

IT ALL BEGINS WITH a SPARK

Every great event begins with a spark, an idea, a passion. However, having the utilities in place to turn a spark into a smooth-flowing, high-voltage experience takes the RIGHT connection.

That's where The Electric Company comes in. We are your go-to, dynamic production company who quite simply... gets it.

We get it because we are a skilled, industrious group of production, branding and experiential marketing technicians who know what's current, how to build on a buzz and how to pull off the impossible night after night, seamlessly. Through our grid of resources both local and national, from concept to completion, we collaborate to execute YOUR vision. We're here for you, we're your positive connection.

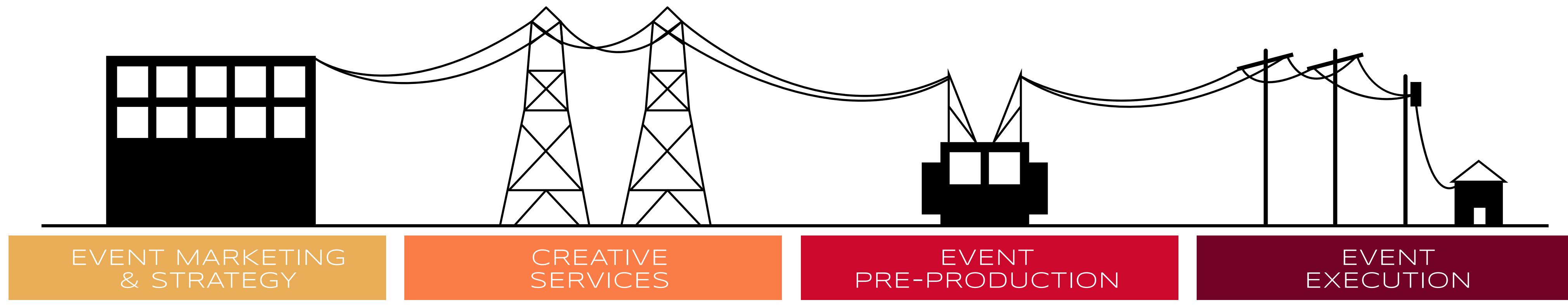






WHAT WE DO

We deliver high-voltage events that connect brands with consumers. We generate exciting, memorable experiences by taking the consumer on a dynamic journey as well as making the process fun for our clients.

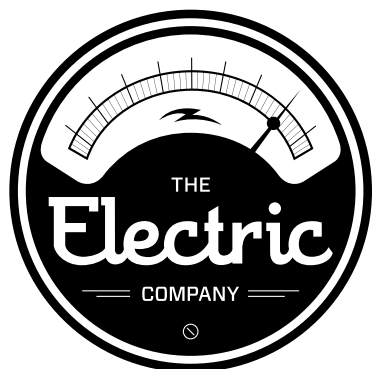


- Influencer marketing
- Strategic partnerships
- Integrated marketing
- Social media
- Brand strategy and more.

- Event design
- Creative design
- Video/Photo services
- Custom fabrication
- 3D renderings and more.

- Venue and Site procurement
- Staging, sound/backline
- Lighting and projection mapping
- Permitting and legal consulting
- Front of house management and more.

- Onsite event management
- Event staffing and training
- Brand ambassadors
- Warehousing and logistics
- Vendor management and more.

