



Technical and Onsite Travel Specifications

Version 1.8

Summary

Martin Lindstrom's presentation is more a show than a conventional keynote supported by extensive multimedia usage. In order to create the best possible foundation for Lindstrom's show please provide ALL of the following 8 points outlined below before Mr. Martin Lindstrom's arrival at your venue. If any of the items listed cannot be made available we must be provided with at least three (3) weeks notice in order to make other arrangements:

1. Hand- held wireless microphone (NO lapel microphones or micro-ports)
2. HDMI cable to run from Mr. Lindstrom's laptop to the digital projector (Lindstrom's main PC is a Alienware with HDMI outlet)
3. Stereo cable to run DIRECT from Mr. Lindstrom's laptop (either through the HDMI outlet) or as a separate MIC output to the stereo speaker system
4. Manually operated follow-spotlight (required when more than 300 persons are in attendance)
5. Direct access from stage to audience (Mr. Lindstrom MUST be able to walk directly from stage into the audience)
6. Seating configuration in the auditorium MUST allow enough space for Mr. Lindstrom to walk between the chairs and or tables to secure audience participation (See pgs. 3 & 4 for further details)
7. High quality speaker configuration in the auditorium
8. High quality large size screen in the auditorium

Please proceed to the following pages for a further explanation.

1. Technical specifications

► Sound

It is essential that a wireless handheld microphone be made available for Mr. Martin Lindstrom to deliver his presentation. He will NOT be using a lapel microphone or micro-port. As Mr. Lindstrom will be walking throughout the auditorium, it is essential that the handheld wireless microphone you provide has long-range capability and that new batteries have been inserted before the commencement of Mr. Lindstrom's performance.

Mr. Lindstrom will play several sound files from his laptop during his performance. He will be using his laptop located on the podium and a sound cable MUST be installed that runs from the stage directly to the speaker (or sound mixer) system.

IMPORTANT NOTICE

Please note that ALL of Mr. Lindstrom's sound files are in stereo format with a majority running on two distinct tracks: voice on the left track and music on the right track. As a result, the left-and-right sound tracks cannot be mixed. If this happens the audio track will disappear and the presentation will not be able to proceed. It is ESSENTIAL that the sound has been tested and the aforementioned requirements have been met BEFORE Mr. Martin Lindstrom's arrival at the venue.

► Vision

A LightPro or other data projecting equipment MUST be available for projecting all data from Mr. Martin Lindstrom's laptop. Mr. Martin Lindstrom's guidelines for screen setups are as follows:

Audience size	Screens (projectors)	Speakers (stereo)
Up to 100 delegates	1 (showing Lindstrom's slides)	2 pair (4 speakers)
100-300	2 (showing Lindstrom's slides)	3 pair (6 speakers)
300-1,000	2 screens for slides + 1 screen with a live feed of Lindstrom's on-stage performance	4 pair (8 speakers)
1,000-2,000	2 screens for slides + 1 screen with a live feed of Lindstrom's on-stage performance	6 pair (10 speakers)



2,000-10,000	<p>1 wide horizontal screen featuring Lindstrom's slides (see above). If such screen installed please provide the Lindstrom team with the exact format of the screen. Lindstrom will in return design all slides to match the horizontal format. Pls. note that Lindstrom prefers to occupy the entire screen and have any graphics on the screen removed.</p> <p>2 smaller supporting screens featuring Lindstrom's slides for every 2,000 additional delegates. 1-2 large screens featuring a live feed of Lindstrom's on-stage performance</p>	8 pair (12 speakers)
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Please note that because of software programs used during Mr. Martin Lindstrom's presentation, he will not be able to run his presentation on the organizer's computer. Mr. Martin Lindstrom will run his presentation ONLY from his OWN laptop.

The screens featuring Lindstrom's presentations MUST be situated high enough for the entire audience to view, some slides contain subtitles and audience members MUST be able to see them.

We kindly ask you to inform us if the projector screen will be able to run our preferred format of 16:9 dimensions. If not, we will need to be advised 10 days prior to the event in order to fit a wider format or the conventional 4:3 format.

In large venues with audiences exceeding 1,000 attendees, an intensive spotlight that follows Mr. Martin Lindstrom's movements MUST be used.

2. Staging

Mr. Martin Lindstrom DOES NOT require a podium, lectern or speaker box. Throughout his presentation he will move around the auditorium and often interact with the audience to create an engaging environment.

IMPORTANT

Mr. Martin Lindstrom MUST be allowed to walk directly from the stage area into the audience freely and without any obstructions. If the stage in its current format does not allow for such mobility then a bridge or staircase MUST be installed.

