



Business Plan

K27 Group, LLC

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EXECUTIVE SUMMARY

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(For Business Plan)

This business plan contains “forward-looking statements” within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995.

Such statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of the company to differ materially from the results expressed or implied by such statements, including changes from anticipated levels of sales, future national or regional economic and competitive conditions, changes in relationships with customers, access to capital, and other factors.

Accordingly, although the company believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. The company has no obligation to update the forward-looking information contained in this presentation.

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Executive Summary

This executive summary addresses both the launch of the trade show organizer company K27 Group, LLC, and the launch of its premier Business to Consumer (B to C) trade show property the “American Teen Scene Expo™”

K27 Group, LLC, (the “Company”) is a Florida Limited Liability Company, with an office located at 4725 Lucerne Lakes Boulevard E Suite 213, Lake Worth, Florida 33467. Stakeholders are Robert F. Keegan, Managing Member. American Teen Scene Expo™ is a wholly owned by K27 Group, LLC.

K27 Group, LLC, is a consumer exhibition, digital media, and promotional events organizer. Growing a business is changing and so are we. As our customers look for greater opportunities and access for all, we are leading the way by digitally transforming our business to creatively elevate the power of face to face, so K27 Group will always be the best place for customers to build their businesses and continually grow. We know face to face relationships, access to markets and data, digital platforms and innovation and ethical practices are what matter most to our customers. Turning occasional touchpoints into continual connections and using our experience in building communities and creating environments for events to curate entire eco-systems for business.

Our market demographic are American teenagers, the more than 27.7 million teenagers in the United States between the ages of 13 and 19.

Our audience is the durable, non-durable consumer product manufacturers and service companies seeking to penetrate new teen markets, build consistent brand recognition, educate, and build awareness among their most important customers and future buying prospects.

Our business integrates consumer exhibitions, digital media, online platforms, and experimental events. We feature a portfolio of brands from signed on exhibitors and sponsors that are well known among teenage consumers.

We reach a significant portion of the teenage market through our various exhibitions/events assets, digital media, direct marketing activities and marketing services programs. As a result, we will be able to offer advertisers/sponsors direct hands-on access to the teenage market. We will be the only teenage consumer exhibition company that will combine significant marketing reach with a comprehensive consumer database, aiding our advertisers/sponsors and us in developing a deeper understanding of the teen market.

Teenagers control significant disposable income and have influence over household expenditure decisions. The teen market segment is the fastest growing demographic group in the United States and is expected to grow 14.7% faster than the overall U.S. Population from 2021 to 2026, according to U.S. Census data.

Our annual consumer product exhibitions will generate revenue from seven principal sources: exhibition space fees, sponsorships fees, attendee fees, digital media, advertising, online platforms, and revenue share (affiliate marketing).

Additional advertising revenues will be generated from blue chip consumer product companies that seek objective, measurable, and effective marketing programs for teenagers. Our advertisers and sponsors will reach teenagers through our integrated marketing package that includes

exhibitions, digital media, online platforms, and promotional events, product sampling, radio, television, affiliate marketing and print advertising.

STRATEGY – K27 Group, LLC

Our objective is to become the leading teenage media, consumer exhibitions and promotional event marketing services company. We intend to achieve this objective through the following strategies:

Show consistent and sustainable growth in exhibition space, sponsorship, digital media, websites, and advertising revenues by cross-selling and marketing our unique integrated platform to advertisers and sponsors. Grow and refine a teenage database to expand our consumer exhibitions business, sponsorship, digital media, online platforms, and advertising opportunities. Expand the number of teenage consumers that we will reach through new media franchises. Broaden our product and services platform through strategic acquisitions.

BUSINESS – K27 Group, LLC

K27 Group, LLC, is at the start-up stage. We are focused on a well-defined business niche, creating a strong market position and significant potential for long-term growth.

AMERICAN TEEN SCENE EXPO™ OVERVIEW

We are excited to announce the American Teen Scene Expo™, a dynamic five-city, three-day event created exclusively for teenagers aged 13 to 19. Taking place Friday through Sunday, each expo will feature 300+ leading consumer products and service brands in a one-of-a-kind environment that blends education, career exploration, and interactive engagement. The American Teen Scene Expo™ offers a powerful platform where teens can discover new products, explore career opportunities, and connect directly with brands in a fun, immersive, and face-to-face setting — making it an essential destination for companies seeking to build meaningful relationships with the next generation of consumers.

Expo Highlights:

- **WELCOMED AUDIENCE:** Teenagers aged 13 to 19 +.
- **DURATION:** Five Cities.
 - Houston, TX, Indianapolis, IN, Washington, DC, Phoenix, AZ, Detroit, MI
 - Three days (Friday, Saturday, Sunday). *Cities and Venues subject to change*
- **EXHIBITORS:** 300+ brands showcasing consumer products and services displayed and demonstrated
- **EXPERIENCE:** An engaging, face-to-face interactive experience that combines education and career fair, and entertainment opportunities. Brands display and demonstrate their products for teenagers to interact with them.
 - Interactive Expo Floor (Exhibitors/Sponsors & Attendees)
 - Education Day! (Friday, Local School Field Trip Day)
 - Seminars & Workshops
 - Live Entertainment - Local and National
 - Fashion Shows
 - American Teen Scene Expo Talent Challenge™
 - American Teen Scene Expo Fashion Design Challenge™
 - American Teen Scene Expo Esport/Gaming Individual & Team Challenge™
 - Celebrity/Influencer Meet & Greet

GOALS AND BENEFITS:

- **EDUCATIONAL AND EMPOWERING ENVIRONMENT:** Teenagers will engage in an in-person, interactive setting where they can learn about a wide range of consumer products and services, explore brand values, and discover potential career paths. The event also highlights opportunities for personal and professional growth, including access to grants, mentorship programs, and other resources that support their future development.
- **MEMORABLE EXPERIENCES:** The expo is designed to deliver unforgettable, fun, and educational moments through hands-on exhibits, engaging seminars, workshops, and interactive activities that inspire curiosity and creativity."
- **BRAND ENGAGEMENT:** Consumer product advertisers will have the opportunity to connect with one of their most influential markets on a personal level, building authentic relationships and brand loyalty through direct interaction and meaningful experiences."

VALUE PROPOSITION:

"Empowering the teen's journey at the American Teen Scene Expo™! Discover a vibrant space where creativity, inspiration, and education converge. Engage in dynamic experiences, connect with peers, and explore opportunities that shape a brighter future. Unleash the potential within every teen at our immersive expo."

For Teenagers

Teens are constantly growing and trying on new versions of themselves. From sustainability to K-pop or career and college preparedness, to music, fashion, Esports/Gaming, now a five-city, three-day (*Friday, Saturday & Sunday*) Expo brings all possible facets of a teen's personality under one roof. Introducing American Teen Scene Expo™.

The Expo is the ultimate live expo, which has an experience to match each teen's unique interests. Because the expo features over three hundred consumer products/services exhibitors/sponsors in a unique, career fair, educational, interactive, empowering environment, providing a face-to-face shared memorable experience that will allow teenagers to have fun learning more about the consumer products and value systems of the individual consumer product companies.

The Expo is an opportunity for teenagers to speak face-to-face with vocational schools, colleges, universities, and corporate influencers to explore future educational, career, and entrepreneurial opportunities that may or may not require a four-year college degree. If a teenager is considering a career at a corporation, they can inquire about the necessary education and skills required.

The Expo also incorporates a face-to-face interactive experience encompassing live musical entertainment, fashion shows, Talent Challenge, Fashion Design Challenge, Esports Challenge, digital media influencers, gaming, seminars/workshops, celebrity talent experiences, multicultural, television, motion picture, and sports stars meet and greets.

DISCOVER, CONNECT, AND THRIVE:

Why Teenagers Should Attend the American Teen Scene Expo™!

Calling all teenagers seeking inspiration, empowerment, and a platform to explore limitless career opportunities! The Expo is your gateway to an unforgettable experience filled with excitement, learning, and endless possibilities.

EMPOWERMENT THROUGH KNOWLEDGE: At the Expo, gain access to invaluable resources, encompassing interactive exhibitor booths, live musical entertainment, fashion shows, Talent Challenge, Esports, digital media influencers, gaming competitions, multicultural, television, motion picture, sports, and celebrity talent experiences, and seminars/workshops designed to equip teenagers with the skills and insights necessary to navigate the challenges and opportunities of today's world. From leadership development to career guidance, this expo offers a treasure trove of knowledge to empower teenagers on their journey to success.

UNPARALLELED NETWORKING OPPORTUNITIES: Connect with like-minded peers, industry professionals, and mentors eager to share their experiences and insights. Forge meaningful connections that could spark collaborations, mentorships, and friendships that last a lifetime.

EXPLORE A WORLD OF OPPORTUNITIES: From emerging trends in technology and arts to entrepreneurship and social activism, dive into diverse exhibits and interactive sessions that open doors to a world of possibilities. Discover passions teenagers never knew they had and explore avenues that could shape their future.

INSPIRATION AND ENTERTAINMENT: Prepare to be inspired by captivating speakers, live performances, and engaging activities. Whether it's through music, art, or motivational talks, this expo promises to ignite their passion and drive.

BE A PART OF SOMETHING EXTRAORDINARY: Join thousands of teenagers from across the nation in a vibrant, inclusive, and supportive environment. Be part of a community that celebrates diversity, creativity, and innovation. Don't miss the chance to be part of this transformative experience at the American Teen Scene Expo™. Teenagers will mark their calendar and step into an immersive world where the possibilities are endless, and their potential knows no bounds!"

The expo will encompass an additional educational theme to deliver a clear positive message to teenagers. Seminars and workshops will not only educate teenagers, but they will empower teenagers, and therefore set a new standard for others to look up to.

EDUCATION VALUE

In several cases, a teenagers' quest to attend college or explore future career opportunities is not supported by either the school faculty or their immediate family structure. The American Teen Scene Expo™ is an opportunity for teenagers to:

SPEAK FACE-TO-FACE: with trade skill schools and corporate influencers to explore future educational, career, and entrepreneurial opportunities that may or may not require a four-year college degree. A teenager is considering a career at a company, they can inquire about the necessary education and skills required.

SCHOOL FACULTY SUPPORT: Adequate guidance and support from school faculty play a crucial role in shaping students' educational and career decisions. Lack of encouragement, mentorship, or resources from school faculty can hinder teenagers from making informed choices about their future.

FAMILY STRUCTURE INFLUENCE: The immediate family is often the primary support system for teenagers, impacting their decisions regarding education and career choices. Without positive reinforcement and understanding from family members, teenagers may struggle to pursue their goals and aspirations.

DIVERSE PATHS AND OPPORTUNITIES: Recognizing that traditional higher education may not be suitable for everyone, alternative paths and vocational opportunities should be explored. Encouraging teenagers to explore various career options and educational paths, including vocational training, apprenticeships, or entrepreneurship.

CREATING INCLUSIVE ENVIRONMENTS: Schools and families should work collaboratively to create inclusive environments that cater to the diverse needs and aspirations of teenagers. Emphasizing the importance of open communication and understanding between school faculty, students, and their families.

