



Your Exclusive Destination, Meeting Management, and Special Event Solution Partner



## WHY SHOULD YOU CHOOSE BEYOND PERFORMANCE?

The following pages will help familiarize you with how **Beyond Performance, Inc.** serves the destination management, special event and meeting planning necessities of professional firms and corporations. **Beyond Performance, Inc.** is a full service nationwide Destination Management and custom Couture events design company headquartered in Fort Lauderdale Florida, with offices based in San Juan, Puerto Rico.

**Beyond Performance** is dedicated to the design, dexterity, and organization of conventions, meetings, incentive trips, conferences and brilliantly designed events for professional firms and corporations. We have developed and refined an extensive range of products and services related to total destination management.

We specialize in airport meet and greet, transportation logistics, ground transfers, custom Couture events, revolutionary theme décor, dine-arounds, music and entertainment, room gift and amenities, distinctive and exclusive venues, marine travel and management, sporting events, custom excursions, team building activities, spousal programs, kids programs, speakers, exhibitions, trade shows, registration, and astonishing Audio Visual creations.

*We* preserve a standing for the highest level of professionalism and dazzling products. Each experience is embossed with our own personal seal. Individual attention and methodical planning are elemental parts of our achievements. **Beyond Performance** is dedicated to exploring for innovative, superior, and ingenious ways to serve our clients.

In Puerto Rico and Florida, **Beyond Performance** is a modernizer in the destination management, special events design and production industries with a record spanning over ten years.

Our proficiency and skills catch the attention of a host of corporate clients, nationwide. Our dedication to excellence is demonstrated through timely responses and discernment of details. In addition, **Beyond Performance, Inc.** has veteran experienced associates and purveyor relationships around the globe creating the capacity to assemble productions rapidly and proficiently in practically any environment.

A principal ambition of every **Beyond Performance** project is to expand on the perception of our client's industry and how it relates to their program and event intentions. They provide an insiders understanding of their organization, its desires and ambitions. We will jointly explore our options and work together to set objectives and identify the best approaches for achieving them. The client's role is that of evaluator and decision maker. Our role is that of resource, catalyst and designer of products and services to support their interior requirements. Our function is to offer immense experience and knowledge, not preconceived solutions.

The **Beyond Performance, Inc.** team of professionals is trilingual and has achieved CMP certifications. This group of strong, highly trained professionals who understand destination management and the production process is vital to us and to the overall success of our goals. Our additive approach to training provides continuing education to all of our associates in areas such as incentives, convention planning, communications, logistics, motivation, and over 500 years of New World history.

Our vision is to be an internationally successful business. We will lead in Destination Management and Special Events through a spirit of innovation, and acquisition of superior product, creative ideas, professional excellence, and our own distinctive style...



## ESSENTIAL ELEMENTS OF SERVICE

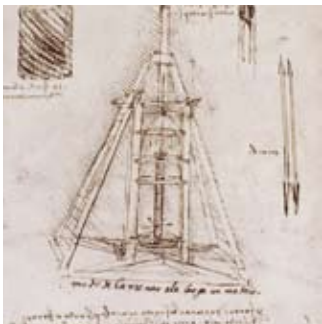
When the essential elements of service, dedication to the customer, experience, and elite style come together to form a strategic partnership, one sets the standards other destination management firms can only follow.

**Beyond Performance** initiates our destination management, design and planning development practice by learning what our client's requirements and desires are. We present creative ideas, schemes, input and methods based on our comprehensive experience and knowledge. It is fundamental to the success of a program that the destination management company knows what the client's objectives are and who is attending. After our preliminary communication, we appoint our inventive team which involves our sales representatives, program managers, and our principal designer to construct and fabricate concepts based on the financial plan, locality, and requirements of the project.

These custom creative ideas are then put into proposal formation which incorporate color photographs of comparable programs, events and elements, and artistic renderings when necessary. We "illustrate" the proposed program to our client using logistical synopsis, full detailed descriptions, pictures, drawings and choices. We also provide detailed floor plans of all events and demos and samples of the proposed designs if requested.

Once a client receives our proposal we will convene to discuss the elements and make suitable alterations after collecting additional feedback. Once all components are established and agreed upon, we enter a contract and billing phase and the project is launched.

**Beyond Performance** functions as a team, and we provide a single point of client contact that facilitates time-sensitive group communication. Our Program Managers are customer focused, goal oriented, and committed exclusively to your project. They work hard to ensure that every **Beyond Performance, Inc.** production will delight our clients, enabling them to stand out and reach beyond their objectives, with seemingly little effort.



# EVENT LOGISTICS

Our Vision is to match our clients to their ultimate experience...