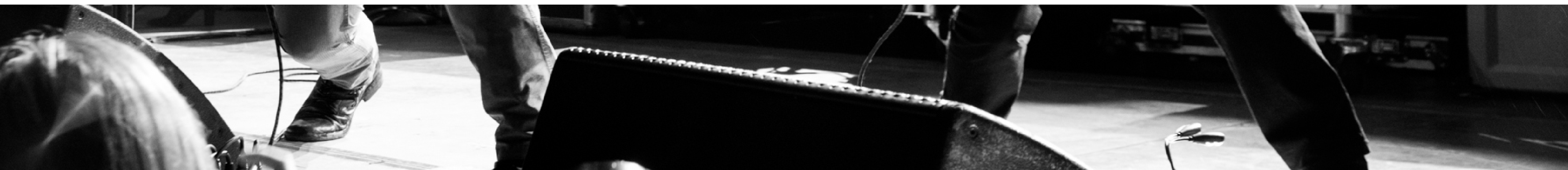




WHAT WE'VE DONE

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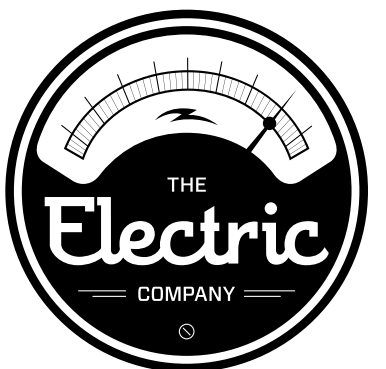
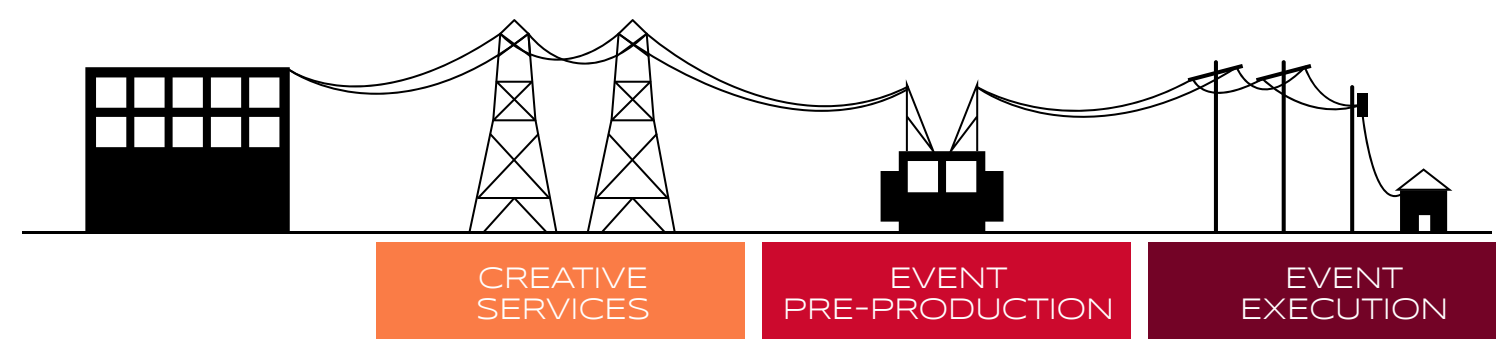


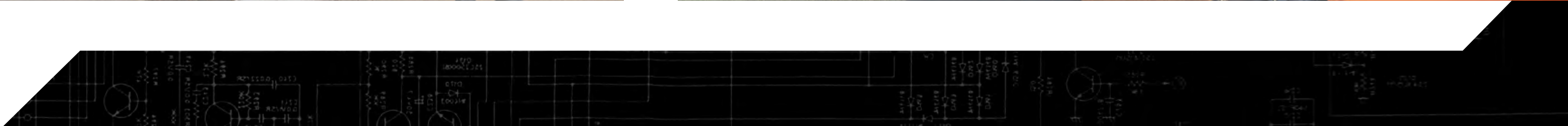
SAMSUNG BLOGGER LOUNGE @ SXSW

How many white steakhouses can you say you know? If you visited the Samsung Blogger Lounge during SXSW festival, you can brag that you have been to at least one. The Electric Company was tasked to transform the dark, mysterious Vince Young Steakhouse to match the white, light and clean look of the Samsung brand.

With collaboration from the talented team at Digital Flash, our total makeover included wall demolition, painting of the ceiling, walls and exterior, replacing lighting fixtures, fabricating staging and exterior marquee, new carpet installation, total furniture removal... and that was just the load in.