EMPOWERING TEENAGERS: Empowering teenagers to make informed decisions by providing them with resources, mentorship, and exposure to different career possibilities. Fostering a supportive atmosphere that encourages self-discovery and the pursuit of personal passions and interests.

In conclusion, fostering an environment that supports teenagers in their pursuit of higher education and career exploration is vital for their personal and professional growth. By acknowledging and addressing the challenges arising from the lack of support from both school faculty and immediate family, The Expo can work towards creating inclusive pathways for teenagers to thrive in their chosen endeavors.

MISSION STATEMENT – American Teen Scene Expo™

"At the American Teen Scene Expo™, we empower teenagers through inspiration, career education, and personal growth. Our mission is to cultivate a dynamic environment where young minds explore passions, gain valuable insights, and build meaningful connections. We are dedicated to propelling teenagers towards a promising future filled with passion and purpose to create a life they love."

www.americanteenscene.com

For Exhibitors and Sponsors-Partners

For consumer brands that want to win with teen audiences. American Teen Scene Expo™ is the ultimate live expo, which builds lasting connections with teens, because it offers interactive, engaging 1:1 experience between teens and brands. The Expo is a uniquely beneficial powerful tool for consumer products/services brands for several reasons:

LONG-TERM CUSTOMER RELATIONSHIPS: Capturing teenagers' interest early can lead to long-term customer loyalty as they transition into adulthood. Building brand loyalty during their formative years can result in repeat business and brand advocacy.

BRAND AWARENESS: Teenagers are active on digital media and have a wide network of friends and peers. Positive experiences and engagement with your brand can lead to organic word-of-mouth promotion, increasing brand awareness.

EARLY ADOPTION: Teenagers are often early adopters of new products and trends. If you can capture their attention, they may become enthusiastic early adopters, helping your products gain traction quickly.

INFLUENCE ON FAMILY SPENDING: Teenagers influence family spending decisions, particularly for products like technology, entertainment, clothing, and dining. Their preferences can sway family purchasing choices.

LIFETIME VALUE: Acquiring young customers can lead to a higher lifetime customer value, as their purchasing habits and brand preferences established in their teenage years can continue into adulthood.

CULTURAL RELEVANCE: Engaging with teenagers can help your brand stay culturally relevant and attuned to current trends, which can benefit your overall marketing strategy.

DIGITAL MEDIA AMPLIFICATION: Teenagers are active in digital media, where they can share their experiences with your brand. Their posts can generate user-generated content and positive publicity.

FEEDBACK AND INNOVATION: Engaging with teenagers can provide valuable feedback and insights for product improvement and innovation. Their fresh perspectives can lead to new ideas. Products on display allow teenagers to see, touch, and engage with your products on the expo floor.

DIVERSE AUDIENCE: Teenagers come from diverse backgrounds, offering companies the opportunity to reach and connect with a wide range of demographics.

PRODUCT SAMPLING: Sampling gives teens firsthand experience of a product, which can be especially impactful since teens often rely on personal experience and peer recommendations when forming opinions about brands.

HANDS-ON INTERACTION: Interactive experiences can deeply engage teens who prefer active participation over passive observation. This engagement can help them understand the product's features and benefits, making a more memorable impression.

COMMUNITY ENGAGEMENT: Marketing campaigns that can create a sense of community and belonging, fostering a positive brand image.

POP-UP SHOP: Opportunity for an exhibitor/sponsor to sell merchandise on the tradeshow floor.

While marketing to teenagers can offer these advantages, it's important to approach it responsibly, respecting their privacy, values, and unique needs. Building authentic connections and providing value are essential for a successful experience for this demographic.

For exhibitors participating in the **American Teen Scene Expo**, it's essential to have corporate departments represented that can effectively engage with teenagers while aligning with brand goals. Here are key departments that should be present at the exhibitor's booth:

1. Marketing & Brand Engagement

Purpose: Lead interactive activities, share promotional materials, and ensure the booth reflects the brand's identity.

Why: Teens respond well to immersive brand experiences, so marketing teams can drive engagement through games, social media challenges, and giveaways.

2. Social Media & Content Creation

Purpose: Capture live content (photos, videos, stories) and encourage attendees to share experiences using branded hashtags.

Why: Teens are highly active on platforms like Instagram, X, and Snapchat. Real-time interaction can boost brand reach.

3. Product Development & Innovation

Purpose: Showcase new products, gather feedback, and conduct informal focus groups.

Why: Teens love influencing product trends. This team can gauge interest and adapt products based on attendee insights.

4. Sales & Customer Relations

Purpose: Handle inquiries, explain pricing or subscription models, and discuss special expo offers.

Why: Teens and parents may be ready to buy or sign up on the spot—sales reps can convert interest into action.

5. Community Outreach & Corporate Social Responsibility (CSR)

Purpose: Highlight initiatives that matter to teens, like sustainability, diversity, and mental health programs.

Why: Gen Z values brands with purpose. CSR representatives can strengthen brand trust and loyalty.

6. Human Resources (for Career & Internship Opportunities)

The American Teen Scene Expo is a uniquely powerful and beneficial platform for consumer product and service brands for several reasons. One standout opportunity is its Human Resources and Career Development focus. By participating in the Expo's career fair component, brands can engage directly with a motivated teen audience who are beginning to explore future career paths. This environment offers a prime opportunity to introduce internship programs, mentorship initiatives, and career pathways—positioning the brand not only as a desirable employer but also as a proactive corporate citizen. It enables companies to establish early relationships with potential talent, building a pipeline of future employees and strengthening long-term recruitment strategies.

7. Technical Support & Product Demonstration Experts

Purpose: Provide hands-on demos of tech products, apps, or services and troubleshooting questions.

Why: Teens appreciate interactive experiences and may need guidance with new technology.

Here are some engaging conversation topics for corporate exhibitors speaking to teenagers at the American Teen Scene Expo:

Career Exploration & Opportunities

- "What careers are you curious about, and why?"
- "Have you ever thought about what it's like to work at a company like ours?"
- "Do you know how internships or mentorship programs can help you get started in your dream career?"
- "What skills do you think are most important for future jobs?"
- Industry Trends & Innovation
- "Have you seen how [industry] is changing with new technology? What excites you most about it?"
- "What role do you think social media plays in shaping careers today?"
- "How do you think AI, gaming, or digital content will influence future jobs?"
- Education & Skill Building
- "What subjects or extracurriculars do you enjoy most?"
- "Have you ever tried coding, graphic design, or video editing?"
- "Which skills would you want to learn if you had the chance right now?"
- Social Impact & Values
- "What causes or issues matter most to you?"
- "How do you think companies should make a difference in the world?"
- "Would you choose to work for a company based on its values? Why or why not?"
- Tech, Entertainment & Pop Culture
- "What apps, creators, or influencers inspire you?"
- "Have you ever thought about what goes on behind the scenes in making your favorite shows or games?"
- "What trends do you think are going to blow up this year?"
- Interactive & Engaging Questions
- "If you could design the perfect product, what would it be?"
- "What would your dream job look like for a day?"
- "What problem would you love to solve with new technology?"
- Would you like some interactive activity suggestions to pair with these conversations?
- Messages beyond this point are only visible to you
- Top of Form
- Bottom of Form

Post-American Teen Scene Expo Follow-Up

Following the successful American Teen Scene Expo, the event producers are excited to announce ongoing initiatives aimed at supporting the teenagers who participated. In partnership with career and college counseling firms, we will continue to engage with attendees, offering guidance as they explore their future academic and professional paths.

In addition, we are encouraging all exhibiting companies to take an active role in post-expo engagement by offering mentoring opportunities, internships, and counseling programs. This continued involvement is a vital part of our mission to empower the next generation with the tools, insights, and connections they need to succeed.

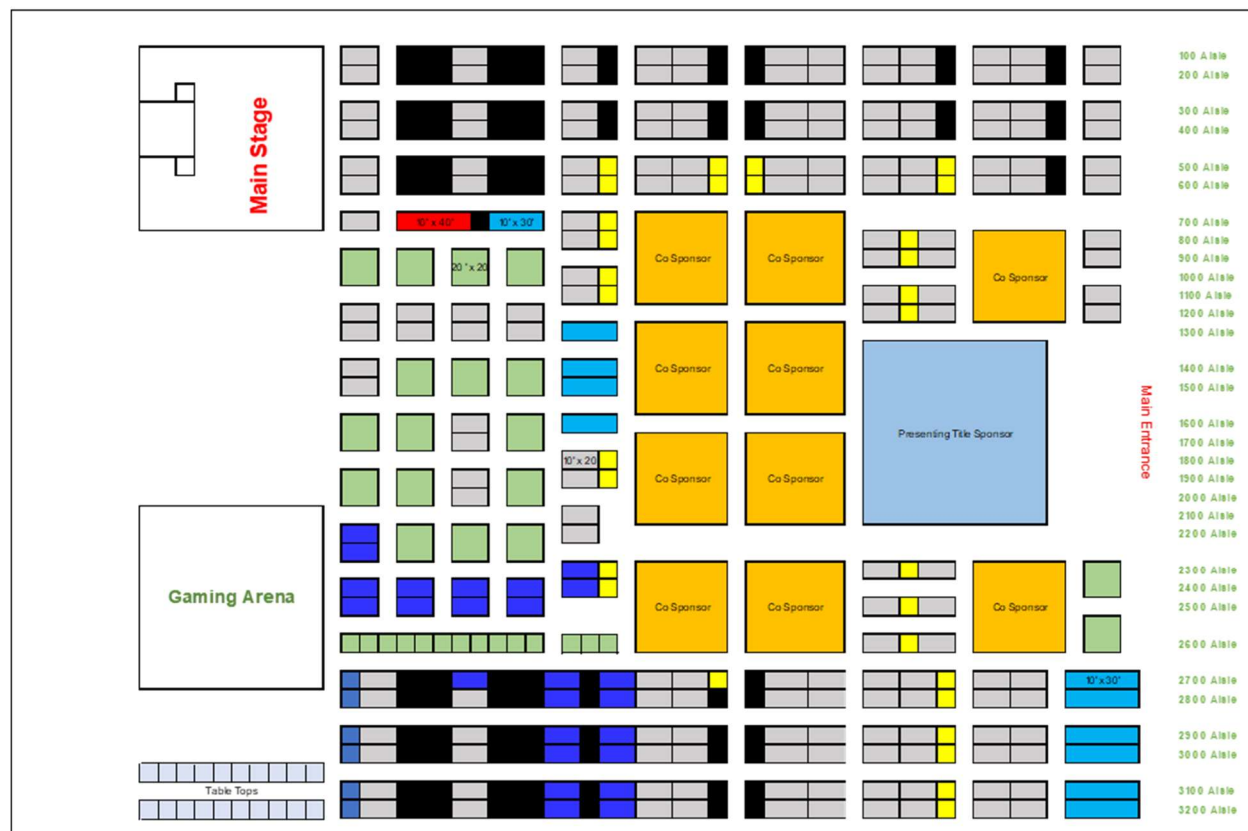
Expo Description and Components

The American Teen Scene Expo™ is a five city, three-day expo, (Friday, Saturday & Sunday) welcoming 13-19 years old teenagers and consisting of three hundred plus consumer products/services exhibiting in a unique, career educational, interactive, empowering environment. Providing a face-to-face shared memorable experience that will allow teenagers to have fun learning more about consumer products/services and their value systems and career opportunities.

