ENTERTAINER MARKETING

THE ULTIMATE PROMOTIONAL RESOURCE FOR ENTERTAINMENT ACTS & AGENCIES

V3.12

ELECTRONIC PRESS KITS

WHAT IS AN EPK?

It's important when reaching out to prospects that you hit them with your best shot right off the bat. This typically includes some form of collateral material like a postcard, brochure, or presentation packet. While each has its specific uses, the most versatile is the EPK- The Electronic Press Kit. Small enough to email without complications yet big enough to contain a nice summary of what they get when they book you. Action shots, testimonials, clickable links to your social media or website for more information, clickable video links- basically everything you need to make an impressive impression in one convenient downloadable package.

A BREAKDOWN OF AN EPK

- IGNITES INTEREST
- INFO ABOUT YOU
- INFO ABOUT YOUR SHOW
- CLIENT TESTIMONIALS
- CONTACT INFO
- SOCIAL MEDIA LINKS
- TEASER VIDEO LINKS
- EDITABLE CONTENT
- UNLIMITED PAGES
- AGENT-FRIENDLY
- COMPACT & EMAILABLE

FOR AGENCIES

COST-EFFECTIVE UPDATING ON-DEMAND

Rosters can be an ever-changing thing. Talent comes and goes often which can leave boxes of expensive printed material obsolete. With PDF catalog or EPK agencies can have corrections made easily at the drop of a hat - have old talent removed, new talent added, or cost-effectively update current talent information. Individual talent pages can also be separated from the document for targeted marketing.

Showcase all that your roster has to offer in one beautiful catalog or individual one-sheets that capture the individual's style. Both are low-file sizes for easy emailing.

inHOUSE GRAPHICS

DISPLAYS & BOOTH DECOR

Displays continue to offer one of the best opportunities to be seen - whether at a trade show, at a venue entrance, or up on stage during your talent's performance, your message is exhibited professionally and attractively. Partner these with the right collateral material and you're sure to make a lasting impression!

- Table Throws
- Table Runners
- Pop-Up Walls
- Table-Top Banners
- Retractable Banners

COLLATERAL MATERIAL

Whether it's a dynamic poster announcing an upcoming show, a postcard handed out at a trade show, or a small memento signed after a performance, collateral material is a must in any marketing mix.

- Postcards
- Posters
- Mailers
- Flyer
- Rack Card
- Brochures
- Promotional USB
- Door Hanger
- Business Card

FOR AGENCIES

An agency needs to giveoff a unified look and it's never been easier than with a full booth environment. Pop-up walls, retractable banners, table throws or runners and even full kiosk environments will immerse prospective clients and leave a lasting visual impression.

- Lighting
- Branded Kiosks
- Table Throws
- Table Runners
- Pop-Up Walls
- Table-Top Banners
- Retractable Banners
- Catalog Stands
- Backpack Flags
- Curved Walls
- Tents
- Flags
- Foldable Counters
- Warranties on Graphics & Hardware

ADVANCED MANIPULATION

"The transformation or alteration of a photograph using various methods and techniques to achieve desired results" is our specialty. No AI. No pre-purchased layouts or templates. Each manipulation, highlight, shadow, or texture created is custom to the project and never simply a filter applied or purchased stock effect added. Whether it's basic photographic touch-ups or a full-on "Frankenstein-ing" multiple images together to create the ultimate hero shot, we implement powerful techniques to give you the fresh image you need. We can even match your existing style (pop, antique, vaudeville, illustrative, bright and cheery, tin type, gothic, paranormal, and so on).

A BREAKDOWN OF HERO SHOTS

- **DYNAMIC:** Their hyper-real visual impact provides a perceived higher-value performance to clients.
- **VERSATILE:** Once created, these shots can be manipulated to suit any project with just a few minor alterations. Social media, banner pre-show slides, billboards - you name it.
- **UNIFIED BRANDING:** Because of their versatility, they can be used across your identity to unify your entire brand.

HERO SHOTS

These vertitile images amplify your brand wherever they're used: in press kits, banners, social media, and more. Whether you're a magician, musician, comedian, or any other entertainer, they boost the perceived value of your act, adding credibility and charm.

