

OUR APPROACH

TO PARTNERING WITH ASSOCIATIONS

OUR STORY

At Novak Birch, our roots run deep—like 30 years deep. We even brought our dogs to work before it started trending. Some of our clients have worked with us since we opened our doors in 1987, so it's safe to say that we don't use the term "partnership" lightly.

We get it: You're busy. So we'll get straight to the point. What's it *really* like to work with us?

We pride ourselves on our scalability. We value our partnerships—big, small, and everything in between. This means we spend time upfront getting to know you, regardless of the size of your business. We listen. Who are you? What does your brand communicate about you in your market? What are your objectives?

Then, when you're in crunch time, we deliver high-quality creative solutions—and we do it efficiently. Because we actually know you and your brand. This means, yes, you'll actually go through less rounds of revisions because we get to the heart of what you need to achieve with your final product. We give you options on design concepts and messaging directions, and we offer wisdom on which direction to go based on extensive research to show you the why behind the design.

We're not just doers—we're problem solvers. Again, we offer scalability (the fancy way of saying that we grow with you). It's not just design execution. We partner with you, walking with you through transitions.



And you'll actually get to know our team by name. Your main contact will loop you into the NB team (with real faces) behind computer screens and holding tools in the shop, working hard to serve your association.

We care about keeping you on track with your goals and budget. It's part of the partnership deal. We continue to be there for you, working together to assess future opportunities to build on what we've created together.

But don't just take our word for it...



HERE'S THE LATEST BUZZ ABOUT PARTNERING WITH US:

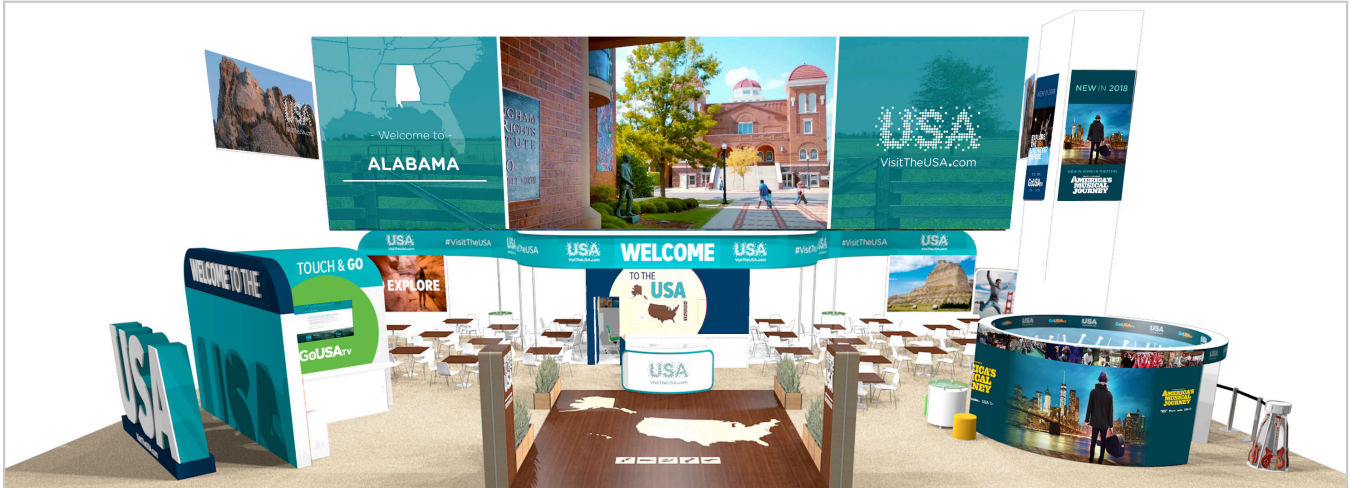
"Their creativity is top-notch—not only in terms of design, but also in their ability to provide creative new solutions and new ideas to help USDEC effectively communicate business objectives... The agency has the ability and capacity to 'dig in' to gain a better understanding of a company's business goals and objectives and then effectively communicate these messages through various marketing and communications mediums."

– Margaret Speich, Vice President of Communications and Membership, U.S. Dairy Export Council, client since 2005

READY TO PARTNER ON SOMETHING LIKE THIS?



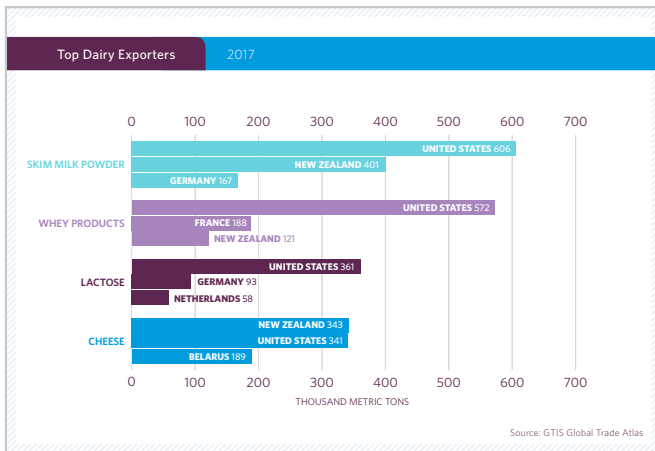
Board of Directors meeting materials, such as presentations, agendas, programs, emails



Trade show booth design and fabrication including videos, signage, interactive elements (photo booth, virtual reality, social feeds, quizzes, etc.) messaging, collateral, promotional items. Event management and on-site support including staffing, lighting, AV, catering and décor.



Electronic toolkit for event resources and media outreach tools



Charts and infographics

Like what you've seen? Let's talk about a partnership. Email ashley.tieperman@novakbirch.com