The expo consists of the following components:

1. Interactive expo floor (Exhibitors & Attendees)
2. Education Day! (Friday, Local School Field Trip)
3. Seminars & Workshops
4. Live Entertainment - Local and National
5. Fashion Shows
6. American Teen Scene Expo Talent Challenge™
7. American Teen Scene Expo Fashion Design Challenge™
8. American Teen Scene Expo Esport/Gaming Individual & Team Challenge™
9. Celebrity Meet & Greet

SAMPLE FLOOR PLAN (SUBJECT TO CHANGE) NOT TO SCALE.



FRIDAY IS EDUCATION DAY (Local School Field Trip)

Every day during the Expo is education day. Specifically, the producers have set aside Friday as Education Day (Local School Field Trip) so as to engage the local school community to have a special day to explore the Expo.



EDUCATION DAY! FRIDAY IS "EDUCATION DAY" School Field Trip

Sponsorship Opportunity

- Friday Education Day expo hours will be 8:30 am to 2:00 pm (Student Field Trip)
- Producer will develop a relationship with local school districts so -as-to invite their students to the expo
- Producer will partner with a school bus company to transport students to the expo (sponsorship)
- Exhibitors will be required to design their booths to include an educational, career and entrepreneurial message
- Exhibitors will give the attendee the opportunity to discover not only what the company produces, but educate them in future career opportunities, corporate values, corporate philanthropy, environmental position, minority and inclusion position and overall corporate mission

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A school field trip to the American Teen Scene Expo™ offers several advantages:

EDUCATIONAL EXPERIENCE: The Expo provides students with a unique educational experience where they can learn about various aspects of teen culture, including trends, technology, fashion, music, and more.

EXPOSURE TO INDUSTRY TRENDS: Students get the opportunity to see firsthand the latest trends and innovations in industries relevant to them, such as technology, entertainment, and fashion, which can inspire and inform their career interests.

NETWORKING OPPORTUNITIES: Attending the Expo allows students to network with professionals, industry leaders, and other teens who share similar interests, potentially leading to future internship or career opportunities.

INSPIRATION AND CREATIVITY: Experiencing the creativity and passion of exhibitors and attendees can inspire students to explore their own interests and pursue their passions.

CULTURAL AND SOCIAL AWARENESS: The expo exposes students to diverse perspectives and cultural influences within teen culture, fostering a greater understanding and appreciation for different communities and identities.

HANDS-ON LEARNING: The Expo offers interactive exhibits and workshops where students can participate in activities and demonstrations, providing a hands-on learning experience.

SEMINARS AND WORKSHOPS

Sponsorship Opportunity

Producer will partner with a national organization to develop constructive content

Seminar rooms will be designed in an open forum free flowing atmosphere to generate dialogue and empower the attendee to participate

Call for seminar leaders will be announced for each city

A brief outline indicating what needs to be discussed will be assigned to each leader

Bullying	Environment	Life Skills
Child Abuse	Fashion	Meditation
Creating Your Future	Gun Violence	Peer Pressure
Critical Thinking	Homelessness	Producing Media
Depression	Improving Schools	Anti-Racism & Discrimination
Domestic Violence	Inclusion	Safe Sex/Pregnancy
Drugs, Alcohol, & Tobacco	Kids of Divorced Parents	Self Esteem/Self Respect
Eating Disorders	LGBTQ Issues & Allies	Suicide
Additional content TBD		



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"Empower Your Future": Why Teenagers Should Attend Live Seminars and Workshops?

In a world thriving on constant change, the journey to success begins with knowledge and inspiration. Live seminars offer an unparalleled opportunity for teenagers to grow, learn, and excel. Here's why attending

these expos is crucial for their development. Live seminars are not just events; they are transformative experiences that shape teenagers into resilient, knowledgeable, and forward-thinking individuals. By attending these seminars, teenagers gain the tools and inspiration needed to navigate the complexities of the modern world and emerge as leaders of tomorrow."

INSPIRATION AND MOTIVATION: Live seminars bring together thought leaders, influencers, and experts who share their stories of triumph, resilience, and innovation. Witnessing these journeys firsthand ignites the spark of inspiration, motivating teenagers to pursue their passions and dreams.

NETWORKING OPPORTUNITIES: Interacting with peers who share similar aspirations fosters valuable connections. Live seminars provide a platform for teenagers to network, exchange ideas, and build relationships with like-minded individuals, opening doors to future collaborations and opportunities.

PERSONAL GROWTH AND DEVELOPMENT: Through workshops, discussions, and interactive sessions, teenagers gain practical skills, insights, and strategies to navigate life's challenges. They develop crucial abilities like communication, problem-solving, and critical thinking, empowering them to thrive in diverse environments.

EXPOSURE TO DIVERSE PERSPECTIVES: Live seminars expose teenagers to diverse perspectives, cultures, and viewpoints. This exposure fosters empathy broadens their understanding of the world and encourages them to embrace inclusivity and acceptance.

PREPARATION FOR THE FUTURE: Attending live seminars equips teenagers with knowledge about emerging trends, technological advancements, and career pathways. This prepares them for the rapidly evolving job market, empowering them to make informed decisions about their future endeavors.

PERSONAL EMPOWERMENT: Live seminars emphasize personal empowerment and self-belief. They encourage teenagers to embrace their unique identities, strengths, and passions, fostering a sense of confidence and purpose.

"Empower Teenagers: Navigating Today, Leading Tomorrow"

The seminar and workshop programs aim to provide teens with essential life skills, foster personal growth, and empower teens to navigate the challenges of adolescence. We will tailor the seminars and workshops programs to the specific interests and needs of the teenagers we are working with. Interactive and engaging sessions are key to keeping their interest and ensuring a valuable experience.



American Teen Scene Expo Talent Challenge™

Sponsorship Opportunity: American Teen Scene Expo Talent Challenge™, local talent from each cities hosting the expo will be encouraged to submit a mp3 demo and have an opportunity to win a local talent contest and to compete for the grand prize, to perform live on the main stage during the expos

- Talent Challenge entertainment styles will reflect all aspects of the today's teen culture from hip-hop, country, rock, Opera, pop, Christian, jazz, blues, folk, Latin and classical, dance, acting, etc.
- Each artist will perform three to four times a day, Friday, Saturday and Sunday
- The artist will perform on a professional stage and the producer will supply all the necessary sound, lighting, back line and playback equipment so as to meet the artist's needs
- The producer will also supply suitable dressing rooms and refreshments during the day
- Content to be finalized

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Talent
Challenge™
Calling all
teenage music
prodigies to
participate in the
Expo Talent
Challenge" – a
music talent
challenge that
celebrates the
next generation
of musical talent!
Show off your
skills, creativity,
and passion in
various
categories.

CATEGORIES: (Subject to change)

Blues, Children's Music, Classical, Comedy, Country, Electronic, Easy Listening, Folk, Hip-Hop/Rap, Inspirational – Christian & Gospel, Instrumental, J-Pop, Jazz, Latin, Metal, New Age, Opera, POP, R&B/Soul, Reggae, Rock, Rockabilly, Singer/Songwriter, Soundtrack, Tex-Mex / Tejano, Vocal, World.

SOLO PERFORMANCE: Each participant will have the opportunity to showcase their individual talent, whether it's singing, playing an instrument, or both.

ORIGINAL COMPOSITION: Participants are encouraged to unleash their creativity by presenting an original musical composition. This could be a song, instrumental piece, or a blend of both.

GENRE FUSION: Challenge participants to create a performance that fuses two or more musical genres. This category encourages experimentation and innovation.

COLLABORATIVE ENSEMBLE: Foster teamwork and cooperation by having participants form small groups or bands to create a collective musical performance. This could include a mix of instruments and vocalists.

MUSIC VIDEO PRODUCTION: In this digital age, challenge participants to not only create captivating music but also produce an accompanying music video. This category will assess both musical and visual creativity.

JUDGING CRITERIA: Participants will be judged based on the following criteria:

MUSICAL SKILL: Technical proficiency and mastery of chosen instruments or vocals.

CREATIVITY: Originality and innovation in musical composition and performance.

STAGE PRESENCE: Charisma, confidence, and engagement with the audience.

COLLABORATION: Effective teamwork and synergy within a group or ensemble. Exciting prizes (TBD) will be awarded to winners in each category, which might include, musical instruments, recording studio sessions, mentorship opportunities with industry professionals, and the chance to perform LIVE at the American Teen Scene Expo™!

How to Enter

Participants can submit their entries through an online platform. Submissions should include a video recording of the performance, and for the music video category, the full music video. A panel of judges consisting of experienced musicians, producers, and industry experts will evaluate the entries. Let the music unfold and may the Rising Stars shine! (Final rules and terms and conditions to be developed)



LOCAL AND NATIONAL LIVE ENTERTAINMENT:
Sponsorship Opportunity

- The producer will partner with independent and/or major recording labels and/or artist management companies to allow them to showcase recently signed artists as the headline act
- The entertainment style will reflect all aspects of the today's teen culture from hip-hop, country, rock, pop, Christian, jazz, blues, folk, Latin and classical, dance, acting, etc.
- Each artist will perform three to four times a day, Friday, Saturday and Sunday
- The artist will perform on a professional stage and the producer will supply all the necessary sound, lighting, back line and playback equipment so as to meet the artist's needs
- The producer will also supply suitable dressing rooms and refreshments during the day
- The labels will agree to present the artists at each expo

LOCAL AND NATIONAL LIVE ENTERTAINMENT

"Immerse Yourself in Unforgettable Moments at the American Teen Scene Expo™!

Attention, all teenagers! Are you ready to embark on an electrifying journey through the vibrant world of live entertainment? The American Teen Scene Expo™

beckons, offering an unparalleled experience tailored just for you! In a digital age dominated by screens, there's nothing quite like the magic of live performances. Here's why you can't afford to miss out:

UNMATCHED THRILLS: Brace yourself for an adrenaline-packed adventure! From dynamic music concerts that set your heart racing to mind-blowing theatrical spectacles that leave you awe-inspired, our expo boasts an array of electrifying live shows that promise unparalleled thrills and unforgettable moments.

IMMERSIVE ENTERTAINMENT: Step into a world where entertainment comes alive! Feel the pulsating energy as talented performers grace the stage, captivating audiences with their artistry, be it music, dance, theater, or comedy. Experience the raw emotions, the contagious enthusiasm, and the sheer joy that only live entertainment can deliver.

UNFORGETTABLE MEMORIES: Create memories that last a lifetime! Gather your friends and immerse yourselves in a collective experience that will be talked about for years to come. Cherish the shared laughter, the gasps of amazement, and the moments that connect you to the performers and fellow attendees.

