SAGUARO EVENTS

SCOTTSDALE, ARIZONA

A KICKOFF PROPOSAL PREPARED FOR

NORTHBEAM

NORTHBEAM FY27 SALES KICKOFF · PROPOSAL 01

THE CLAIM

Three days in Scottsdale to put a named owner on every target account in Northbeam's FY27 market.

DATES	HEADCOUNT	VENUE
TUE 12 – THU 14 JANUARY 2027	300 SELLERS AND SALES LEADERS	FAIRMONT SCOTTSDALE PRINCESS

PROJECT	SHEET
THE CLAIM	01 OF 27

SAMPLE

STATUS: DEMONSTRATION PROPOSAL

SAMPLE FIRM AND SAMPLE CLIENT

00 · THE BRIEF WE HEARD

YOU DON'T NEED A HOLIDAY FOR THEM. YOU NEED A PLAN WITH NAMES ON IT.

Northbeam is walking into FY27 with a new product, a bigger number and three hundred people who have just closed a hard year. You don't need a holiday for them. You need them to leave Scottsdale knowing exactly which accounts they are going after, believing the product will win them, and owing that belief to the person sitting next to them.

Most kickoffs get the energy right and lose it at the airport. The stage is loud on Tuesday; by the following Monday the territory plan is a slide nobody opens. We built this one so the energy has somewhere to land.

What follows is the whole proposal: the idea, the three days hour by hour, the venue and why, every room drawn and counted, and how the investment falls. Every room is sized against the resort's own capacity chart. You can check our math; it is on the page.

MOST KICKOFFS LOSE THEIR ENERGY AT THE AIRPORT. THIS ONE TURNS IT INTO PIPELINE BEFORE ANYONE LEAVES.

THE IDEA IN ONE LINE

BY THURSDAY AT NOON, EVERY TARGET ACCOUNT IN NORTHBEAM'S FY27 MARKET HAS A NAMED OWNER, AND EVERYBODY IN THE ROOM WATCHED IT HAPPEN.

AT A GLANCE

DATES	Tue 12 – Thu 14 Jan 2027
LOAD-IN	Mon 11 Jan
ATTENDEES	300
VENUE	Fairmont Scottsdale Princess
WORK	Palomino Conf. Center, exclusive
NIGHT TWO	Princess Conf. Center
NIGHT ONE	Copper Canyon, on property
AIRPORT	PHX, about 25 mi
DEVICES	Map · Beam · Wall · Stake
OUTPUT	Named claims in CRM by Thu noon

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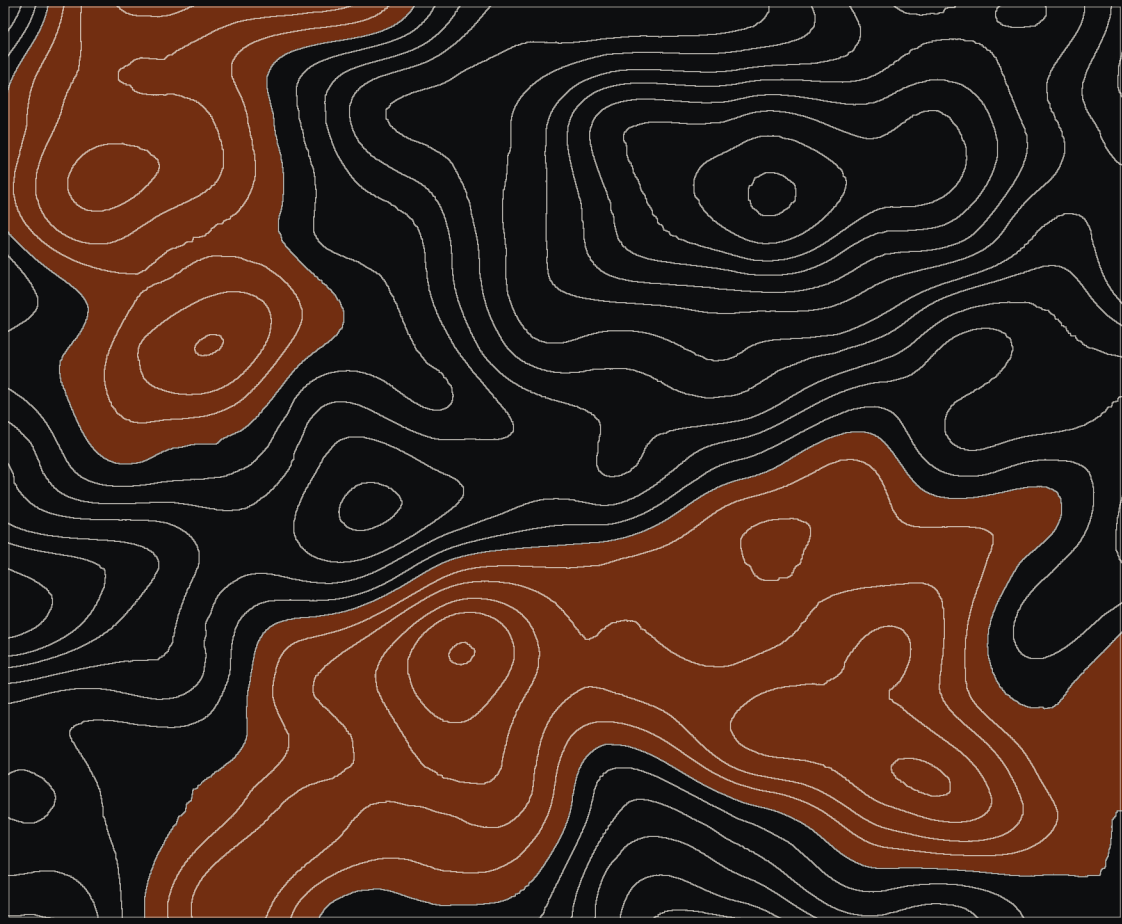
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A SAMPLE PROPOSAL. Saguaro Events and Northbeam are sample names; Northbeam's org shape, products, regions and people are invented. The venue, its rooms and capacities, the Scottsdale calendar and the logistics are real, read from their owners' own pages on 1 November 2026. Any allocation is illustrative.

