VOLTAGE EXPERIENTIAL

CAPABILITIES OVERVIEW

Experiences that put your brand in the room.

We design, staff and run live brand activations, from luxury car paddocks and VIP lounges to multi-city tours, with a production crew that has spent 25+ years backstage.

(352) 426-1694 · steve@cflshowlabor.com

An Ocala Innovation Partners company · Belleview, Florida

WHO WE SERVE

Five worlds. One crew.

Automotive & luxury

Concours, car festivals and collector events: sponsor activations, ride-and-drives, collector certificates and VIP hospitality.

Consumer brands & retail

Multi-city sampling and product tours, campus tours, store and street activations, ambassador teams and fleets.

Insurance & finance

Lead-generation activations at upscale events, with opt-in capture and next-day CRM-ready lead files.

Spirits, cigars & hospitality

Mobile cigar lounge, tasting bars, VIP sponsor lounges, resort and hotel guest activations.

Conventions & ballrooms

IATSE-trained AV crews for general sessions and breakouts, booth activations, content capture and lead retrieval.

WHAT WE DO

Concept to strike.

Concept & strategy

Activation concepts, sponsor packages and playbooks built around your audience and numbers.

Production & crew

IATSE-trained audio, video, lighting and staging crew plus brand ambassadors.

Tours & logistics

Multi-state routing, box-truck fleets, permits and venue relationships.

Leads, content & data

Opt-in lead capture, photo and video, digital collectibles and next-day reporting.

SIGNATURE PROGRAMS

Playbooks, ready to deploy.

Park & Protect
INSURANCE · FINANCE · AUTO

Your brand covers premium valet at upscale events. Guests take a 30-second opt-in survey while their car is parked. Leads arrive the next day, formatted for your CRM.

Spark Studio
AUTOMOTIVE · COLLECTORS · LUXURY

On-site portraits, LiDAR digital twins and collectible certificates minted on the Polygon blockchain, printed on site. Every visit is a lead; sponsors appear on every certificate.

The Lounge
SPIRITS · CIGARS · HOSPITALITY

A turnkey premium lounge for luxury events: cigar service, spirits pairings, hosts and limited-edition merchandise, with guest lists delivered after.

Southeast Tour
CONSUMER BRANDS · MOBILITY · LAUNCHES

A 10–15 stop route from Central Florida through Georgia, the Carolinas and Tennessee, with hosted stops, ambassadors, lead capture and content in every city.

Branded Vehicle Fleets
MOBILITY · SPONSORS · STREET TEAMS

Wrapped vehicles for event displays, downtown drives and ride-alongs, with sign-up before every ride and results reported per market.

VOLT concierge
EVERY PROGRAM

Our AI concierge answers guest and client questions on site and online, and routes every serious inquiry to the team.

HOW WE WORK

From first call to final report.

1 Discovery call

Goals, audience, markets, budget and the metrics that matter.

2 Concept & quote

Format, stops, staffing, timeline and a line-item quote.

3 Build & run

Creative, permits, crew and ambassadors, load-in to strike.

4 Report & scale

Lead file the next day, recap report within a week.

EXPERIENCE

Built backstage.

Voltage Experiential is led by founder **Steve Sloan**, a member of IATSE Locals 631 and 835 with 25+ years across festivals, corporate shows, broadcast and touring: audio, video, lighting, stage and tour management.

Brands our team has toured and activated for: Disney · GEICO · NASCAR · Formula 1 Miami · Cadillac · Chevrolet · Nike · Coca-Cola · Rolex · NFL · PGA · WWE · Red Bull · Ray-Ban × Meta · Walmart · Kawasaki · US Air Force · US Space Force · and 65+ more

Sister company: Central Florida Show Labor (cflshowlabor.com) for AV production and crew. **Events and venues:** NFL Pro Bowl · Bike Week at Daytona International Speedway · Subiefest · EDC · Ultra · Winter Music Conference · InfoComm · IAAPA Expo · Surf Expo · Dr. Phillips Center · Ocean Center. **Coverage:** Florida and the Southeast, with national touring experience.

Plan an activation

Tell us the audience, the markets and the goal. We reply within one business day.

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