Over the next five days, 11,000 attendees came to the space to blog away while enjoying free meals, product demos and panels with top celebs such as Zac Efron, Rosario Dawson, Juliette Lewis and Shaquille O'Neal.

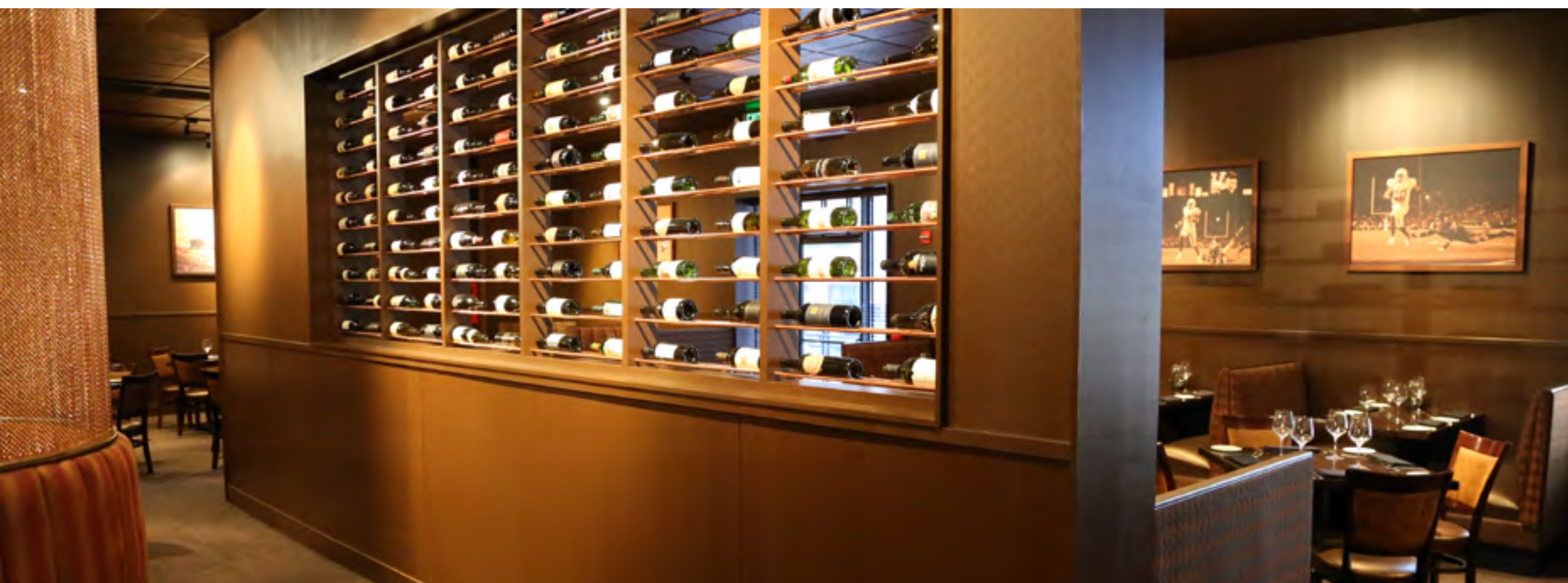




BEFORE



AFTER



Before Demolition



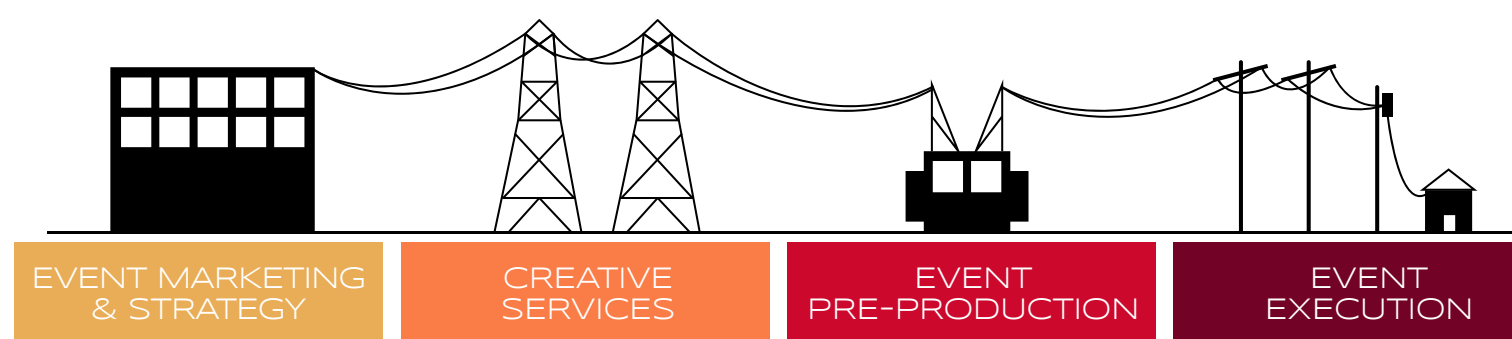
AFTER DemolITION

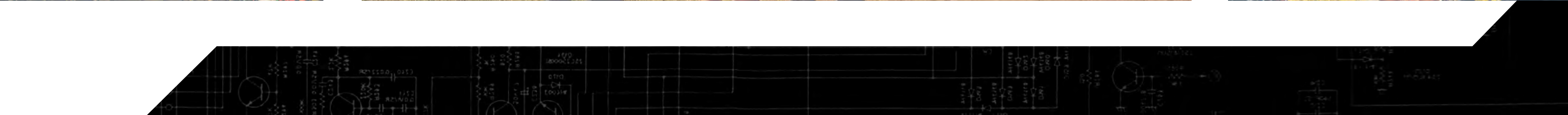
AUSTIN PSYCH FEST

Since 2010, The Electric Company has played a significant role in the rapid growth of the Austin Psych Fest, the capital city's booming revivalist rock festival. As festival director, The Electric Company expanded the festival from its prior nightclub venue to the historic Seaholm Power Plant, tripling the attendance of years past. Two years later, the festival continued to grow as we lit the path to even newer heights, discovering and building the footprint for an outdoor space to introduce a three-day camping event.

Through The Electric Company's partnership with the Reverberation Appreciation Society, the Austin Psych Fest marked consistent year-after-year growth; the trajectory of the festival shows no signs of stopping. With ticket sales expanded to over 40 states and 20 different countries, this niche brand has expanded its voice and found its international audience.

It's fair to say we are pretty psyched!