01 · THE CONCEPT

THE CLAIM

In Arizona, you don't own ground by wanting it. You survey it, you drive a stake at each corner, you file the claim, and then you work it. The whole thing is public: anyone can walk the ground and read whose name is on the stake.



That is the FY27 sales plan, told in the language of the place we are holding it. Northbeam isn't going to Scottsdale to feel good about the market. Northbeam is going there to claim it: every target account surveyed, staked, filed and owned by a named seller, in front of the whole company, in three days.

"We're taking the market" is a slogan when it's on a banner. It becomes a plan when three hundred people put their names on specific pieces of it, and a culture when they do it where everyone can see.

THE MAP, DRAWN. Northbeam's FY27 market as a topographic survey: segments as terrain, target accounts as elevation, white space as unclaimed ground. Orange parcels are filed claims.

A SLOGAN SAYS "TAKE THE MARKET." A CLAIM SAYS WHICH PART, AND WHOSE NAME IS ON IT.

WHY THE CLAIM, AND NOT A SLOGAN

FIVE REASONS IT EARNS ITS PLACE ON EVERY AGENDA LINE

A theme decorates a kickoff. A concept runs it. Every big stage moment over three days points at one physical act, filing a claim on the Claim Wall, and that act is what Northbeam takes home.

01
IT CONVERTS ENERGY INTO PIPELINE

A rep who files twelve named accounts on Wednesday afternoon walks into Monday with twelve named accounts. RevOps mirrors the wall into Northbeam's CRM by Thursday noon, so the event's output is a pipeline report, not a recap deck.

02
IT IS PUBLIC, WHICH IS WHERE SALES ENERGY COMES FROM

Sellers compete with a number. They commit in front of peers. The Claim Wall makes every commitment visible to all 300 people for 48 hours, and the closing session reads it back to them.

03
IT BELONGS TO THE PLACE

Arizona was built on surveyed and filed claims; the resort itself has a restored mining-town venue on property. The theme is not imported décor. It is the ground the kickoff stands on.

04
IT BELONGS TO THE BRAND

Northbeam is a light. A surveyor works by line of sight. Our signature cue, a single white beam that sweeps the room before every session, is the brand and the instrument at once.

05
IT SHAPES THE DAYS INSTEAD OF DECORATING THEM

Day 1 surveys the market. Day 2 stakes it. Day 3 breaks ground. The agenda, the rooms and the awards all take their structure from that order.

THE REGISTER · A TONE GUARDRAIL

A SURVEYOR'S WORLD. NOT THE WILD WEST.

Loud in scale and sound, disciplined in taste. No cowboy hats on stage, no saloon gags, no frontier costume, no imagery borrowed from the region's Native nations, no pans, no nuggets. The visual world is the surveyor's: transit instruments, topographic contour lines, blaze-orange survey flagging, machined steel stakes, the narrow white line of a beam across a dark room.