REHEARSAL

It is essential that 45 minutes is set aside before his presentation for rehearsal with Mr. Martin Lindstrom and the venue's Audio/Visual Crew. No attendees should be allowed into the room while the equipment is tested. Our experience has shown that it takes a minimum of 45 minutes to ensure that the equipment is working to specifications and it is ESSENTIAL that this time is NOT shortened.

▶ Table and seating configurations

IMPORTANT

Please see attached document of our recommended seating configurations for the event.

We recommend that theater- style seating be used whenever there are more than 1,000 attendees at Mr. Martin Lindstrom's shows. Despite the theater seating, please ensure there is sufficient space for Mr. Lindstrom to move among the chairs and rows so that he may interact with the audience.

▶ Additional presentation requirements for workshops

If you have booked Mr. Lindstrom for a workshop please arrange to have two (2) flipcharts installed at the front of the room and provide a minimum of four (4) different colored markers.

3. Video recording

Due to copyright issues it is NOT permitted to film, record, or stream Mr. Lindstrom's presentation to broadcast TV, radio, or the Internet unless written permission has been granted from Lindstrom Company. Re-sale of Mr. Martin Lindstrom's presentation is NOT permitted. If special permission to allow cameras is granted, a 1-to-3-minute trailer can be edited and published online, if arranged and reviewed by Mr. Lindstrom's manager. We require that all film recorded is sent to us subsequent to the event.

In order to give all attendees access to supporting notes, a special copyright-free download area has been created on Mr. Lindstrom's website. Directions to this area of his website along with download instructions will be provided at the end of the presentation (Please see Section 4 to learn more).

If special permission is given and Mr. Lindstrom's performance is to be filmed, then please follow these guidelines in order to secure an optimal audience experience:

- ▶ We suggest using a three (3) camera setup where one camera is based in the back of the auditorium (on a tripod), one camera at the side of the auditorium (on a tripod) and a third camera to be flexible, thus hand-held. Preferably, this camera will have a lighting fixture installed.

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- ▶ Mr. Lindstrom spend about 60% of the presentation on stage while the remaining 40% of his time will be in the audience. In order to capture his actions, it is essential that there is a dynamic between the auditorium light, the follow spotlight and the cameras, enabling everyone to detect his facial expressions and audience interaction.

ESSENTIAL PRODUCTION INSTRUCTIONS:

Throughout his performance, Mr. Martin Lindstrom will follow a set of rehearsed moves including the following:

- ▶ ENTRANCE – Mr. Lindstrom will start his presentation by walking from the back of the room toward the stage. In order to make his entrance as impactful as possible, the following points are ESSENTIAL:
 - All lights are switched off and the room is completely dark when Mr. Lindstrom starts his Presentation. The room must remain dark until Mr. Lindstrom's second slide (reading "Deeply Irrational") appears on the screen. It is of the utmost importance that a spotlight follows him as he travels from the very back of the room onto the stage. Please note if there are any balconies located above, behind, or in front of the stage that will obstruct the path of light at certain points.
 - If the presentation is video recorded, Mr. Lindstrom will require a handheld camera to follow him during his entrance.
- ▶ MUSIC – Throughout the show Mr. Martin Lindstrom will be playing music directly from his laptop. Martin Lindstrom will control this music manually. The first time the music will played will be when Mr. Lindstrom starts walking to the stage from the back of the room at the beginning of the performance. The music will be initiated by Mr. Lindstrom and will play for the 16 seconds that it will take him to get to the stage. As previously mentioned, in order to secure the highest impact it is recommended that a camera supported by a spotlight follow Mr. Lindstrom's walk.
- ▶ SITTING – During his performance, there will be two important scenes where Mr. Martin Lindstrom will be sitting down:
 - Mr. Lindstrom will sit in the auditorium next to the attendees (please reserve a chair for him) as he speaks to the audience. Please ensure that a chair in the audience is reserved for him and that it has been identified ahead of time. It MUST be verified ahead of time that the chair is in an unobstructed path for the spotlight and that it can receive unobstructed camera coverage.
 - Mr. Lindstrom will sit on the edge of the stage or on the staircase during a scene of the performance. This scene will need spotlight and camera coverage; however it is of utmost importance that while he speaks there is NO light in the auditorium except for the follow spot. Only when Mr. Lindstrom stands should the light in the auditorium fade up.
- ▶ EXIT – Mr. Martin Lindstrom's exit from the stage will happen on the audience's left-hand side, and it will be supported by a four-minute and 34-second (4:34) music track. A visual slide, projected to support the exit; this be faded out. This final part may depend on the next item on the program agenda.

It is ESSENTIAL that a follow spotlight is secured if there are more than 300 people in the auditorium. If there are more than 1,000 people in the auditorium it is recommended that two (2) follow spotlights be used. For audiences of more than 5,000 people, three (3) follow-spots are recommended.

