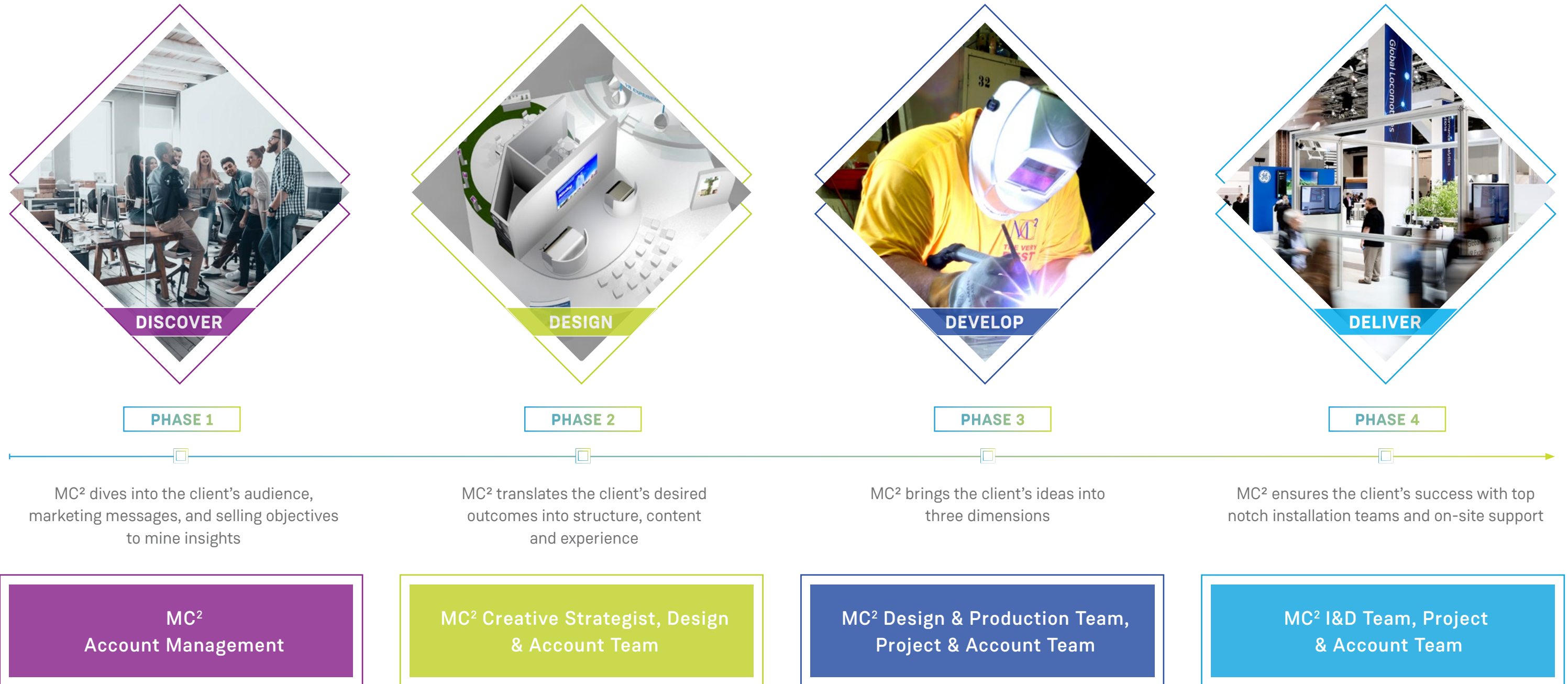


## ENGAGEMENT

We are passionate about connecting brands to people through an intelligent mix of innovative spaces and raw human emotion. As self-proclaimed memory builders, we conceptualize and implement digital, social and mobile activations that live within and beyond a physical space.

With an emphasis on creating an end-to-end live marketing program, we believe in a campaign approach to maximizing brand exposure before, during and after a face-to-face experience. MC<sup>2</sup> aims to inspire, inform, and empower our customers on their quest to create “you had to be there” experiences.

# MC<sup>2</sup> ENGAGEMENT PATHWAY





HERSHEY'S



SAMSUNG

SONOS



SONY



Canon



acer

verizon

Bloomberg

HONDA

SIGMA



JOHN DEERE

BRANDS

TRUST US TO TELL  
THEIR STORIES.



Pioneer



NOKIA



3M



# ECOFLEX™ THUNDER

MC² is committed to operating and conducting business in an environmentally responsible and sustainable way, adhering to self-imposed standards in the design, production, and delivery of our displays and activations. We introduced EcoFlex™ in 2008 to address the need for sustainable exhibit structure. EcoFlex™ components are constructed with 65% recycled aluminum in a wide range of sizes and is 100% recyclable. In 2013, we added EcoFlex™ Fabric and then EcoFlex™ Thunder to our inventory of sustainable exhibit components.

## Key Benefits:

- Provides a 100% recyclable, green option
- Eliminates storage costs
- Ultra-lightweight dramatically reduces shipping expenses
- Skin weighs slightly more than ¼ ounce per square foot
- EcoFlex™ Fabric is continuous. It can span an entire structure creating continuous graphic images
- Ideal for full-color graphics
- Fabric skin weighs slightly more than ¼ ounce per square foot
- Translucent EcoFlex™ Fabric permits rear lighting for luminous effects
- Printed with no VOCs

**ecoflex™ THUNDER**  
EXHIBIT PROGRAM