IN THE WORLD
Contour lines · survey stakes · blaze-orange flagging · transit and line of sight · machined steel · the white beam · night desert

NEVER IN THE ROOM
Cowboy hats · saloon doors · wanted posters · gold pans and nuggets · frontier costume · Native motifs · rope fonts

THE PALETTE AND THE TYPE

NIGHT BLACK
#0D0E10 · the room before the cue

BONE WHITE
#EFEAE0 · the beam, the map paper

SURVEY ORANGE
#FF5B14 · claims, stage, flagging only

STEEL GREY
#7D868E · stakes, instruments, data

THE STAKE

Display: a condensed industrial grotesque, set in caps, for names, days and numbers.

Put your name on it.

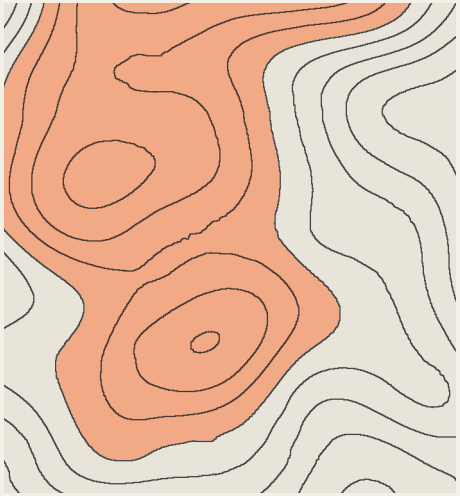
15:30 · WEST · 10 PODS

Serif for the voice; mono for the field notes.

THE FOUR DEVICES THAT CARRY THE CONCEPT

MAP. BEAM. WALL. STAKE.

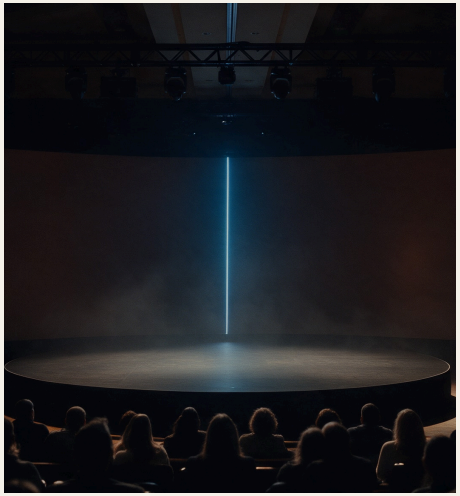
Four physical things, built once and used across all three days. Each one is a piece of the Northbeam brand made solid, and each one points at the same act: a named seller putting a name on a named account, in public.



01 THE MAP

Northbeam's FY27 market drawn as a topographic survey: segments as terrain, target accounts as elevation, white space as unclaimed ground. It lives on the 48-foot LED wall in the general session room and as the printed Claim Wall in the foyer. It starts dark on Tuesday and is fully lit by Thursday.

LIVES ON	48′ LED · Claim Wall
TUESDAY	Dark
THURSDAY	Fully lit



02 THE BEAM

One narrow white beam fixture, rigged at the back of the general session room, opens every session: house to black, the beam sweeps from the doors to the stage and lands on the speaker. It is the Northbeam mark made physical, and a cue the room learns. By Wednesday, 300 people go quiet when the house drops because they know what comes next.

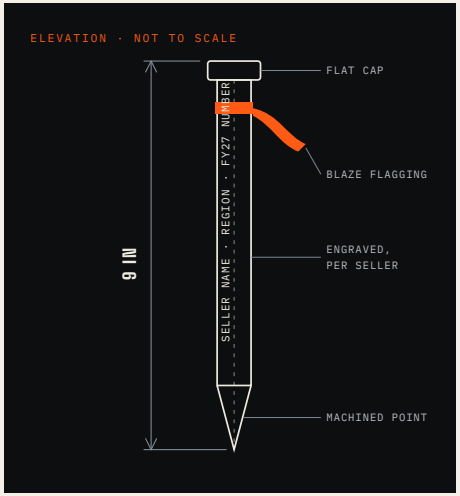
FIXTURE	1, above front of house
CUE	Doors → stage → speaker
RUNS	Before every session



03 THE CLAIM WALL

A 40 × 10 ft freestanding wall in the North Palomino Foyer, printed with The Map. Every seller gets a deck of claim cards and a steel claim marker at registration. On Wednesday afternoon sellers file by region in fifteen-minute windows: account, opportunity, close quarter. Unclaimed ground stays visibly dark, and leaders see the gaps before they leave.

