

TURNKEY CONFERENCE READINESS PACKAGES

**FOR BRANDS THAT NEED A PROFESSIONAL,
WELL-EXECUTED PRESENCE WITHOUT THE EXTRAS.**

You've got the conference booked. But are you ready for what comes before, during, and after? We'll help make sure your investment has the opportunity to deliver ROI.

From messaging and booth graphics to collateral, content, and behind-the-scenes coordination, The Current takes the moving pieces off your plate so your team can show up polished, prepared, and ready to make the most of the event.



BASIC BOOTH • \$3,000

You've got the booth. Now let's make sure people know you'll be there. Designed for teams that need a simple, polished conference presence without a full campaign behind it.

Includes:

- 3–4 conference-specific static social media graphics
- Social copy for each post
- Strategic messaging + content direction
- Recommended posting schedule
- Light coordination to align messaging with conference goals

The Goal: *Get your conference participation in front of the right audience and give them a reason to look for you when they get there.*



GET YOUR STORY STRAIGHT • \$5,000

Everything in Basic Booth, plus a cohesive story that carries from social media to the booth floor. You know why you're going to the conference. We make sure everyone else does too. This package connects your messaging and visuals, so what people see before the event matches what they experience when they walk up to your booth.

Basic, Plus:

- Conference strategy + planning session
- Strategic messaging development
- Pre-event content plan + recommended timeline
- Conference booth graphics aligned with your event messaging
- (1) One conference-specific sales sheet
- Messaging alignment across social, booth, and sales collateral
- Recommendations for booth messaging, calls-to-action, and attendee engagement

The Goal: *Know your story, look good telling it, and create a conference presence that feels intentional from the first post to the booth floor.*

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SHOW UP READY • \$14,000

Everything in Get Your Story Straight, plus the physical pieces that bring your conference presence to life.

For teams that don't just need a plan, they need someone to help make it happen. We take your strategy and messaging and turn it into a coordinated booth presence, complete with the collateral and creative touches your team needs to show up ready.

Get Your Story Straight, Plus:

- Expanded booth collateral design + production
- Flyers, one-pagers, banners, and other conference essentials
- Booth theme + creative direction
- Swag + giveaway concepts
- Coordination of collateral production
- Expanded conference social push + coordination
- Pre-event readiness review to make sure messaging, visuals, and materials are aligned

The Goal: *Show up looking like you planned this months ago... even if you didn't.*



BUILD SOME BUZZ • \$30,000

Everything in Show Up Ready, plus full conference coordination, execution, and a longer runway for visibility.

Your booth shouldn't be the first time someone hears from you and the conversation shouldn't stop when the conference ends. This package turns your conference into a larger marketing moment, combining your physical presence with ongoing content, coordination, and visibility.

Show Up Ready, Plus:

- Conference liaison — one point of contact between your team and event organizers
- Full booth concept + design aligned with your brand
- Booth execution, installation + teardown
- Vendor management + coordination
- Conference Runway Support with ongoing content built around event priorities
- Services & Offerings Content Series featuring 8 social-media-ready collateral pieces
- Expanded pre-event visibility strategy
- During-event content recommendations
- Post-event follow-up + content recommendations

The Goal: *Build momentum before the conference, make an impact while you're there, and keep the conversation going after everyone goes home.*

You bring the team. We'll handle the moving parts.

Whether you need a few posts, a stronger conference story, a polished booth presence, or someone to take the whole thing off your plate, each package builds on the one before it.

Start where you need us. We'll take it from there.