## MEETINGS

We bring people together. **Beyond Performance, Inc.** in addition to destination management and special event designs, also specializes in all aspects of corporate business meetings and general session meetings. Nothing energizes and focuses a sales force like a well-coordinated, well-orchestrated event. From stage designs to technical production and audio visual effects, we are pros at creating a forum to communicate. We stage and integrate a live environment with graphics, video rolls, scripting, speaker support and even entertainment to meet your communications needs. **Beyond Performance, Inc.** meetings are crafted to create informed and galvanized employees, engaged distribution chains, enthralled audiences and knowledgeable breakout attendees.

We use proven meeting strategies with the latest innovations to engage, educate, inspire, challenge and test participants.

## AUDIO VISUAL PRODUCTION

**Beyond Performance** introduces some of the most advanced and mind-bending Audio Visual & Multimedia solutions on earth. When it comes to the hottest and most progressive displays of multimedia presentations and exhibition equipment, our in-house Audio Visual department has you covered. Our A/V solutions are renowned for utilizing and developing some of the most creative applications, technologies and equipment in existence, from synchronized multi-screen panoramic video presentations, to the largest scroller image projections on Earth.

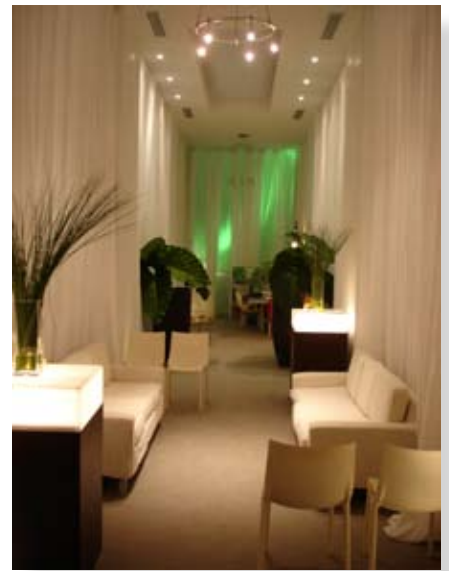
Our unique, giant inflatables add a new dimension to brand logos, product images and decorative themes. Inspired to quench the thirst of both body and soul, our state of the art, fan-shaped water screens can reach a height of 100 feet and the width of 180 feet. Images appear as though from thin air, submerging audiences in the ambiance, and flooding them with exhilaration. **Beyond Performance** is constantly reinventing itself, pooling extraordinary talent with cutting edge technologies based on each project's size and needs.

## SPORTING EVENTS

**Beyond Performance** houses a team of nationally experienced professionals capable of planning and implementing all aspects of sporting events. Each member has extensive experience with Puerto Rico as well as South Florida's most celebrated venues and sporting event facilities. This unprecedented level of experience has allowed us to bring event planning to a new level of intensity.

Our multi-talented planners guide events from concept to teardown, providing a true link between planning and implementation. We have the proven expertise to handle everything including feasibility studies, overlay planning, bid development and writing, event hospitality, accessibility services, strategic planning and operations management. We know what is required for a successful sporting event. Through our collaborative approach, we can reduce costs, save time, and create the best experiences for event organizers as well as attendees.







## REGIONS OF BUSINESS

**Beyond Performance** is a national company. Our corporate headquarters is in Fort Lauderdale Florida with offices based in San Juan, Puerto Rico. Our services expand from Florida and Puerto Rico, throughout the United States & the Caribbean.



## Puerto Rico | Florida

San Juan Puerto Rico | Ft. Lauderdale | Miami | Palm Beach | Orlando | San Diego  
Los Angeles / San Francisco | Phoenix | Scottsdale | New Orleans



# OUR CLIENTS

Every Wish, Every Want, Every Whim, Addressed & Delivered...



## PARTIAL CLIENT LIST

Citigroup  
PepsiCo  
3M Healthcare  
CDW  
Berlex  
Coke  
Lexus  
Bristol Myers Squibb  
Wendy's International  
Forsythe Technology  
Ikon Office Solutions  
Nokia  
AT&T  
Fleet Bank Boston  
Paradyne Networks  
Bank of America  
Crown Equipment Company  
SAP America  
Pfizer International  
HFC Beneficial  
IMS Health Strategic Technology  
Group Travel Plus  
Impact Communications  
Open Text Corporation  
McMahon Canada  
Hunter Multimedia  
CSS International  
Movado



# CONTACTUS

There is No Better Way to Meet...



## WE INVITE YOU...

...to get to know us on a more personal level, to investigate our dedication for thoroughness and ingenuity. What you'll find is a distinctive organization whose quality of product and depth of resources are pivotal to the achievement of our overall goal...  
Going beyond and delivering brilliance in destination management.



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