SIZE	40′ × 10′, freestanding
FILING	Wed 15:30 – 16:30
IN THE CRM	By Thu 12:00



04 THE STAKE

The closing gift: a 9-inch machined steel survey stake, engraved with the seller's name, region and FY27 number, handed over at the close as people walk out. It goes on a desk and stays there all year. It is what the kickoff looks like in May.

MADE	300, one per seller
ENGRAVED	Name · region · number
HANDED OVER	Thu 13:45, at the doors

DEVICE, BY DAY	TUE · THE MAP	WED · THE STAKE	THU · THE GROUND
The Map	Dark on the LED until the 13:45 cold open; lights for the first time as the title lands	Region targets lit; white space visible to every seller	Fully lit; the claimed total read out by region at 12:20
The Beam	Sweeps doors to stage at the cold open; on a mast above the Claim Camp stage at night	Opens every session; opens The Assay at 19:10	Swings from the stage to the open doors at 13:45
The Claim Wall	Dark at registration, each region's ground outlined	Open 07:00; filed 15:30 – 16:30, West, Central, East, EMEA	Photographed and lit on the LED for The Full Map
The Stake	An unengraved marker in every claim deck	Claims signed off in ten-minute manager one-to-ones	Engraved stakes handed over at six region tables by the doors



13:15, TUESDAY. THE WALK-IN. Doors open on a 20-foot light tunnel of contour lines. Behind it, the day-one film loops on the LED as the room fills; at 13:45 the house goes black and the Beam finds the stage.

HOW THE CONCEPT THREADS THROUGH EVERY ROOM

NOT DÉCOR. A THREAD YOU CAN FOLLOW FROM THE DESK TO THE COACH.

MOMENT	HOW THE CLAIM SHOWS UP
ARRIVAL	Registration desk built as a survey office: each seller receives a badge, their claim deck and their unengraved marker. The first thing they see past the desk is the Claim Wall, dark, with their region's ground outlined.
THE WALK-IN	Entry to the general session through a 20-foot light tunnel of contour lines; the day-one film loops on the LED as the room fills.
THE STAGE	A 48′ panoramic LED wall carries The Map; an 8-foot thrust, **"the Line,"** pushes from the stage into the house. Leaders deliver their numbers standing on the Line, in the room, not behind a lectern.
BREAKOUTS	Day 2 sessions are titled by what they arm a seller to claim. The regional claim sessions are built in pods so every account plan is made by the team that will sell it together: AE, SDR, SE and CSM at one table.
EVENINGS	Tuesday is **Claim Camp** around the fire pits at Copper Canyon. Wednesday is **The Assay**, the awards night where last year's claims are weighed and the best are honored.
THE CLOSE	The Map, fully lit on the LED, the claimed pipeline total read live from the wall, and 300 stakes in 300 hands on the way to the coaches.

300
claim decks and steel markers issued at the Survey Office

48′
panoramic LED carrying The Map, 4 to 1

20′
contour light tunnel on the center doors

48 h
every commitment visible on the wall, Wed to Thu

02 · THE EXPERIENCE ARC

THREE DAYS. THREE VERBS.

Each day has one job, one emotional pitch and one moment the room will talk about at the bar. The shape is not a steady climb: it has deliberate valleys so the peaks register.

DAY 1 · TUESDAY 12 JAN

THE MAP

See the ground.

People arrive tired and curious. We give them the size of the opportunity before we ask anything of them. The afternoon is pure stage: the cold open, the FY27 number, the launch of Northbeam Horizon and the first regional targets revealed on the Line. The night is warm, loose and outdoors around fire.

ROOM ENERGY **Anticipation, then lift-off**

THE MOMENT The house goes black, the Beam finds the stage, The Map lights up for the first time and the title lands.

DAY 2 · WEDNESDAY 13 JAN

THE STAKE

Put your name on it.

The working day, and the hardest. The morning tells sellers who they are hunting and how the last big deals were won; the breakouts arm each role; the afternoon builds account plans in regional pods, then the wall fills, claim by claim. At night, The Assay honors the people whose FY26 claims paid out.

ROOM ENERGY **Focus, then pride**

THE MOMENT The Central region files its last card and the wall's counter ticks over its target in front of everyone.