LOGOS

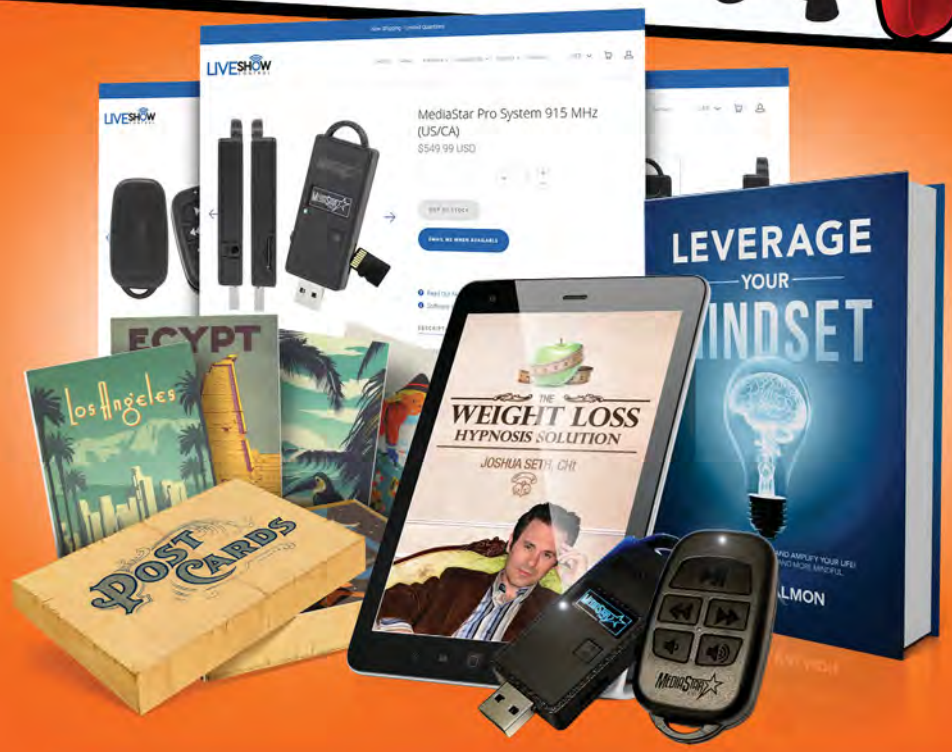
Your company logo is a necessity in successfully branding your business. Choose from a variety of custom logo packages, and we will provide you with the right visual impact you need to brand your performance.

- Entertainment Act
- Performer Brand
- Product Brand
- Agency Brand

ILLUSTRATION

Custom illustrations are a great way to visually support a campaign narrative. Our staff is skilled in traditional and digital media and can deliver dynamic, vibrant illustrations sure to catch the target audience's attention.

- Vector Illustrations
- Digital Painting
- Vaudeville Portraits
- Pencil or Pen & Ink
- Caricature



CUSTOM DESIGN

Over the years we have made it a point to be a one-stop shop for our clients' needs. If you have something you need designed, but don't see it in this EPK? Just ask!

- Album covers
- Social media graphics
- Apparel
- Book covers
- App graphics
- Magic trick package design
- Website graphics

WHAT OUR CLIENTS SAY

Over the last two decades, we've created material for countless performers in the theater, college, corporate, cruiseline, Las Vegas markets and TV. Here's what a few of them had to say about us.

"His understanding of what an entertainer needs is **second to none.**"

- Christopher Carter, Mentalist and Speaker

"Scott is a **master of his craft!** He's an absolute pleasure to work with, and always hits the nail on the head."

- Dustin Dean, Mentalist and Viral TikTok Influencer

"Scott was **amazing to work with.** Without a doubt, I would **highly recommend** Scott for your marketing and promotional needs."

- Isaiah Foster
The Magic of Isaiah

"**When it comes to graphic design, inHouse Graphics is one of the best.** He creates beautiful designs that we are proud to use and he delivers on time and on budget!"

- The Evasons
World's Foremost Mentalist Duo

"**You're the BEST**, Scott! To anyone reading this - if you need a graphic designer, hire this company! They are absolutely fantastic!"

- Jeff Civillico, Las Vegas Headliner and Master of Ceremonies

"The work they do has had people stop and take a look! **iHG has helped to bring in potential clients** through their standout work!"

- John Zaffis, Paranormal Expert as seen on The Haunted Collector, Syfy Channel

"inHouse Graphics will **exceed your expectations** on every level!"

- Ricky Kalmon, Celebrity Hypnotist

"Your clients wouldn't settle for second best and neither should you, let Scott help make you shine."

- Michael Harrison - Comedy Ventriloquist as seen on America's Got Talent

"**Scott Deyett at inHouse Graphics is amazing at what he does!** I highly recommend him - plus he is a really good human too!"

- Tim Gabrielson, Virtual Speaker, Magician, and Entertainer

"We are always pleased with their design expertise. **Highly recommended!**"

- Mat Franco
Las Vegas Headliner & Winner of NBC's Americas Got Talent

"Scott is amazingly talented. He's not just a designer, but a true artist."

- Christopher Fleming, Paranormal Expert & Co-Host of Discovery+ *Spooked: Ireland*

"I **love** your work!"

- Christophe Fox, Magician, Viral Influencer

For over two decades, we've specialized in crafting promotional materials tailored for entertainers across various spectrums. Throughout the years, we've had the privilege of collaborating with Keynote Speakers, Magicians, Musicians, Mentalists, Spoken Word Artists, TV Personalities, Las Vegas Headliners—essentially, a diverse range of performers.

At iHG, our dedication revolves around furnishing clients with dynamic materials that elevate their success while being mindful of their budget. Our objective is to foster lasting partnerships, elevating promotional materials to a level that enhances their perceived value, thereby attracting more potential bookings.

I firmly believe that our designs could significantly augment your talent's collateral, offering that crucial edge in today's competitive market.

We appreciate the time you've taken to review this material.

SCHEDULE YOUR CONSULTATION TODAY.

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ENTERTAINERMARKETING.COM

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