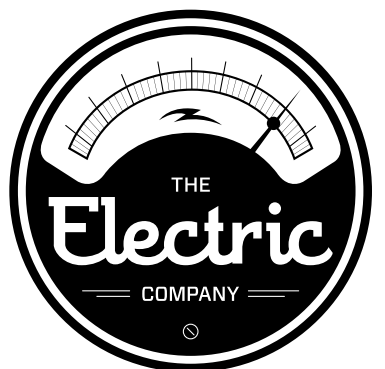
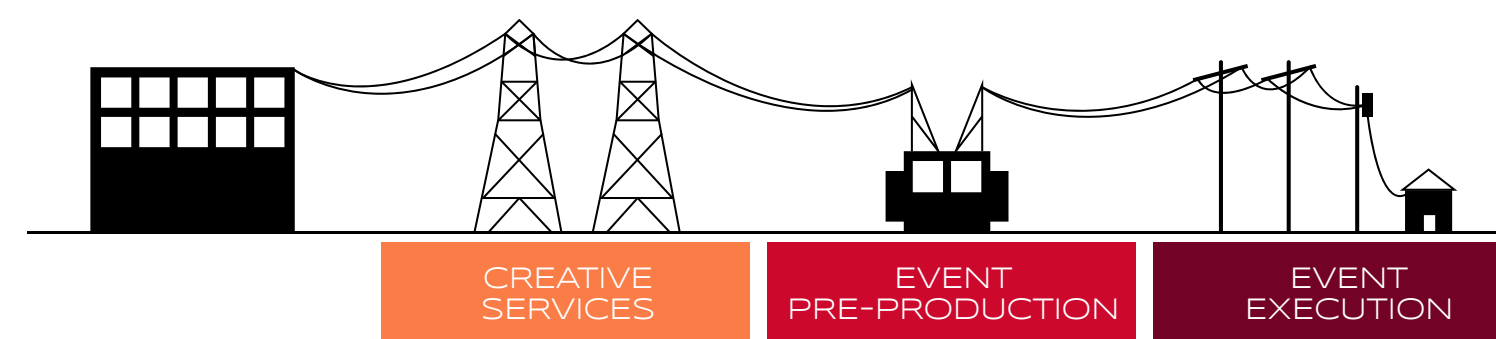
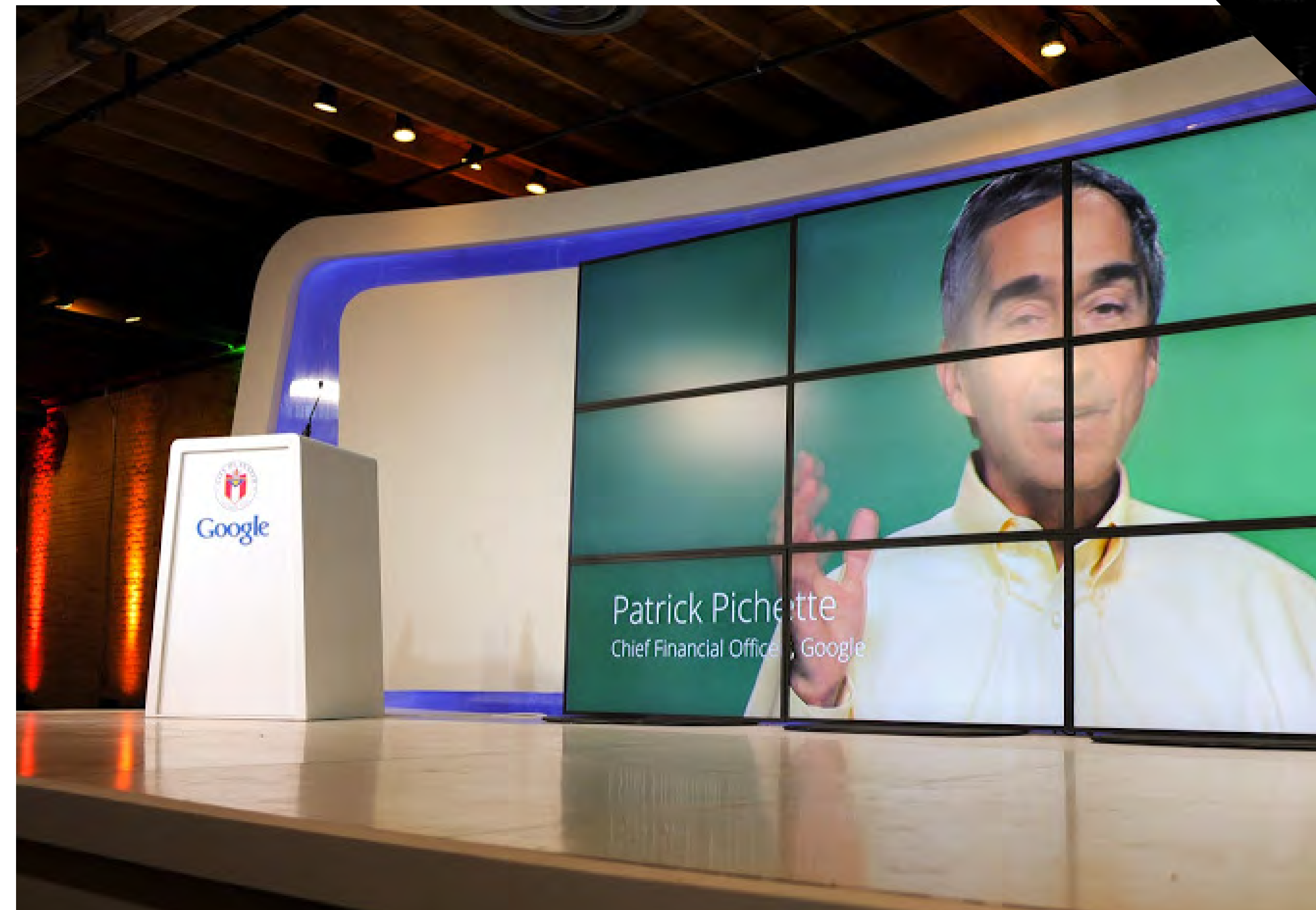