DAY 3 · THURSDAY 14 JAN

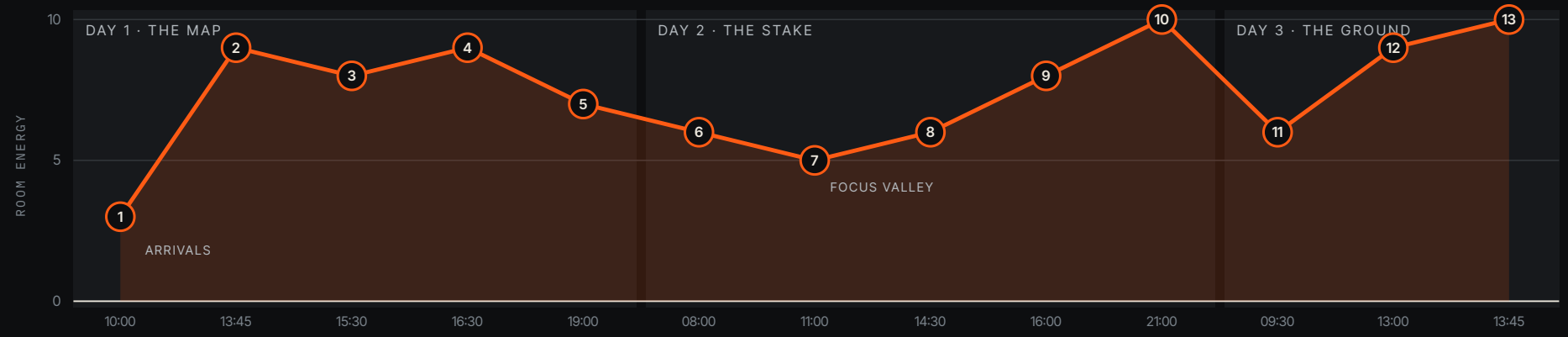
THE GROUND

Break ground.

Out of the ballroom and into the desert in three crews, on real terrain, before the close pulls everything together: the full wall on the LED, the pipeline number read out, the President's Club reveal, a stake in every hand and coaches to Sky Harbor.

ROOM ENERGY **Release, then resolve**

THE MOMENT The last line of the close, the Beam swinging from the stage to the open doors, and 300 people walking out under it.



1 Arrivals · 3
2 Cold open: The Map lights · 9
3 Horizon launch · 8
4 First stakes on the Line · 9
5 Claim Camp · 7
6 Know the Ground · 6
7 Breakouts (focus valley) · 5
8 Claim sessions · 6
9 The wall fills · 8
10 The Assay: top award · 10
11 The Ground (release) · 6
12 Full Map, number read out · 9
13 Drive the Stake, send-off · 10

Room energy on a 0 to 10 scale, one point per block, as designed.

03 · RUN OF SHOW

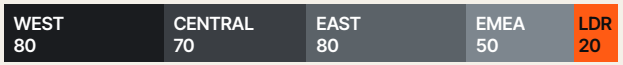
THE SCHEDULE A PLANNER SIGNS.

Every block has a room, a set and a reason. General sessions and breakouts never overlap, because the general session room shares airwalls with the breakout rooms and a launch-level sound system goes through an airwall. Meals sit in their own room so nobody waits on a ballroom flip. Every evening ends with a hard stop and a soft landing.

SAMPLE ORG SHAPE USED THROUGHOUT

GROUP	PEOPLE
Enterprise account executives	50
Mid-market account executives	60
Commercial account executives	40
Sales development reps	50
Solutions engineers	40
Customer success and account managers	40
Sales leadership, RevOps and enablement	20
Total	**300**

REGIONS FOR THE CLAIM SESSIONS



West 80 · Central 70 · East 80 · EMEA 50 · leadership and RevOps 20 = 300.

NORTHBEAM, THE SAMPLE CLIENT

A supply-chain visibility platform that shows shippers where every load is, live.

FY27 LAUNCH

NORTHBEAM HORIZON

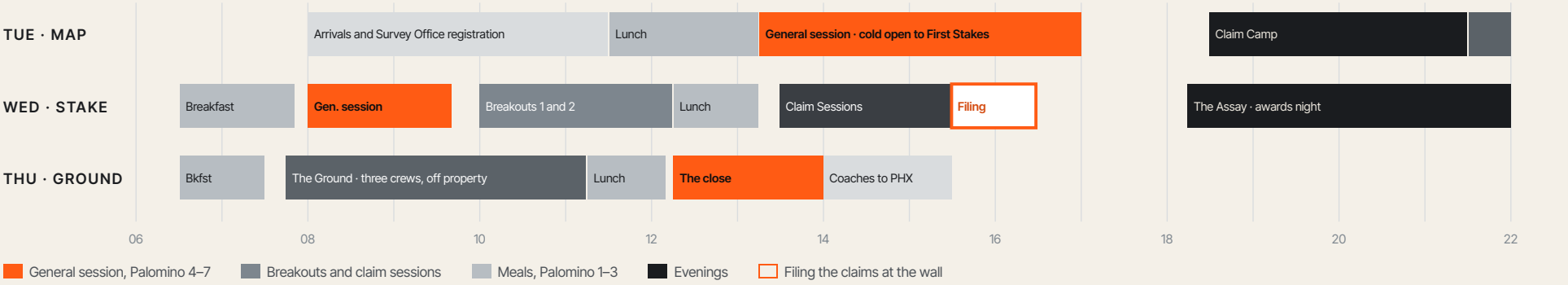
Predictive arrival times and disruption alerts across every carrier.