DISCOVER NEW PASSIONS: Explore a diverse spectrum of entertainment genres and discover your hidden passions. Whether you're a music aficionado, a theater enthusiast, a dance prodigy, or simply curious, our expo offers something for everyone, providing an opportunity to broaden your horizons and expand your interests.

SOCIAL CONNECTION: Break free from the confines of virtual interactions! Join a community of like-minded individuals, engage in conversations, and connect with peers who share your enthusiasm for live entertainment. Forge new friendships and bonds over shared experiences.

Don't miss the chance to be part of the American Teen Scene Expo™ – a celebration of youth, creativity, and the power of live entertainment! Join us for an exhilarating journey that promises to ignite your passion, stir your emotions, and leave you craving more. (Final rules and terms and conditions to be developed)

Fashion Shows & American Teen Scene Expo Fashion Design Challenge™



FASHION SHOW: Sponsorship Opportunity

- The producer will partner with a major clothing designer or clothing retail outlet to sponsor a daily fashion show
- The fashion show will be presented three to four times each day on Friday, Saturday and Sunday
- The producer will supply professional stage, runway, sound and lighting system
- The producer will work with said sponsor to develop a set design that will reflect the overall theme of the fashion show
- The set design will be interchangeable and be equipped with a dressing room/changing room

Sponsorship opportunity
A national modeling agency can create a promotional campaign to find the next "American Teen Scene Super Model™"

In addition to the major clothing designer or clothing retail outlet fashion presentation, the producers will open the floor to up-and-coming designers.

Hey fashionistas!

Get ready to unleash your style vibes at the hottest fashion event in town! Join us for a spectacular American Teen Scene Expo Fashion Shows that's all about YOU and the latest

trends that scream 'cool'!

What to expect: Trend-setting runway walks Insta-worthy photo ops. Awesome music and vibes Exclusive sneak peeks at upcoming styles

PARTICIPATION IN THE AMERICAN TEEN SCENE EXPO FASHION DESIGN CHALLENGE™, an event that celebrates the creativity, talent, and individuality of teenagers in the world of fashion. Our position on this matter is rooted in the belief that such platforms play a crucial role in empowering young individuals, fostering self-expression, and building confidence.

MISSION AND VALUES: Your participation aligns with our mission to support and nurture the next generation of fashion enthusiasts. We value diversity, inclusivity, and self-expression, recognizing the unique perspectives and styles that each teenager brings to the runway.

EMPOWERING: YOUTH Participating in the Expo Fashion Shows provides an opportunity to empower teenagers by giving them a platform to showcase their distinctive styles and creative ideas. We believe in encouraging young talents to explore their passion for fashion and develop their unique voices.

PROMOTING: CONFIDENCE: Fashion is not just about clothing; it is a form of self-expression that boosts confidence and fosters a sense of identity. By participating in this show, we aim to contribute to the development of teenagers' self-confidence, encouraging them to embrace their individuality and express themselves through the art of fashion.

CELEBRATING DIVERSITY: Fashion is a universal language that transcends cultural boundaries. Your participation in the Expo Fashion Design Challenge reflects your commitment to celebrating diversity in all its forms, be it in terms of styles, backgrounds, or perspectives. We believe in creating a runway that represents the rich tapestry of teenage creativity.

EDUCATION AND SKILL DEVELOPMENT: Beyond the runway, this event offers valuable educational opportunities for teenagers interested in pursuing a career in fashion. We support initiatives that provide mentorship, workshops, and networking opportunities, contributing to the skill development of young fashion enthusiasts.

COMMUNITY ENGAGEMENT: Participating in the Expo Fashion Design Challenge allows teenagers to actively engage with the community, fostering a sense of belonging and unity. We envision this event as a platform to bring teenagers together, sharing in the excitement of creativity and self-expression.

Our position on participating in the Fashion Design Challenge is firmly grounded in the belief that fashion is a powerful tool for empowerment, self-discovery, and celebration. We look forward to producing an event that not only showcases the talent of teenagers but also inspires and uplifts the next generation of fashion leaders.

Exciting prizes will be awarded to winners that present the five basic principles of fashion design, they include: Emphasis, Balance, Proportion, Rhythm, and Harmony. Emphasis refers to the visual interest and aims to create a focal point in the fashion design piece. Balance occurs when the fashion piece is equal on both sides. (Final rules, terms and conditions to be developed) Selected winners will have an opportunity to present their designs LIVE at the American Teen Scene Expo™!

How to Enter

Participants will submit their entries through our online platform. Submissions should include a video recording of the fashion design, and fashion category. A panel of judges consisting of experienced designers, models, and industry experts will evaluate the entries. Let the Fashion unfold!!!! (Final rules and terms and conditions to be developed)



AMERICAN TEEN SCENE ESPORT/GAME INDIVIDUAL TEAM CHALLENGE™

“What Game Do You Live For?”

Sponsorship Opportunity

- The producer will partner with a major gaming company to sponsor a daily Esport competition
- The challenge will be presented three to four times each day on Friday, Saturday and Sunday
- The producer will supply professional stage, seating, computers, games, audio visual, sound and lighting system
- The producer will work with said sponsor to develop a set design that will reflect the overall theme of the team challenge

Sponsorship opportunity

A national gaming company/brand/vendor can create a promotional campaign to find the next “AMERICAN TEEN SCENE ESPORT/GAME TEAM CHALLENGE™ winner”

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Esport/Gamers – American Teen Scene Expo Esport/Gamers Team Challenge™

“Embark on an exhilarating gaming journey with us at the American Teen Scene Expo Esport/Gamers Team Challenge™!

Calling all gaming enthusiasts to join our thrilling event where skill meets camaraderie. Teens will immerse themselves in the world of esports, compete with like-minded gamers, and experience the excitement of the ultimate team challenge. Don't miss out on the action – join us for a gaming extravaganza that promises fun, competition, and unforgettable moments. See you at the American Teen Scene Expo Esport/Gamers Team Challenge™!”

In the rapidly evolving landscape of competitive gaming, the emergence of esports has transformed video gaming into a legitimate and highly competitive sport. Esports, encompassing a wide range of games and genres, has given rise to various team challenges that showcase the skill, strategy, and teamwork of gamers. We aim to highlight the positive aspects and benefits of American Teen Scene Expo Esport/Gamers Team Challenge.

LEGITIMACY OF ESPORTS: AS A SPORT Esports has gained recognition as a legitimate sport, complete with professional players, organized leagues, and massive global audiences. Gamers Team Challenges contribute to this legitimacy by promoting a structured and competitive environment that mirrors traditional sports.

SKILL DEVELOPMENT AND STRATEGY: Participating in team challenges fosters skill development among gamers. The challenges require not only individual prowess but also strategic thinking, coordination, and communication within a team. These skills are transferable to real-life scenarios and contribute to personal and professional growth.

INCLUSIVITY AND DIVERSITY: Esports and Gamers Team Challenges provide a platform for inclusivity and diversity. Players from different backgrounds, regions, and cultures come together to compete, breaking down barriers and promoting a sense of unity. This inclusivity is a powerful force in building a global community of gamers.

OPPORTUNITIES FOR ASPIRING TALENT: Team challenges create pathways for aspiring talent to enter the professional esports scene. By participating in organized competitions, gamers can showcase their skills to a wider audience, catch the attention of sponsors and teams, and potentially pursue a career in esports.

ENTERTAINMENT AND ENGAGEMENT: Esports Team Challenges contribute significantly to the entertainment industry. These events attract millions of viewers globally, creating a new form of entertainment that resonates with younger generations. The engagement from fans and spectators enhances the overall gaming experience.

TECHNOLOGICAL ADVANCEMENTS: The development of esports has also driven technological advancements. From state-of-the-art gaming equipment to virtual reality experiences, the industry's growth has spurred innovation and investment in cutting-edge technologies.

Esports/Gamers Team Challenges play a pivotal role in shaping the landscape of competitive gaming. As the industry continues to grow, it is essential to recognize and celebrate the positive impacts these challenges have on skill development, inclusivity, talent opportunities, entertainment, and technological advancements. Embracing and supporting Esports Team Challenges will contribute to the continued success and expansion of esports on a global scale.

Teenagers participate in Esports or gaming challenges for various reasons:

PASSION FOR GAMING: Many teenagers have a genuine passion for gaming. Esports and gaming challenges provide them with an opportunity to engage in activities they love.

COMPETITIVE SPIRIT: Esports is inherently competitive, and teenagers who have a competitive spirit may be drawn to the challenge of competing against others in a gaming environment.

SOCIAL INTERACTION: Gaming can be a social activity, and participating in esports challenges allows teenagers to connect with like-minded individuals. It provides a platform for socializing and making new friends.

SKILL DEVELOPMENT: Esports can help teenagers develop various skills, including hand-eye coordination, strategic thinking, teamwork, and problem-solving. These skills can be valuable in other areas of life as well.

RECOGNITION AND ACHIEVEMENT: Winning or excelling in gaming challenges can bring a sense of recognition and achievement. Teenagers may enjoy the feeling of accomplishment when they perform well in a competitive gaming environment.

CAREER ASPIRATIONS: With the rise of professional esports, some teenagers may see gaming as a potential career path. Participating in challenges and competitions allows them to showcase their skills and potentially attract attention from esports organizations.

ENTERTAINMENT AND ESCAPISM: Gaming is a form of entertainment, and teenagers may participate in esports challenges to have fun and escape from the stresses of daily life.

COMMUNITY ENGAGEMENT: Esports communities can be tight-knit, and participating in challenges allows teenagers to engage with a community that shares their interests. This sense of belonging can be a strong motivator.

It's important to note that while gaming can be a positive and enjoyable activity, balance is key. Teenagers should also prioritize other aspects of their lives, such as academics, physical activity, and social interactions, to maintain a healthy lifestyle. (Final rules and terms and conditions to be developed)

CELEBRITY MEET & GREET

CELEBRITY MEET & GREET: Sponsorship Opportunity

Brands/vendors will invite celebrity talent that sponsor their products

Producer will invite a number of local and national celebrities to attend and to demonstrate their talent and/or participate in the educational sessions

The producer will have an assigned area for this presentation

Celebrity Examples:

- Influencers
- Sport Figures
- Teenager Movie and YouTube Stars
- Entrepreneurs
- Change Makers
- Writers
- Political Figures
- Business Professionals



Meet and greet celebrities and influencers!

Welcome to the ultimate American Teen Scene Expo™ Celebrity Meet and Greet Extravaganza! Get ready for an unforgettable experience where the stars align, and your favorite celebrities and influencers come together to mingle with their teen fans. This exclusive event is a one-of-a-kind opportunity for teenagers to get up close and

personal with the hottest names in entertainment.

Event Highlights:

MOVIE AND TELEVISION SCREENINGS: Will feature exclusive screenings, followed by engaging Q&A sessions with industry experts, directors, and stars, creating a unique platform for networking and knowledge exchange.

RED CARPET ARRIVAL: Witness the glamour and glitz as your favorite celebrities grace the red carpet in style. Capture the perfect Instagram-worthy moments as they strike poses and interact with the paparazzi.