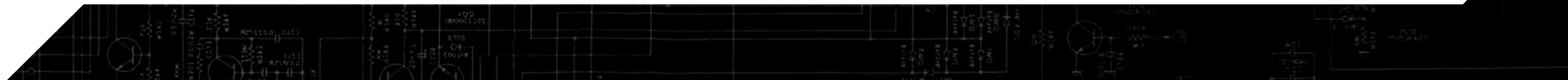
GOOGLE FIBER

When one of the largest tech companies asked us to help them make a big announcement, we knew the world would be watching. Google tasked us with leading event production and execution to launch their 1 gigabyte per second internet service, Google Fiber, to their secondary market in Austin.

Provided with a Fiber fast timeline, The Electric Company delivered a colorfully designed and customized event experience including stage design, fabrications and carefully selected, Googley-trained staff.

And, like any show in the live music capital of the world, the announcement of the fiber-optic broadband internet and TV service was welcomed with an Austin-like, rock concert applause. Austin hit the “I’m Feeling Lucky” button.



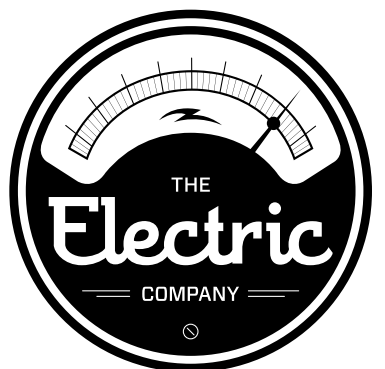
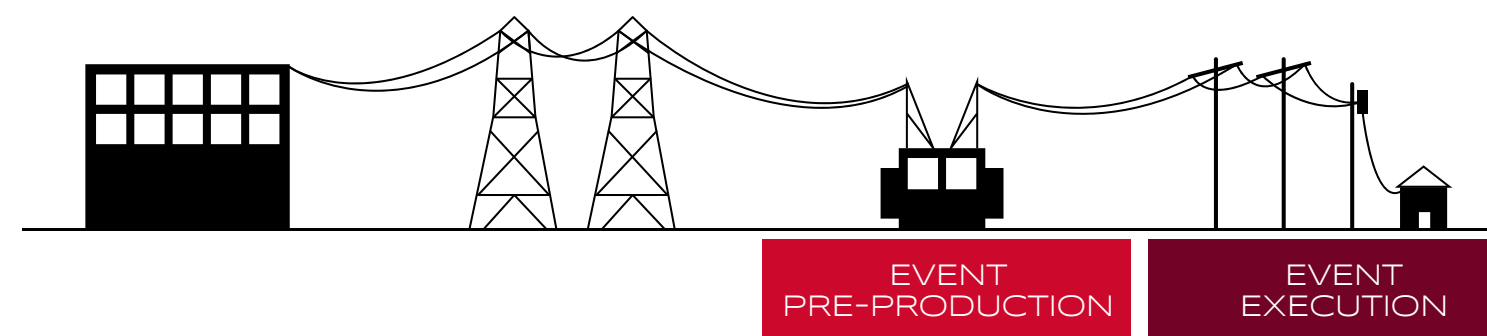


ABSOLUT TEXAS LIVE, POWERED BY BEDHEAD

In March 2014, Pernod Ricard USA was launching Absolut Texas, a lone-star spirit with a big-star taste. Also launching during SXSW was Textile, a once abandoned warehouse turned newly-renovated event venue owned and operated by The Electric Company. With its prime location across from the convention center and hip Texas aesthetic, it just made Absolut sense to host the vodka launch at Textile.