DAY 0 · MON 11 JAN · LOAD-IN

06:00	Production load-in: stage, LED, truss, audio · Palomino 4–7
09:00	Claim Wall and registration build · N. Palomino Foyer
14:00	Executive team and regional VPs arrive (about 20)
16:00	Content walk-through: cues, Beam focus
19:00	Leadership dinner, 20 · Ironwood American Kitchen, private room
21:00	Overnight LED and lighting programming

THE THREE DAYS ON ONE SHEET

06:00 – 23:00 · BLOCKS TO SCALE



RULE 1 · NO OVERLAP

General sessions and breakouts never run at the same time: Palomino 4–7 shares airwalls with the breakout rooms.

RULE 2 · NO FLIP

Meals live in Palomino 1–3 and awards night in another building, so the launch set stands from Monday to Thursday.

RULE 3 · HARD STOPS

Every evening ends at a named time with a hosted place to land: The Plaza Bar on Tuesday, the dance floor until 23:00 on Wednesday.

RULE 4 · FLY AFTER 16:30

Coaches leave for Sky Harbor at 14:00, 14:30 and 15:00 on Thursday. Nobody leaves the close early to make a flight.



DAY 1 · TUESDAY 12 JANUARY 2027

THE MAP

See the ground.

ARRIVALS	08:00 – 12:30, from PHX
DOORS	13:15, theater for 320
COLD OPEN	13:45, the Beam and The Map
LAUNCH	15:30, Northbeam Horizon
NIGHT	Claim Camp, Copper Canyon

People arrive tired and curious. We give them the size of the opportunity before we ask anything of them.

DAY 1 · THE MAP

TUESDAY 12 JANUARY

TIME	BLOCK	ROOM / SET	NOTES
07:00	Crew call	Palomino 4–7	
08:00–11:30	Speaker rehearsals, 15 minutes each, in show order	Palomino 4–7	Every presenter rehearses on the Line, with the Beam
08:00–12:30	Airport meet-and-greet, rolling shuttles from Phoenix Sky Harbor	PHX baggage claim to resort	Branded greeters; about 25 miles, plan 45 to 60 minutes each way
10:00–13:15	**Registration opens: the Survey Office**	North Palomino Foyer	Badge, claim deck, unengraved marker, room key hand-off with the resort's front desk
11:30–13:15	Arrival lunch, buffet	Palomino 1–3, rounds of 10	Three double-sided buffet lines in the foyer
13:15	**Doors open.** Walk-in through the contour light tunnel	Palomino 4–7, theater	Day-one film on loop on the LED; music at walk-in level
13:45	**Cold open.** House to black. The Beam sweeps doors to stage. The Map lights. Title: THE CLAIM		The day-one film's final run plays full volume here
13:50	Welcome and CEO keynote: **"The Market Is Bigger Than Our Map"**		40 min. FY26 in five numbers; the FY27 thesis
14:30	CRO keynote: **"FY27: The Number, and How We Claim It"**		35 min. Targets, comp principles, the claim mechanic explained
15:05	Break	N. Palomino Plaza and foyer	25 min. Coffee, cold brew, protein, daylight
15:30	**Product launch: Northbeam Horizon** (Chief Product Officer)	Palomino 4–7	35 min. The big reveal: live demo on the full LED
16:05	Customer fireside: **"Why We Bet Our Network on Northbeam"**		20 min. A customer's VP of Logistics, interviewed on the Line
16:25	**First Stakes.** Four regional VPs walk the Line, each reveals their region's FY27 claim target on The Map		25 min. Region sections in the house are seated together for this
16:50	Tomorrow, logistics, Beam out		10 min
17:00–18:15	Free: check-in, change		Bring a jacket: mid-60s °F by day, into the 40s after dark
18:15	Walk and shuttle to Copper Canyon	Resort grounds	Shuttle loop for anyone who doesn't want the walk
18:30–21:30	**Claim Camp**	Copper Canyon, reception	Fire pits, grill stations, live band on the built-in stage; heaters throughout
21:30–23:00	Late lounge, hosted	The Plaza Bar	Then on own



18:30. CLAIM CAMP AT COPPER CANYON. The resort's own mining-town venue, five minutes from the rooms: fire pits, heaters, a band on the built-in stage, and the Beam on a mast, pointed at the sky as the band starts.

