



PRODUCTIONSPLUS

**PRODUCT DEMO /
RETAIL SERVICES**

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Productions Plus - The Talent Shop is the ideal choice for sourcing product demonstrators and retail merchandising support. From the Olympic Games to the Sundance Film Festival to the White House Correspondents' Dinner to point-of-purchase retail locations across North America, our talent demonstrates – and sells – home goods, consumer electronics, kitchen electric equipment, fitness equipment and more. You'll also find our talent demonstrating products at special events like auto shows, trade shows, corporate conventions and city festivals in markets large and small across the U.S. and Canada.

Engagement Selling

The brands we represent realize a tremendous ROI. That's because "engagement selling" works. Our philosophy – that quality brand representation and demonstration leads to meaningful results – helps our clients bring their brand or product to the front of an ever-growing field of competitors. Our talent are attractive, reliable and highly-trained, a significant edge for truly engaging consumers in an environment oversaturated with marketing messages.

National Reach – Local Talent

We have over 20,000 talented individuals in our database that enable us to answer a diverse set of client requirements. And because our talent are local to retail locations, our clients don't pay for travel or per diems.

PRODUCT DEMO SERVICES

- ▶ Product Demonstrators
 - Bi- and multi-lingual
 - ▶ Retail Merchandising
 - ▶ Retail Staff Training
 - ▶ Lead Generation Staff
 - ▶ Lead Generation Management
 - On-and Offline Lead Capture
 - Reports and Analysis
 - Customer Brochure Distribution
 - ▶ Secret Shoppers
 - ▶ Product Launch Staff
 - ▶ Promotional Event Staff
- Lead Distribution
 - Customer Surveys
 - Device Deployment and Training