INTERACTIVE FAN ZONES: Immerse yourself in the world of your idols through interactive fan zones. From photo booths to autograph stations, get ready to create memories that will last a lifetime.

Q&A SESSIONS: Ever wanted to ask your favorite celebrity a burning question? Now's your chance! Engage in insightful Q&A sessions where influencers share personal stories, career highlights, and advice with their teen fans.

LIVE PERFORMANCES: Enjoy electrifying performances from talented artists, musicians, and digital media sensations. Dance, sing along, and let the music take you to new heights.

MEET THE INFLUENCERS: Rub shoulders with digital media influencers who have taken the online world by storm. Learn the secrets behind their success, take selfies, and maybe even collaborate on a X dance!

EXCLUSIVE MERCHANDISE: Don't miss the opportunity to snag limited-edition merchandise, autographed posters, and other collectibles from your favorite stars. It's the perfect way to commemorate this star-studded event.

VIP ACCESS: Upgrade your experience with VIP packages that include early access, premium seating, and exclusive meet-and-greet opportunities. Make your night extra special with VIP perks.

(Final rules and terms and conditions to be developed)

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Market Analysis

The demographics for the Expo are individuals aged 13 to 19, with a focus on their diverse interests and preferences, ranging from technology and entertainment to fashion, career and education. There are around 27.7 million teenagers living in the United States who spend an estimated \$259 billion annually. Teenage spending, the average teenager spends \$2,391 per year according to the “Taking Stock with Teen” research reports. Clothing accounts for 21% of teens budgets with is highest in category. 10% of teen spending goes to shoes. Food is the 2nd most spending category which is 20% of their spending. Teens who work make an average of \$520 per month. 93% of parents say their teens influence family and household purchases.

Teens are voracious consumers of digital media, and they do much of their shopping with online retailers. Meanwhile, supporting teenagers means being aware of the influences and causes they care most about. Survey data finds that teens today have varied interests, from social causes like environmentalism to musical icons, from online streaming services to fast food behemoths.

DEMAND FOR TEEN FOCUSED EVENTS: For teen-focused events involve considering factors such as population size, cultural interests, and existing entertainment options. The competitive landscape in the teenager space is diverse, with events and competitors catering to various interests. Youth-oriented events like music festivals, gaming competitions, and digital media challenges often attract similar audiences. Competitors may include platforms focused on entertainment, education, or socializing, such as popular apps, gaming platforms, and online communities.

COMPETITION: The key is understanding the specific niche within the teenager space we have identified relevant events and competitors.

See attached Appendices #1 - Competition Landscape

SELECTED CITES: (Subject to Change)

1. Houston, TX
2. Indianapolis, IN
3. Washington, DC
4. Phoenix, AZ
5. Detroit, MI

These cities are diverse with varying demographics, so market research specific to each location is essential to gauge teen interests and preferences. Additionally, collaborating with local communities and schools will provide valuable insights into the potential market size and demand for such events in each city.

See attached Appendices #2 - Selected Cities Demographics

Marketing Strategy

We have outlined a comprehensive marketing plan to promote the expo in each city (digital media, influencer partnerships, local advertising, school outreach, etc.). We highlighted strategies to attract both attendees and Fortune 500 brands to participate. (Subject to change)

For Exhibitors and Sponsors:

Building out CRM programs for ongoing communication and engagement with prospective brands. This brand-new opportunity will be the first to market in providing face-to-face experience post COVID-19. Participation includes the producers working with the brands and their agencies to develop a unique, turn-key experience to best engage the teen audience. Brands are requested to design their booth display to include an interactive, fun, entertaining, educational, career and entrepreneurial message. Additional advertising and sponsorship opportunities are available. (For 5 cities or just 1)

Who Exhibits at the American Teen Scene Expo™?:

Consumer product brands (manufactures & service companies) seek to penetrate existing and new teen markets, build consistent brand recognition, educate, and build awareness among their most important customers and future buying prospects.

To deliver our message and to secure brands, we will focus on the following corporate decision makers: Chief Marketing Officers, Marketing VPs, Directors and Managers, Product Development Director of Marketing, Brand and Product Directors & Managers, Presidents, CFOs and COOs, Promotion Director & Managers, Advertising Director & Managers, Sponsorship VPs, Directors, and Managers of Directors and Managers of Business Development, Director of Special Event, Sales Director, Key Account Manager, Client Relations Manager, Marketing Managers, Event Managers, Sponsorship Coordinators

In addition, we will focus on the following advertising and marketing agencies and their client's decision makers: Managing Directors, VPs, Directors, and Managers of Account Services, Creative Directors, Strategic Planners, Research Managers, Event Producers & Directors, Media Directors and Managers, Promotion Directors, and Managers.

Accessing a comprehensive list of across all corporations in North America may require specialized databases, industry reports, or professional networking platforms. Online business directories, LinkedIn, or industry-specific publications could be starting points for our search. Keep in mind that such information might not always be freely available due to privacy and data protection considerations.

Digital Media

The following corporate and community digital media platforms will be engaged to deliver our consumer product marketing and sales message: Ad Week, Advertising Age, Brand Republic, Chief Marketer, ClickZ, Communication Arts Magazine, CREATIVE, Direct Marketing IQ, Direct Marketing News, DMA News, eMarketer, Facebook, "X", Instagram, LinkedIn, Media Post, Myspace, Netflix, Pinterest, Reddit, Snapchat, Spotify, Target Marketing, The Magazine for Marketing Strategists, X, WeChat, YouTube.

Marketing Strategy continued...

For Exhibitors and Sponsors

Creating a marketing and sales plan for brand managers and agencies involves understanding the demographic, their preferences, and the strategies that resonate with this audience. Our working structured plan to approach these decision-makers:

CRM BUILD-OUT: We will Invest in a professional CRM (Customer Relationship Management) software program that will streamline our business processes, centralize customer data, improve communication, and enhance overall efficiency. It assists in managing relationships, tracking interactions, and making informed decisions based on customer insights.

ONLINE PRESENCE: Leverage digital media, a dynamic website, and online advertising to showcase our products/services' appeal to the teen demographic.

MARKET RESEARCH AND SEGMENTATION: Demographic Analysis: Understand the teen market demographics, behaviors, preferences, and trends. Data on their spending habits, digital media usage, preferred platforms, and influencers.

SEGMENTATION: Identify specific segments within the teen market (e.g., interests, subcultures, demographics) to tailor marketing and sales approaches for different niches.

PRODUCT/SERVICE ALIGNMENT: Product/Service Customization: Tailor our offerings to align with the preferences and needs of the teen market. Highlight features that appeal to this demographic.

VALUE PROPOSITION: "Empowering the teen's journey at the American Teen Scene Expo™! Discover a vibrant space where creativity, inspiration, and education converge. Engage in dynamic experiences, connect with peers, and explore opportunities that shape a brighter future. Unleash the potential within every teen at our immersive expo."

ESTABLISHING SALES CHANNELS Direct Sales: Develop a direct sales approach through in-person meetings, phone calls, or video conferences to engage with CMOs and brand managers.

NETWORKING AND PARTNERSHIPS: Attend and participate in marketing events or conferences where CMOs and brand managers gather. Network and establish relationships with key decision-makers.

PARTNERSHIPS: Collaborate with influencers, youth organizations, and brands popular among teens to expand reach and credibility within the focused market.

TAILORED MARKETING COLLATERALS: Develop presentations or materials highlighting statistics, case studies, and success stories demonstrating how our offerings can benefit their brands in the teen market.

VISUAL CONTENT: Create visually appealing content like infographics, videos, or interactive demos that resonates with our focus audience.

DEMONSTRATING ROI AND VALUE: Showcase data-driven insights on how our expo can improve brand awareness, engagement, and sales within the teen market.

TRIAL/CASE STUDIES: Conduct trials or present successful case studies to illustrate the positive impact of our offerings.

FOLLOW-UP AND FEEDBACK: Implement a structured follow-up plan to maintain communication after initial engagements, addressing any concerns and nurturing relationships.

FEEDBACK LOOP: Actively seek feedback from CMOs and brand managers, incorporating their insights to refine our offerings or sales approach continuously.

ADAPTATION AND FLEXIBILITY: Stay updated with market trends and adapt to market our sales strategy accordingly to remain relevant and appealing to the teen market.

FLEXIBLE APPROACH: Be flexible in accommodating customization requests or adapting our offerings to meet specific brand requirements.

EVALUATION AND OPTIMIZATION: Regularly assess the effectiveness of our sales strategies and tactics. Analyze what works best and optimize accordingly.

CONTINUOUS IMPROVEMENT: Implement improvements based on feedback and insights gained from ongoing interactions with clients and the market.

Remember, building relationships, understanding the market's pulse, and consistently demonstrating value are crucial elements in securing sales in this dynamic and competitive landscape.

PARTNERSHIP DEVELOPMENT: Detail the approach to engage Fortune 500 companies and secure their participation. Present the benefits for these companies in participating (brand exposure, direct interaction with the focused audience, potential sales opportunities, etc.). Highlight any successful previous partnerships or relationships that could facilitate brand participation.

Additionally, to effectively market the expo and attract consumer brands, we will consider the following steps:

UNIQUE SELLING PROPOSITION (USP): We will clearly articulate what sets our teen expo apart. We highlight unique features and benefits that would appeal to both teenagers and consumer brands.

FOCUSED AUDIENCE ANALYSIS: We will create buyer personas for both teenagers and consumer brands to tailor our marketing messages accordingly.

DIGITAL PRESENCE: We will leverage digital media platforms popular among teenagers. Use engaging content, visuals, and relevant hashtags to build excitement. Create a dedicated website with detailed information about the expo.

INFLUENCER COLLABORATIONS: We will partner with influencers who have a significant following among teenagers. They will promote the expo through posts, stories, and videos to reach a wider audience.

INTERACTIVE CONTENT: We will develop interactive and shareable content such as quizzes, polls, and challenges related to the expo theme. Encourage participants to share their experiences on digital media.

EARLY-BIRD OFFERS: We will offer special discounts or perks for early exhibitor registrations. This creates a sense of urgency for consumer brands to secure their participation.

PARTNERSHIPS AND SPONSORSHIPS: We will collaborate with relevant brands as partners or sponsors. Their support can enhance the expo's credibility and broaden its reach.

EMAIL MARKETING CAMPAIGNS: We will build an email list and send campaigns to both potential attendees and consumer brands. Highlighting the value proposition and benefits of participating.

PRESS RELEASES AND MEDIA COVERAGE: We will draft press releases and reach out to local media outlets. Secure coverage that emphasizes the expo's impact on teenagers and the opportunities it offers for consumer brands.

ENGAGEMENT EVENTS: We will host pre-expo events or webinars to engage potential exhibitors. Share insights into the teenage market and the benefits of participating in our expo.

NETWORKING OPPORTUNITIES: Facilitate networking sessions between consumer brands and attendees. Provide a platform for meaningful connections and collaborations.

FEEDBACK AND TESTIMONIALS: Showcase positive feedback from previous expos or testimonials from both attendees and participating brands. Highlight success stories and the positive impact of the expo.