BARS	3, one per 100
GRILL AND FOOD	5 stations, one per 60
FIRE PITS	4, the venue's own
HEATERS	20, about 15' apart
WEATHER CALL	12:00 Day 1
BACKUP	Palomino 8–10, held

13:45. THE HOUSE GOES BLACK, THE BEAM FINDS THE STAGE, AND THE MAP LIGHTS FOR THE FIRST TIME.



DAY 2 · WEDNESDAY 13 JANUARY 2027

THE STAKE

Put your name on it.

MORNING	Who we hunt, the Win Room
BREAKOUTS	2 rounds × 7 rooms
CLAIM SESSIONS	13:30, five regional rooms
THE WALL	Filed 15:30 – 16:30
NIGHT	The Assay, Princess A–E

The working day, and the hardest. By 16:30 every seller's claims are on the wall, in public.

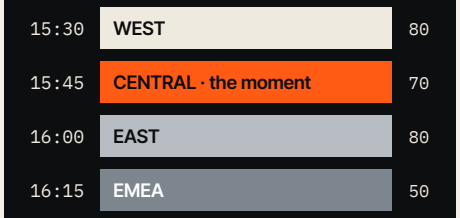
DAY 2 · THE STAKE

WEDNESDAY 13 JANUARY

TIME	BLOCK	ROOM / SET	NOTES
06:30–07:50	Breakfast, buffet	Palomino 1–3, rounds of 10	
07:00	Claim Wall open for browsing	N. Palomino Foyer	Each region's ground outlined, still dark
07:50	Doors	Palomino 4–7, theater	
08:00	Open: the Day 1 film, cut overnight		4 min. Yesterday's faces, yesterday's peak
08:05	**"Who We Hunt: The FY27 Go-to-Market"** (CMO and CRO)		30 min. Segments, ideal customer profile, the named target list behind The Map
08:35	**The Win Room**		25 min. Three reps tell the FY26 deal nobody thought they could win; five minutes each, then one question each from the CRO
09:00	**"Know the Other Guy":** competitive teardown (product marketing)		25 min. How we lose, and what to say in the room when it starts to happen
09:25	The day's mission, the claim rules		15 min
09:40–10:00	Break	N. Palomino Plaza	
10:00–11:00	**Breakout Round 1: role enablement** (7 rooms, overleaf)	Classroom	
11:00–11:15	Turn		
11:15–12:15	**Breakout Round 2: Horizon deep-dives by role** (same rooms)	Classroom	
12:15–13:15	Lunch, buffet	Palomino 1–3, rounds of 10	Seated by region, so the claim sessions start at lunch
13:30–15:30	**Breakout Round 3: the Claim Sessions** (regional pods, overleaf)	Rounds of 7 to 8	Two hours. Each pod is a selling team: AE, SDR, SE, CSM. Output: claim cards, filled
15:30–16:30	**Filing the Claims**	Claim Wall, N. Palomino Foyer	By region in 15-minute windows; a live counter tallies claimed pipeline against each region's target
15:30–16:30	Manager one-to-ones, 10 minutes per seller, outside each region's window	Breakout rooms	Each manager signs off their sellers' claims
16:30–18:15	Free		
18:15–19:00	**The Assay: reception**	Princess East Foyer	Cocktail attire. Three bars, passed bites
19:00	Doors	Princess A–E, rounds of 10	
19:10	Welcome, the Beam, first course		
19:35	**Awards block 1:** the team awards		15 min
20:20	**Awards block 2:** the role awards		15 min, after mains
20:55	**Awards block 3:** Manager of the Year, then the top seller of FY26		15 min, with dessert. The night's peak
21:15–23:00	Dance floor opens, live band into DJ	Princess A–E	Same room, no flip
23:00	Hard stop		

15:30 – 16:30 · FILING WINDOWS

THE WALL FILLS, REGION BY REGION



Account name, opportunity, the quarter it closes. A live counter on the wall tallies claimed pipeline against each region's target. Unclaimed ground stays dark.