The Electric Company supported Legacy Marketing Partners with local vendor management, utilizing our vast network resulting in 36% savings off their original budget. When not rocking out to live music, guests could sip on custom Absolut cocktails, take selfies in front of large murals by local artist and Absolut Texas bottle designer Cruz Ortiz, or nosh on comfort canapés.

The enormously popular launch and official SXSW music venue drew big attention and gave attendees from all over the world a little taste of Texas.

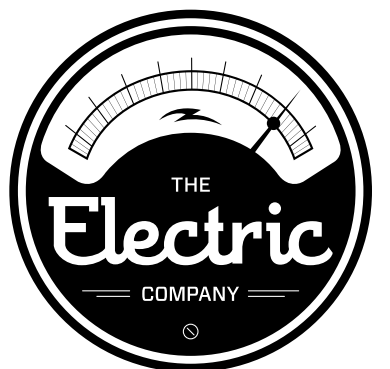
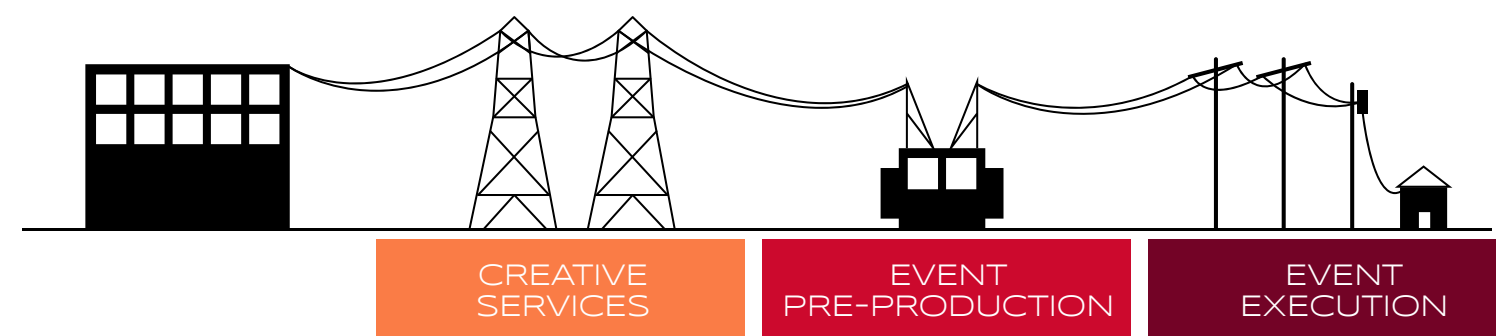




JOSE CUERVO TRADICIONAL SUBTERRANEO

Jose Cuervo, the #1 selling tequila in the world, was launching their oldest tequila in America through a 26-market tour, and made sure to make Austin a stop along their journey. The Electric Company had just produced the ultra successful and buzz-worthy Seaholm Power Plant events of SXSW, and MKTG, Inc. and Diageo took notice.

The companies teamed together to tackle onsite aspects of this event - from production to promotion to nitty gritty TABC regulations - and executed the 400 attendee Dia de Los Muertos inspired Jose Cuervo Tradicional Subterraneo. Enhanced with 10-foot skeleton stilt walkers, a glow-in-the-dark choreographed dance performance, and tasty tequila cocktails, this event made a lasting impression with the expert tequila influencers of Central Texas.







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FAST COMPANY



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LET'S PLUG IN AND POWER UP

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