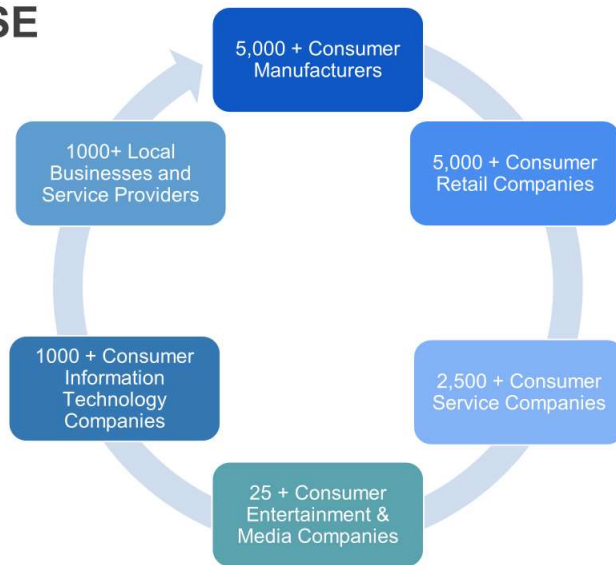
We will track and analyze the performance of our marketing efforts to make data-driven adjustments as needed.

See attached Appendices #3 Attendee & Exhibitor Sample Media Plan

See attached Appendices #3a Sample Attendee Social Media Plan (*Subject to Change*)

BRANDS/VENDORS BASE

- The teen market is constantly changing
- Brands/consumer products are constantly seeking properties and expos that will allow them to interact with this target audience
- The demand for such a property and expo is very high
- Success is based on brands presenting their products and/or services in one location while interacting and establishing a relationship with the teen audience



Marketing Strategy

For Attendees

Creating a marketing and sales plan for attendees (teenagers, 13-19) involves understanding the demographic, their preferences, and the strategies that resonate with this audience. Our working structured plan to approach these decision-makers:

DIGITAL MEDIA PRESENCE UTILIZE: Popular platforms primarily Instagram, “X”, and Snapchat to engage with the teenage audience. Share exciting content, sneak peeks, and behind-the-scenes glimpses.

INFLUENCER PARTNERSHIPS: Collaborate with influencers popular among teens to promote the expo. Influencers can create buzz and generate interest among their followers.

INTERACTIVE WEBSITE: Develop a user-friendly website with interactive features. Include information about the expo, registration details, and a forum for teens to discuss their expectations.

EXCLUSIVE CONTESTS AND GIVEAWAYS: Create contests or giveaways with prizes that appeal to teenagers. Encourage participation through digital media sharing, tagging friends, or creating user-generated content related to the expo.

TEEN AMBASSADORS PROGRAM: Recruit teen ambassadors to represent and promote the expo in their schools and communities. This fosters a sense of community involvement.

ENGAGING CONTENT: Produce engaging and shareable content, such as teaser videos, blog posts, and quizzes, to keep teenagers excited about the expo.

PARTNERSHIPS WITH SCHOOLS: Collaborate with local schools to promote the expo. Offer group discounts for student attendance and provide schools with promotional materials. (Friday is Education Day, Field Trip)

MOBILE APP: Create a dedicated mobile app for the expo, offering features like event schedule, interactive maps, and in-app engagement activities.

PARENTAL INVOLVEMENT: Highlight the educational and positive aspects of the expo to assure parents of its value. Provide information on chaperone programs and safety measures.

EARLY BIRD DISCOUNTS: Offer early bird registration discounts to incentivize early sign-ups and generate initial interest.

We will continually assess and adjust our strategy based on engagement metrics and feedback from the audience.

See attached Appendices #4 Attendee & Exhibitor Sample Media Plan

See attached Appendices #4a Sample Exhibitor/Sponsor Social Media Plan *(Subject to Change)*

TEEN MEDIA ECOSYSTEM



The media ecosystem for teenagers today is diverse and rapidly evolving, shaped significantly by digital platforms and technological advancements. Here are some key components and characteristics:

SOCIAL MEDIA: Platforms like Instagram, Snapchat, and “X” play a central role in teenagers' lives. They use these platforms to connect with friends, share content, follow influencers, and participate in trends.

STREAMING SERVICES: Teenagers consume a large amount of media through streaming platforms such as Netflix, Hulu, YouTube, and Twitch. These services offer a wide range of content, from movies and TV shows to user-generated videos and live streams.

GAMING: Video games are extremely popular among teenagers, with consoles like PlayStation, Xbox, and Nintendo Switch being common. Online gaming communities and multiplayer games allow them to interact with peers globally.

ONLINE CONTENT CREATION: Many teenagers are active creators on platforms like YouTube, X, and Instagram, producing their own videos, photos, artwork, and written content.

NEWS AND INFORMATION: Teenagers often get their news and information from online sources, including social media, news websites, and apps. They may also follow specific news influencers or channels.

INFLUENCERS AND CELEBRITIES: Influencers and celebrities have a significant influence on teenagers' interests, fashion choices, and consumer behavior. They often collaborate with brands and promote products, shaping trends among young audiences.

DIGITAL LITERACY AND PRIVACY CONCERNS: Growing up in a digital age, teenagers are increasingly aware of digital privacy issues, online safety, and the importance of digital literacy in discerning credible information from misinformation.

EDUCATIONAL RESOURCES: Online platforms provide educational resources and tutorials that teenagers use for learning new skills, studying for exams, or exploring personal interests.

ADVERTISING AND CONSUMERISM: Teenagers are a target demographic for advertisers, who leverage digital platforms to market products and services directly to them, often through influencer collaborations and targeted ads.

CULTURAL AND SOCIAL IMPACT: The media ecosystem influences teenagers' cultural norms, societal perceptions, and attitudes towards various issues, playing a crucial role in shaping their identities and worldview.

Overall, the media ecosystem for teenagers is dynamic, influenced by technological innovations, and central to their social interactions, self-expression, and consumption habits.



MULTICULTURAL AUDIENCE

It is important to remain focused on the multicultural teen audience:

Projected Percentage of the Population 2022:

- Young People <17 years old:
 - 25% Hispanic or Latino
 - 15.64 % Black or African American
 - 6.67% Two or More Races

The multicultural audience among teenagers today is incredibly diverse and dynamic, reflecting a blend of various cultural backgrounds, traditions, languages, and experiences. Here are some key aspects of the multicultural audience among teenagers:

ETHNIC AND RACIAL DIVERSITY: Teenagers from multicultural backgrounds encompass a wide

range of ethnicities and races. This diversity is seen in their family backgrounds, communities, and personal identities.

LANGUAGE DIVERSITY: Many multicultural teenagers are bilingual or multilingual, speaking languages from their heritage alongside the dominant language(s) of their country or region. This linguistic diversity enriches their communication and cultural exchange.

CULTURAL IDENTITY: Multicultural teenagers often navigate multiple cultural identities, blending aspects of their heritage cultures with the mainstream culture of their society. They may participate in cultural celebrations, maintain traditions, and engage with cultural practices unique to their backgrounds.

MEDIA CONSUMPTION: Multicultural teenagers consume a variety of media that reflects their diverse cultural interests and identities. They may seek out content that resonates with their cultural background, whether it's music, films, literature, or digital media produced by creators from similar backgrounds.

COMMUNITY AND PEER INFLUENCE: Cultural communities and peer groups play a significant role in the lives of multicultural teenagers. These communities provide social support, shared experiences, and opportunities for cultural exchange and learning.

CHALLENGES AND RESILIENCE: Multicultural teenagers may face challenges related to cultural identity, discrimination, language barriers, and navigating between different cultural norms. However, they also demonstrate resilience, adaptability, and a strong sense of pride in their heritage.

REPRESENTATION IN MEDIA: Representation of multicultural teenagers in media is increasingly important. Positive and authentic portrayals can help foster inclusivity, empathy, and understanding among audiences while combating stereotypes and promoting cultural diversity.

CULTURAL AWARENESS AND EDUCATION: Schools, community organizations, and online platforms often provide resources and educational programs that promote cultural awareness, appreciation, and understanding among teenagers from diverse backgrounds.

GLOBAL CONNECTIVITY: Multicultural teenagers often have connections to relatives, friends, or cultural communities across the globe, facilitated by digital communication tools and social media platforms. This global connectivity enriches their understanding of world cultures and perspectives.

CULTURAL EXCHANGE AND INNOVATION: Multicultural teenagers contribute to cultural exchange and innovation through their creative expressions, collaborations, and interactions within diverse communities. They bring unique perspectives that contribute to cultural vibrancy and creativity in society.

Overall, the multicultural audience among teenagers represents a rich tapestry of identities, experiences, and contributions that shape and enrich our global cultural landscape. Understanding and celebrating this diversity is essential for fostering inclusive communities and promoting positive social change.

Exhibitor & Sponsor Acquisition Plan

1. Sales Goals & Targets

Primary Goals

- Secure X number of exhibitors (determine realistic number based on venue capacity and booth layout)
- Secure X dollar amount in sponsorships
- Build multi-year partnerships (convert at least 25% of exhibitors/sponsors into multi-year contracts)

Timeline

- Launch sales outreach: 9–12 months before event
- Sponsorship close date: 60 days before event (to allow for marketing benefits)
- Exhibitor close date: 30 days before event

2. Exhibitor & Sponsor Target Profiles

Exhibitors

- Consumer brands targeting teens (fashion, tech, beauty, sports gear, entertainment, gaming)
- Service providers for teens (education, college prep, mental health, fitness)
- Experience-based brands (theme parks, travel, interactive products)

Sponsors

- National brands that value youth engagement and brand loyalty
- Tech companies seeking early adopters
- Colleges & universities wanting recruitment exposure
- Local/regional businesses wanting community connection
- Media outlets seeking teen-focused content partnerships

3. Value Proposition

Why Exhibit?

- Direct access to thousands of teens and parents in one location
- Opportunity for experiential marketing and product sampling
- Data capture for lead generation
- Press & social media exposure through expo marketing campaigns

Why Sponsor?

- Align with a positive, aspirational youth-focused event
- Exclusivity in category (limit direct competitors)
- Brand integration into marketing materials, stage programming, and social campaigns
- VIP access, speaking opportunities, and post-event analytics

4. Sales Process

Phase 1 – Prospecting & Lead Generation (Months 1–2)

- Compile industry-specific lead lists using LinkedIn Sales Navigator, trade associations, and previous teen/youth expo rosters.
- Partner with chambers of commerce & economic development groups for regional business leads.
- Build tiered sponsor packages (Platinum, Gold, Silver, Custom Activations).

Tools:

- CRM (HubSpot or Zoho) for tracking all conversations
- Branded prospect deck & one-page benefits sheet

Phase 2 – Outreach & Engagement (Months 2–5)

Exhibitors

- Cold email with event overview + ROI highlights

- Follow-up call within 72 hours
- Send exhibitor packet with pricing & floor plan
- Invite to webinar / virtual info session

Sponsors

- Personalized proposal letter with sponsorship levels
- Call to review benefits & customization options
- Send case studies from similar events
- Invite to private event planning breakfast or “sneak peek” session

Phase 3 – Closing & Contracting (Months 5–8)

- Offer early-bird pricing deadlines to drive urgency.
- Introduce value-add bonuses (extra ad space, speaking slot, additional passes) for quick signers.
- Use tiered payment plans to make budgeting easier.