4. Translated presentations

If the conference organizer finds it necessary to translate Mr. Martin Lindstrom's presentation, we require a copy of the translation two (2) weeks prior to the event. It is also important that you inform us in advance, the number of screens available at the event giving the opportunity to run English and translated version of the presentaion. It is essential that the translator does NOT edit, insert, or delete any textboxes or effects from Mr. Lindstrom's slides. Mr. Lindstrom will require a stand-by translator the day before and on the day of the presentation in case of changes.

- ▶ If live audio translators will be at the event, it will be necessary to arrange a short meeting with Mr. Lindstrom an hour prior to the event in order for Mr. Lindstrom to brief the translators and explain any complex points or difficult terms that may be used during the presentation.
- ▶ If the workshop hosts more than 300 delegates, Mr. Lindstrom will require a monitor in the middle of the audience in order to see his English presentation whenever he interacts with the crowd.
- ▶ It is necessary that a port connection is arranged, allowing Mr. Lindstrom to control two computers from his presentation remote:
 - One (1) with the translated version on the screen.
 - One (1) with the English version running on Mr. Lindstrom's monitors. Mr. Lindstrom will manage the audio through his computer with the English version. This will be the only computer that Mr. Lindstrom will have on stage.

5. Exclusive case evaluation

As an additional service during the presentation, Mr. Lindstrom offers to evaluate cases sent by delegates. Visuals, physical products, or brand strategy can be discussed and shown. Requests for case evaluations must be made by delegates one (1) week prior to the event. Be aware that Mr. Lindstrom cannot include all cases. We kindly ask conference organizers to inform ALL participants that this offer is provided. It is preferred to give delegates as much time as possible but our recommendation is informing delegates up to three (3) weeks prior to deadline. It is also important to clarify that no clients or participants can or will be prioritized in the process of picking out cases. If a delegate's case is chosen, Mr. Lindstrom will ask the delegate to join Mr. Lindstrom on-stage to discuss the case. Please be advised that Mr. Lindstrom will provide honest, constructive criticism.

IMPORTANT

Once a delegate is brought on stage, he or she should be provided with a handheld microphone. If audio translators are present and the delegate wishes to speak his or her language of origin, Mr. Lindstrom will need to be provided with audio translation (translating to English).

6. Handout materials

- ▶ **Customized, downloadable information**

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Mr. Martin Lindstrom provides customized presentations that are tailored to meet each client's specific needs and expectations. In keeping with this style of service, Mr. Martin Lindstrom provides each attendee with downloadable files that reinforce the knowledge learned during the presentation in an engaging manner that can later be used as an excellent tool for sharing his or her experience with colleagues.

At the end of each presentation or workshop, Mr. Martin Lindstrom provides the attendees with a password. This password is to be used to gain access to a PDF copy of the presentation that he or she just attended. Attendees are asked to visit www.martinlindstrom.com, click the 'Downloads' tab on the upper right-hand corner of the page, and enter the password and other information as prompted. Mr. Lindstrom's presentation files can exceed 100MB. For this reason the download facility and password that allow access to its contents enable attendees to collect his or her soft-copy 'handout' from an FTP site. The password will only be shared by Mr. Lindstrom during his stage performance and will not be shared or given out prior to his performance.

IMPORTANT

If the conference organizer requires translation of Mr. Martin Lindstrom's materials for the handout a special permission may be given. However, we strongly advise against the distribution of the handout materials before or during Mr. Martin Lindstrom's presentation. This will only prove to dilute the impact of Mr. Lindstrom's performance.

▶ **Articles**

As a complimentary service, www.martinlindstrom.com offers a large variety of Mr. Lindstrom's articles on the subject of branding. The articles examine the many aspects of branding that Mr. Martin Lindstrom is called upon to cover in his presentations and can be used to help build anticipation among delegates prior to an event. As a follow-up to his presentation, the articles can also be used to help maintain the momentum that was built up during the conference

▶ **Picture, video, testimonial and bio library**

A library of high-resolution materials covering Martin Lindstrom is available for promotional purposes at:

<https://www.martinlindstrom.com/small-data-press/>

Username: SmallDataPress

▶ **Biography library**

Several versions of Mr. Martin Lindstrom's biography are available at:

<https://www.martinlindstrom.com/small-data-press/#PrsSctionSdp>

7. MC introduction to Mr. Lindstrom

LINDSTROM Company has composed an introduction for the Master of Ceremony or host to read before Mr. Martin Lindstrom's entrance on stage. The attached introduction is updated on a frequent basis and contains highlights of Mr. Lindstrom's recent achievements. (see attached).

