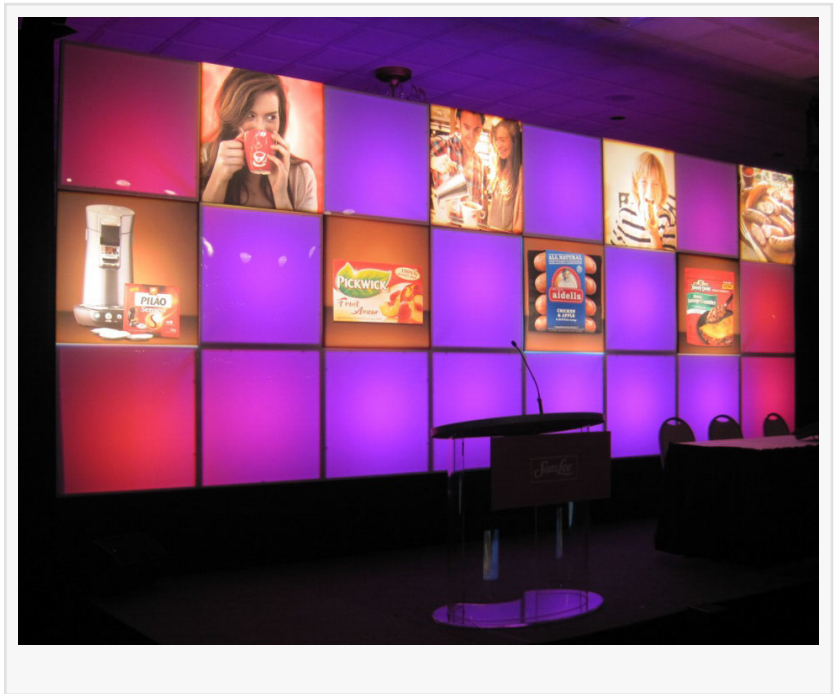


SBMS Media Shares the Secret Behind Creating Immersive Corporate Events

The secret behind creating an immersive and positive brand experience for Corporate Events is creating a stage backdrop that will WOW your audience.

SAN DIEGO, CA, USA, August 15, 2022 /EINPresswire.com/ -- Trade shows and exhibitions provide the perfect opportunity for businesses to showcase their latest products and services to potential customers. They are also a great way to network with other businesses and learn about the latest industry trends.



By using branded backdrops and stages, businesses can create a more immersive experience for their customers. This not only helps to create a stronger connection with the brand but also helps to build

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Nicole Crocker

customer loyalty. In addition, using branded stages and backdrops can also help to improve the overall aesthetic of any event. As a result, businesses can expect to see a significant return on investment when using stage backgrounds that are branded with their logo or corporate identity.

Where Branded Backdrops and Stage Backgrounds are Necessary

Workers in the event planning industry know that there are

a variety of events that need a stage backdrop or stage background. Corporate events, such as galas, award ceremonies, and

product launches, often require a stage for the presentation of speeches, entertainment, and other activities.

Conference meetings and trade shows also make use of a stage, especially when there is a keynote speaker or panel discussion scheduled. Other events that may require a stage backdrop or stage background include fashion shows, concerts, and charity events.

Regardless of what type of corporate event is taking place, event planners need to decide what components they would like to include at their venue of choice.



Components Used at Corporate Events

Room Partitions: A room partition is often used in corporate events to provide a space for attendees to relax and recharge away from the main event. The partition can also be used to host private meetings or to provide a space for vendors to set up their displays.

Pipe and Drape: Pipe and drape are used to define the boundaries of event space, and to hide unsightly areas or construction. It can also be used as a backdrop for presentations or performances.

Trade Show Displays: Trade show booths are often used as a meeting place for businesspeople at corporate events. They can also be used as a place to hold demonstrations or to give presentations.

Projection Walls: Projection walls are often used in corporate events to display important information or images to the audience. They can be used to create a large virtual screen that can be used to show video presentations, images, or even live feed from another location. This allows the audience to see

whatever is being projected much more clearly than if it were displayed on a small television or computer screen.

Building Stage Backgrounds and Stage Backdrops

Booth builders have a wealth of experience creating eye-catching displays that draw in attendees and help to create an engaging environment at events. This makes it easy for event planners to focus on other aspects of the event while knowing that their booth builder is taking care of everything behind the scenes.

Some of the downsides of using traditional booth builders for a corporate event include the high cost, limited design options, and time-consuming setup. Booth builders can be expensive, and many companies only offer a limited number of designs. Setup can also be time-consuming, which can take away from the time that event planners must use to prepare for the event itself.

An alternative to working with booth builders is partnering with a vendor who provides booth building labor using alternative building methods, such as with Expressive Structures, which uses modular scenic design solutions for their clients.

Product Options

While Pipe and Drape is perfect for creating versatile and temporary spaces, they don't provide the WOW factor that is desired for an immersive corporate event.

3D mapping can add an extra level of intrigue and excitement to your stage, and modular backdrops using products such as Frameset and REXframe can be quickly assembled and disassembled for easy transport.

Finally, other options such as Pillowcase , Backdrop LIFT, and Hard Panel Scenery can provide unique and interesting looks for your stage. With so many options available, you're sure to find the perfect backdrop for your event.

Interactive Experiences

Some event planners choose to create an interactive experience for their corporate guests by using entertainers like [magicians or mentalists](#), human statues, hypnotists, and corporate comedians. Working with a broker like [Sleeping Giant Music](#) can help event planners tremendously in this arena.

Interactive experiences add an extra level of fun and excitement to the event and help guests to feel more engaged and connected with one another. Additionally, using modular scenic backdrops and out-of-the-box entertainment options can be a great way to promote companies and products, generating some positive PR for any organization.

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