Phase 4 – Ongoing Relationship Building (Months 8–12)

- Provide regular “Exhibitor & Sponsor Updates” with marketing milestones.
- Promote signed sponsors on social media immediately.
- Invite them to pre-event networking mixers.

5. Pricing Strategy

Exhibitors

- 10x10 booth: \$ (depending on location)
- Premium corner: +\$
- Add-ons: Electricity, Wi-Fi, furniture, AV

Sponsorships

- Platinum: \$+ (stage naming rights, largest logo placement, VIP lounge branding)
- Gold: \$ (session sponsorship, branded zones)
- Silver: \$ (digital ads, sampling rights)
- Custom activations: Negotiated

6. Marketing Support for Sales

- LinkedIn Ads targeting CMOs, brand managers, and event marketing teams.
- Instagram/TikTok ads showcasing past teen events (or mock-ups if first year).
- Email drip campaigns with testimonials, mock floor plans, and engagement stats.
- Press releases to local & national media.

7. KPI Tracking

- Weekly: Calls made, emails sent, meetings booked, contracts signed
- Monthly: Revenue booked vs. goal, pipeline health
- End of sales cycle: % of leads converted sponsor retention rate

8. Sales Collateral Needed

- Exhibitor prospectus PDF
- Sponsor deck with package details
- Event sizzle reel (real or rendered concept)
- Floor plan map
- Sample press coverage
- Event branding guidelines

Teen Attendee Acquisition Plan (Ages 13–19)

1. Audience Insights

- Teens want experiences → Interactive, fun, and “shareable” moments.
- Peer approval matters → They attend if their friends are going.
- Short attention span → Messaging must be visual, quick, and trend-driven.
- Platforms they live on: TikTok, Instagram, Snapchat, YouTube, Discord.

2. Value Proposition for Teens

- A place to belong → Meet other teens with shared interests.
- Exclusive experiences → Live music, gaming zones, celebrity/influencer meet-ups, interactive exhibits.
- Freebies & swag → Teens love giveaways and exclusive merch.
- Future opportunities → Internships, career booths, college connections.

3. Teen Sales Channels

A. Peer-to-Peer Marketing

- Launch Teen Ambassador Program: recruit 50–100 students as micro-influencers; give free passes, merch, or backstage access for recruiting friends.
- Incentives: “Bring 5 friends, get VIP badge.”

B. Social Media Campaigns

- TikTok Challenges → Dance, outfit, or gaming challenges branded with Expo hashtags.
- Instagram Stories → Countdown stickers, polls (“Who would you want to see live at Expo?”).
- Snapchat Filters → Custom geofilters for Expo dates.
- YouTube Shorts → Sneak peeks of attractions, influencer collabs.

C. Influencer Partnerships

- Partner with teen creators (10k–200k followers) in music, fashion, sports, and gaming.
- Invite them to host meet & greets at Expo.
- Run collab giveaways → “Win a backstage pass with [Influencer].”

D. School & Community Outreach

- Connect with school administrations with 30-mile radius of venue inviting them to create a field trip. Producers (sponsor) will supply ground transportation (coaches) to and from the event.
- Connect with student clubs (DECA, drama, sports, esports, cheer teams).
- Offer discount codes for group ticket sales.
- Place flyers + QR codes in high schools, libraries, community centers, gyms.
- Partner with youth organizations (Boys & Girls Clubs, YMCA, Girl Scouts).

4. Event Engagement Hooks

- Music stage with local teen artists & TikTok-famous performers.
- Esports/gaming competitions with prizes.
- Photo & Reels stations (designed for Instagram/TikTok content).
- Career & College Zone → Pathway to future opportunities.
- Swag walls & giveaways → Branded products from sponsors.

5. Pricing Strategy

- Student discount tickets (\$ entry).
- Early bird group passes (“Buy 3, Get 1 Free”).
- VIP Teen Experience (\$50): backstage pass, influencer meet-up, swag bag.

6. Conversion Funnel

- Awareness → TikTok challenges, IG Reels, influencer shoutouts.
- Interest → Sneak peek videos of performers, booths, giveaways.
- Desire → Peer validation (friends posting about going, ambassadors pushing codes).
- Action → Easy mobile ticketing with QR code entry.

7. Timeline

- 6 months out: Recruit ambassadors, launch teaser socials.
- 4 months out: Drop influencer collab campaigns.
- 2 months out: School outreach, group ticket discounts.
- 1 month out: Daily TikTok/IG Reels content, countdown hype.
- 1 week out: Influencer “I’ll be there, will you?” posts.
- Event week: Push “last chance tickets” + viral content.

8. KPIs

- Ticket sales by age group (13–15, 16–19).
- Social media engagement: hashtag use, shares, saves.
- Ambassador performance: tickets sold per rep.
- Influencer ROI: link clicks + ticket conversions.
- Group sales (schools, clubs, teams).

With this plan, teens are not just being marketed to—they’re being marketed through. Peer influence, social buzz, and FOMO (fear of missing out) will drive attendance.

Expo Operations Plan

As the tradeshow producer key operational components include venue selection, exhibitor coordination, attendee registration, logistics management, marketing, and on-site execution. All sub-contractors will be issued comprehensive "Request for Pricing" "RFP."

CITIES & DATES *(Subject to change)*

Year 1

<u>City</u>	<u>Date</u>
Phoenix, AZ	TBD
Houston, TX	TBD
Detroit, MI	TBD
Indianapolis, IN	TBD
Washington, DC	TBD

Year 2

<u>City</u>	<u>Date</u>
Los Angeles, CA	TBD
Chicago, IL	TBD
Miami, FL	TBD
Portland, WA	TBD
Boston, MA	TBD

Year 3

<u>City</u>	<u>Date</u>
New York, NY	TBD
Dallas, TX	TBD
Cincinnati, OH	TBD
Philadelphia, PA	TBD
San Francisco, CA	TBD

HOTEL BLOCK (SUBJECT TO CHANGE)

ATSExpo Staff														
Early Arrival	Early Arrival	Load-In	Load-In	Load-In	Load-In	Load-In	Load-In	ATSExpo	ATSExpo	ATSExpo	Load-Out	Load-Out	Late Depart	
Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total Room Nights
			5	5	5	10	10	10	10	10	10	5	5	85
ATSExpo Exhibitor & Sponsor														
Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Load-In	Load-In	ATSExpo	ATSExpo	ATSExpo	Load-Out	Load-Out	Late Depart	
Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total Room Nights
				15	35	75	650	650	650	75	35	10		2195
ATSExpo VIP Entertainment-Influencers														
Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Load-In	Load-In	ATSExpo	ATSExpo	ATSExpo	Load-Out	Load-Out	Late Depart	
Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total Room Nights
							25	50	50	25				150
ATSExpo Attendees (20,000)														
Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	Early Arrival	ATSExpo	ATSExpo	ATSExpo	Late Depart	Late Depart	Late Depart	
Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total Room Nights
						150	1000	2000	3000	150				6300
								Peak	2700	3700	250			
													total room night	8,730
													average price	\$ 125.00

FOOD & BEVERAGE (SUBJECT TO CHANGE)

F&B-Expo														
						Load-In	Load-In	ATSExpo	ATSExpo	ATSExpo	Load-Out	Load-Out		
Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Total R&B
							\$ 40,000	\$ 60,000	\$ 75,000	\$ 25,000				\$ 200,000

GENERAL EXPOSITION SERVICES CONTRACTOR

The producer will retain a General Exposition Services company to handle all on-site expo logistics.

The contractor will partner with us to deliver the best events possible by handling every detail, from start to finish, for all participants involved.

American Teen Scene Expo	# of Displays	Booth Size	Booth Sq. Ft.	Total Sq. Ft.
Platinum Sponsor	1	60' x 60'	3,600	3,600
Gold Sponsor	10	40' x 40'	1,600	16,000
Silver Sponsor	25	30' x 30'	900	22,500
Bronze Sponsor	30	20' x 40'	800	24,000
Exhibitor	234	10' x 20'	200	46,800
Bulk Space	5	10' x 20'	200	1,000
Table-Top Space	25	6' x 3'	56	1,400
Main Stage Area	1			20,000
Gaming Area	1			20,000
Demonstration Area	1			10,000
Demonstration Area	1			<u>10,000</u>
Total Square Feet				175,300

Production Requirements

Teen Challenge	Items	Fashion Show	Items	Esports	Items	Seminar	Items
Audio Visual Screens	2	Audio Visual		Computers	100	Audio Visual	12
Back-line		Changing Rooms	4	Software/Games		Dais Chairs	48
DJ	1	DJ		DJ	1	Easels	12
Sound System	1	Sound System		Sound System	1	Greenery	4
Labor	4	Labor		Labor	4	Labor	
Lighting System	1	Lighting System		Lighting System	1	Microphones	48
Lighting Tech	1	Lighting Tech		Lighting Tech	1	Podiums	12
Monitor Tech	1	Monitor Tech		Monitors	1	Rooms	12
Rigging	1	Runway		Rigging	1	Seminar Coordinators	2
Security	4	Security		Sound Tech	1	Signage	1
Sound Tech	1	Sound Tech		Stage	1	Sound & AV Tech	12
Stage	1	Stage		Stage Manager	1	Sound Board	12
Stage Manager	1	Stage Manager		T-1 Line	1	Speakers	
Electric/Power	1	Electric/Power	1	Electric/Power	1	Electric/Power	1
ASCAP/BMI	1			Consoles	100	Stage/Risers	
				Chairs	200	Tables	48
				Licensing Agreements		Chairs-Attendee	100

SECURITY

Security services will be supplied locally. We will work with each venue to ensure that the expo is safe for all participants. All the guards will be dressed in black polo shirts with "Security" on the front and on the back of the polo. Black pants and foot ware. Full post orders to be created.

Security	Guard	Armed/Plain Cloths	Metal Detectors	Uniformed Police
Expo Hall Entrances	6	4	10	2
Expo Hall	6	1		roaming
Registration Area	6	1		1
Main Stage	2	roaming		roaming
Fashion Show	2	roaming		roaming
Gaming	4	roaming		roaming
Special Events area	2	roaming		roaming

First Aid

EMS	6
Ambulance	1

Fire Marshal

1

REGISTRATION

We will partner with a registration company to handle all the soft goods, badges, lanyards, etc. All on-line attendee and exhibitor registration will flow from our CRM platform within our website.



The registration stations (hard goods) will be supplied by our Contract Exposition Service company (AGS).

Workshop opportunity for attendees!