8. Merchandising

We are able to provide clients with special deals on Mr. Martin Lindstrom's many books, and his merchandising program represents a substantial revenue opportunity for event organizers. Our figures show that 20% of performance attendees decide to purchase one or several of Mr. Lindstrom's books the day they attended a performance, if books are available for sale.

Mr. Martin Lindstrom can be booked for a book-signing session if time is available before his departure. If Mr. Martin Lindstrom is booked for book signing we strongly advise that the following procedures be followed:

- ▶ Announcement of Mr. Martin Lindstrom's book signing to take place before Mr. Lindstrom enters stage for the first time.
- ▶ If there is an intermission during Mr. Lindstrom's performance, then books should be offered for sale between parts one and two of the show. This will allow attendees to purchase books in advance so that as many people as possible may secure an autograph from Mr. Lindstrom.
- ▶ After Mr. Lindstrom's session, the MC or host should announce the book-signing session.
- ▶ Please take into account that book shipments to your venue take a minimum of twenty (20) days. If additional stock needs to be ordered, then delivery may take longer. Please notify your LINDSTROM company contact of your merchandise requirements as soon as possible and at least six (6) weeks before your event.
- ▶ Mr. Lindstrom will need a chair and table with a bottle of water served in a cup or glass.
- ▶ A small team must perform crowd control during the signing. It is of the utmost importance that Mr. Lindstrom only meets one (1) person or one (1) common small group at a time. The rest of the line must be kept at a distance of 2 meters (6 feet) from the signing table.

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- ▶ The crowd-control team must be provided with pens and small paper slips, on which people in the line are to write down their names in capital letters prior to meeting Mr. Lindstrom.
- ▶ We often experience lines with a waiting time longer than the break allows. If this is the situation, the crowd-control team must close the line at five (5) meters (15 feet), 15 minutes prior to the start of the next show.

Books

To date, Mr. Martin Lindstrom has written six (6) bestselling books on branding:

- ▶ *Brand Building on the Internet*
- ▶ *Clicks, Bricks & Brands* with Don Peppers & Martha Rogers, PhD
- ▶ *BRANDchild* with Patricia B. Seybold
- ▶ *BRAND sense* with foreword by Dr. Philip Kotler
- ▶ *Buyology; The Truth and Lies About Why We Buy* with foreword by Paco Underhill
- ▶ *Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy* with foreword by Morgan Spurlock
- ▶ *Small Data*

9. Evaluation

The feedback LINDSTROM company receives from Mr. Martin Lindstrom's presentations, workshops and consultations helps Mr. Lindstrom to constantly improve his performances and the company's services. An evaluation form is available to attendees when they access the 'Downloads' section of www.martinlindstrom.com.

LINDSTROM company will share the data gathered within three (3) weeks of your event.

10. Mr. Martin Lindstrom's availability during his visit

Due to Mr. Martin Lindstrom's intensive presentation schedule, any activities requiring his personal presence during the event (such as dinners, lunches, book signings, interviews, PR arrangements, and/or exclusive pre-event briefings) must be arranged with his team at the LINDSTROM company a minimum of four (4) weeks before the event. LINDSTROM company and Mr. Martin Lindstrom endeavor to provide superior, flexible service, however, not all requests can always be accommodated.

It is possible to book press interviews with Mr. Martin Lindstrom either prior to or just after his performance. As it is highly likely that Mr. Lindstrom will be booked back-to-back, it is essential that all interviews be approved by Mr. Lindstrom's office 28 days prior to his arrival. Of course, exceptions can be made. LINDSTROM Company does not allow for Mr. Lindstrom to conduct interviews with minor media outlets. All media needs to be national or of high priority. Photo and video filming is allowed.

11. Pickup, accommodation and departure

Where relevant to your event's arrangements with Mr. Martin Lindstrom, use the following Pre-Arrival Checklist to confirm:

- ▶ Pickup arrangements (date, time and driver's contact details)
- ▶ Accommodation (address, phone number, preferences and payment arrangements)
- ▶ Venue (address and contact phone number)
- ▶ Departure time (at which Mr. Martin Lindstrom may leave the venue) and transport arrangements
- ▶ Emergency contact details

Accommodation requirements are for a non-smoking, allergy-free room with Internet access (ADSL or high-speed).

Thank you for your attention to our technical specifications. LINDSTROM company offers these guidelines to help ensure Mr. Martin Lindstrom's presentation offers the best possible experience for your customers.

We wish you a stimulating, engaging and highly successful event, from Mr. Martin Lindstrom and all of us at LINDSTROM company!

On behalf of Mr. Martin Lindstrom and LINDSTROM company, we would like to thank you for your support! Mr. Lindstrom is very much looking forward to presenting at your event!

Best regards,

LINDSTROM company