EXPO PATTERN

Move-In: Monday, Tuesday, Wednesday, Thursday 8:00 am to 4:00 pm

Expo: Friday - Education Day 8:30 am to 1:00 pm Expo floor open
Friday - 1:00 pm to 9:00 pm public - Expo floor open
Saturday - 9:00 am to 9:00 pm - Expo floor open
Sunday - 9:00 am to 6:00 pm - Expo floor open

Move-Out: Sunday - Close of show 6:00 pm to 9:00 pm
Monday - 8:00 am to 4:00 pm
Tuesday - 8:00 am to 4:00 pm
Wednesday (if needed)

EXPO HOURS

AISLE CARPET/COLOR

The main entrance to the expo hall will be carpeted. The center aisle will be carpeted. All other aisles and common area will be left bare. Number and quantity of aisle signage TBD. The signage will reflect either the logo colors of the expo producer or sponsor.

Stages & Runway

Main Stage will host the following:

American Teen Scene Expo Talent Challenge
American Teen Scene Expo Fashion Shows & Fashion Design Challenge
Live concerts
DJ

Main Stage Dimensions

50'w x 38'd x 3'h w/wings/ramps
Trusses flown downstage and upstage for lighting and sound system
Upstage scrim
Two audio-visual LED screens stage right & stage left
Fully dressed stage with banners stage right & stage left



Fashion Show Stage

This stage will be added to the Main Stage
32x4 main black stage with a 4x16 runway
8x16 runway stage that has a 16x4 "T" on the end.
An all white runway stage.



Main Stage & Fashion Show Backstage Area

Green Room, hard wall, three (3) rooms
Dressing Rooms, hard wall, four (4) rooms
Changing room two (2) for fashion show
The location for these rooms is subject to change

Gaming/Esports Stage & Area

This stage and area will host the following:
American Teen Scene Expo Esports/Gaming Challenge
200-300 desk top computer stations
T1 data line
Gaming/Esports Stage & Area Size TBD

All stages and runway will be rented
All stages and runway are assembled on the expo show floor



Sound & Lighting

Front of House Sound & Monitor Systems

Front of House Lighting System

Contracted supplier will maintain entire sound & lighting systems for the duration of the event.

All sound and lighting systems are assembled on the expo show floor



Back-Line Equipment

Producer to supply back-line equipment

Drum Kit/Percussion Kit

Guitar Amps

Bass Amps

Keyboards and Amps

Microphones & Stands

Instrument Stands

Risers-Drums & Keyboards

Back-Line



Back-Line



Riser



Drum Kit



Electronic



Audio Visual

Main Stage and Gaming Challenge-Sample of Audio Visual Screens
Contracted supplier will maintain entire audio-visual systems for both stages for the duration of the event.
Sample



Seminar and Workshop Breakout Rooms

Contracted supplier will maintain entire audio-visual systems for both seminar and breakout rooms for the duration of the event.



Seminar rooms set-up/changeover during the expo

One (1) Stage/risers skirted - per room – sizes TBD.

One (1) Podium/standing lectern per room.

Four (4) 6' conference tables draped/shirted per room.

One (1) White board with easel

Theater seating set for each meeting room

Water station per room

Audio Visual Equipment List

One (1) use of overhead house sound system per room

One (1) AV projector per room

One (1) AV screen per room

Three (3) wireless microphones per room

Video Production

At the Main stage, a contracted supplier will maintain a three (3) camera shoot all three days. The event will be lived streamed and broadcasted on all audio-visual screens.

Video Production

At the Esports/Gaming stage, a contracted supplier will maintain a three (3) camera shoot all three days.



Workshop opportunity for attendees

FINANCIAL PLAN & MARGINS

Capital Requirements

We are seeking **strategic financial partners** who will collaborate closely with our management team and advisors to support the execution of our growth and acquisition strategy — fueling both near-term revenue expansion and long-term value creation.

We are seeking **start-up/bootstrap funding of \$2,500,000** to enable us to:

- Retain a marketing agency partner.
- Secure venues and production resources.
- Retain key executive management, marketing, and sales personnel.
- Maintain administrative and operational infrastructure.
- Develop digital media assets and enhance web platforms.
- Execute exhibitor and attendee marketing and sales programs.
- Expand expo operations to meet increasing demand.
- Increase R&D investment for new services and improvements to existing ones.
- Fund strategic acquisitions aligned with our brand and growth goals.

(See Appendix #6 – Financials for detailed projections.)

During the **third quarter of Year 1**, we anticipate seeking **Series A financing of \$5,000,000 (if required)** to fund continued expansion across production, marketing, and sales initiatives.

We anticipate providing an **exit strategy within three years** through one or a combination of the following:

- Dividend distributions from excess profits,
- Corporate recapitalization, and/or
- Sale or merger with an event marketing company, consumer expo producer, or advertising agency,
- Potential **initial public offering (IPO)**.

Financial Projections

With the contemplated financing, our company is projected to achieve:

Fiscal Year Projected Revenue EBITDA (Pretax Operating Profit)

Year 1	\$29,770,475	\$11,243,510
Year 2	\$38,074,589	\$18,997,490
Year 3	\$47,700,166	\$27,452,721

These projections reflect strong operational leverage and scalable profit potential across multiple event markets.

Margins

Organizing a national tradeshow of this scale involves multiple operational variables; however, industry data supports highly favorable profit potential.

The **typical profit margin** for a **200,000-square-foot tradeshow attracting 20,000 attendees** ranges from **30% to 60%**, depending on operational efficiency and revenue diversification.

Our model projects margins at the **upper end of this range**, driven by:

- Diversified revenue streams (exhibitor fees, sponsorships, ticket sales, and media partnerships).
- Scalable event design and centralized production management.
- Strong exhibitor retention and high attendee engagement.
- Controlled overhead through strategic outsourcing and vendor partnerships.

SCALE & TIMELINE

Scaling Strategy

Our goal is to **strategically scale the American Teen Scene Expo™** from a strong U.S. foundation to a global platform. The plan begins with regional growth in the first three years and accelerates toward national and international expansion by Year 4 and beyond.

Phase 1: Preparation (Years 1–2)

Objective: Establish operational, marketing, and strategic foundations.

Key Actions:

- Define and refine target attendee and exhibitor profiles.
- Secure venues and anchor sponsors for the initial expos.
- Develop and execute comprehensive marketing and promotional campaigns.
- Build internal systems and infrastructure to support scalable operations.

Phase 2: Initial Expansion (Years 1–3)

Objective: Validate the model and build brand equity across multiple regions.

Key Actions:

- Host **five expos per year** in key regional markets across the United States.
- Collect feedback from attendees, exhibitors, and sponsors to refine the format.
- Strengthen partnerships with national brands, educational institutions, and youth organizations.
- Optimize exhibitor and attendee acquisition programs.

Phase 3: Acceleration (Year 4)

Objective: Scale nationally and establish operational efficiency.

Key Actions:

- Expand to **twenty expos per year** in major U.S. cities.
- Implement centralized logistics and vendor management systems for efficiency.
- Invest in **technology solutions** for registration, ticketing, and event management.
- Grow internal teams in marketing, operations, and sponsorship sales to support nationwide delivery.

Phase 4: Global Expansion (Year 5 and Beyond)

Objective: Introduce the American Teen Scene Expo™ to international markets.

Key Actions:

- Develop a detailed international expansion strategy.
- Identify key global markets and assess cultural and regional nuances.
- Establish partnerships with local event organizers or agencies.
- Adapt the Expo experience to align with diverse cultural expectations and preferences.

Guiding Principles

Throughout all phases, we will:

- Prioritize **attendee experience**, **brand innovation**, and **community engagement**.
- Continuously evaluate key performance metrics (attendance, exhibitor ROI, sponsorship conversion).
- Adjust strategies responsively to ensure **sustainable and profitable growth**.

TIMELINE

A detailed operational and financial timeline is included in **Appendix #6 – Financials (Start-Up Tab)**.

RISKS & CHALLENGES

Identify potential risk and challenges, current market trends, interests of our focus demographic, and potential exhibitors and sponsors, low turnout, sponsorship issues, logistical problems, etc. Addressing potential risks like low attendee turnout involves effective marketing strategies, while sponsorship issues may require diversifying funding sources. Logistical problems can be mitigated through thorough planning and coordination. Regular risk assessments and contingency plans can help us navigate challenges successfully. Analyzing the success of similar events and collaborating with influencers or organizations popular among teens has provided valuable information. The producer will develop contingency plans to mitigate these risks and ensure smooth event execution.

Exhibitor Participation:

The expo will need time to grow and find its place in the market. The producer will have to demonstrate to the exhibitor base that the expo is a measurable program and will generate a significant return on investment.

Additional Exhibitor Costs:

Each exhibitor will experience additional labor and material handling, and operational expenses. These costs when added to exhibitor space rental will have an effect on exhibitor ROI. It will be the responsibility of the producers to ensure that exhibitors do not experience dramatic cost over runs.

Venues

Venue rental agreements from city to city will vary. Union and Non-Union labor rates will also vary from city to city. It will be the producer's responsibility to negotiate all venue agreements and not exceed venue rental budgets.

General Service Company

Producers will negotiate an agreement with a national exhibitor service contractor. All pricing will be negotiated prior to launch.

Installation & Dismantling Contractor (I & D)

Producers will negotiate a national agreement with an I & D house to assist exhibitors that enroll into the program. Pricing will be determined prior to moving in and the setup of exhibitor's booth. The I & D house will be a union shop.

Competitors

Once the expo is announced, regional and national competition will surface. It might create a very competitive atmosphere and additional challenges for the producers. Competitors with established relationships with national media and infrastructure already in place might enable them to produce similar expos at a lower cost, pricing us out of the market.

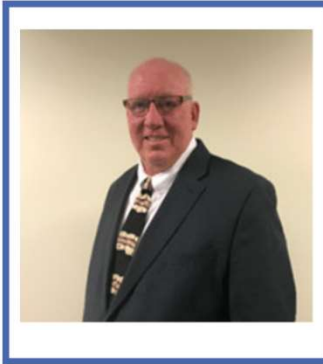
Financial

The initial cost to launch this expo is extremely high and the risks are high too. There is no guarantee that this expo will be successful. Investor (s) must understand that initial investment (s) could be lost.

Management & Personal

This is the most important ingredient for the success of this expo. The producers must invest a significant portion of revenue to secure loyal management and personal team. Everyone must be willing to work long hours and be prepared to experience huge challenges. All members of the team must work as one.

MANAGEMENT



Bob Keegan
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630-730-5992



Carlyn Morris
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COMPANY & STAKEHOLDERS

Our business, founded in 2024, K27 Group, Inc., includes [Carlyn Morris](#) who brings her 25 years of advertising experience including strategy development and execution, coupled with extensive media expertise that is amplified by a strong foundation in MARTech.

[Bob Keegan](#) brings his 35 years of business experience including exhibition event development, management, execution, and entertainment production.

Advisory Board
TBD

Appendices:

Appendices #1 - Competition Landscape

Appendices #2 - Selected Cities Demographics

Appendices #3 - Financials

Appendices #4 - Attendee & Exhibitor Media Plan

Appendices #5 - CEIR Q3 2024 Index Results "Growth of the US B2B Exhibition Industry Continues"

Appendices #6 - Financials

Appendices #7 - Sample of an advertising campaign targeting Chief Marketing Officers (CMOs)

Appendices #8 - Sample of a step-by-step advertising campaign welcome/invite Teenagers to attend