THE CENTRAL REGION FILES ITS LAST CARD AND THE COUNTER TICKS OVER ITS TARGET IN FRONT OF EVERYONE.

ON STAGE	4 blocks, 08:00 – 09:40
BREAKOUT SEATS	300 per round
CLAIM PODS	37 teams + the Claim Desk
ONE-TO-ONES	10 min per seller
ASSAY SEATS	30 rounds of 10

DAY 2 · 10:00 TO 15:30

ARM EVERY ROLE. THEN STAKE THE GROUND TOGETHER.

Rounds 1 and 2 run in the same seven rooms, so nobody changes building between them: each role learns its craft at 10:00 and how Horizon sells in its world at 11:15. Round 3 regroups the whole company by region, in pods that are real selling teams.

FOR	SEATS	ROOM	ROUND 1 · 10:00 · ROLE ENABLEMENT	ROUND 2 · 11:15 · NORTHBEAM HORIZON, BY ROLE
Enterprise AEs	50	Palomino 8	Multithreading the Committee: Selling to the COO, CFO and CIO at Once	Horizon Across the Global Network: Predictive ETAs in a Multi-Carrier Enterprise
Mid-market AEs	60	Palomino 9	Mutual Action Plans That Close in Quarter	Horizon in the First Call: The Three-Question Opener
Commercial AEs	40	Palomino 10	The 30-Day Cycle: Running a Tight Commercial Motion	Packaging Horizon: Pricing, Bundles and the Upgrade Path
SDRs	50	Arabian A & B	Pipeline from Signal: Outbound Built on Intent and Trigger Events	Ten Horizon Hooks: Messaging That Books Meetings
Solutions engineers	40	Moor 1	The Demo Is a Story: Discovery-Led Demos	Horizon Under the Hood: Integrations, Data Model and the Proof-of-Value Kit
CS and account mgrs	40	Dorado A & B	Expansion Is a Sales Motion: Finding the Second Contract	Horizon for the Installed Base: Building Your Expansion List
Leaders, RevOps	20	Golden Room	Forecast Discipline: Commit, Best Case, and the Call You Defend	Coaching the Horizon Deal: Inspection Questions for Every Stage
Every seat, every round	**300**	**7 rooms**	Classroom sets with laptop spacing; room-by-room counts on the Rooms pages (diagram C).	

ROUND 3 · 13:30 · THE CLAIM SESSIONS

TWO HOURS, ONE OUTPUT: CLAIM CARDS, FILLED AND SIGNED.

One room per region, set in pods. Each pod is a real selling team sitting with its own accounts: AE, SDR, SE and CSM. A facilitator from enablement runs the clock; RevOps loads every pod's account list onto a tablet before the session, so nobody spends the first half hour finding data.

15	45 min	30 min	20	10
Target and white space	Pods build account plans: who, why now, entry point, close quarter	Pitch two plans, take one challenge	Write and sign claim cards	VP's charge

13:30 14:30 15:30 · walk to the wall

REGION	SEATS	SET	ROOM
West	80	10 pods of 8	Palomino 8 & 9, combined
Central	70	10 pods of 7	Palomino 10
East	80	10 pods of 8	Arabian A & B
EMEA	50	7 pods of 7 to 8	Moor 1
The Claim Desk	20	Conference	Golden Room · leadership and RevOps
Total	**300**	**37 pods**	**5 rooms**

THE CLAIM DESK. Leadership and RevOps run the counter from the Golden Room: every signed card is logged as it is filed, and the wall is mirrored into Northbeam's CRM by Thursday noon.

CLAIM CARD NO. ____ · REGION ______

ACCOUNT

OPPORTUNITY

CLOSE QUARTER Q1 Q2 Q3 Q4 SELLER

MANAGER SIGN-OFF

THE CARD, AS FILED

Every seller's deck from the Survey Office holds blank claim cards. Pods write and sign them from 15:00, the manager signs each one in a ten-minute one-to-one, and the card goes on the wall under a steel marker. Design shown is illustrative.

37
pods, each a real selling team: AE, SDR, SE and CSM

2 h
from the region's white space on screen to signed cards

4×15
filing windows at the wall, one per region, from 15:30



19:00, PRINCESS A–E. Thirty rounds of ten under a warm wash; the dance floor in front of the stage stays empty through dinner and becomes the walk for every winner.

300
seats, 30 rounds of 10, plated three courses

30
servers, one per table, timed to the awards

3×15
awards blocks in minutes, between courses

20 s
back row to stage: long enough for the room to stand

WEDNESDAY NIGHT · AWARDS

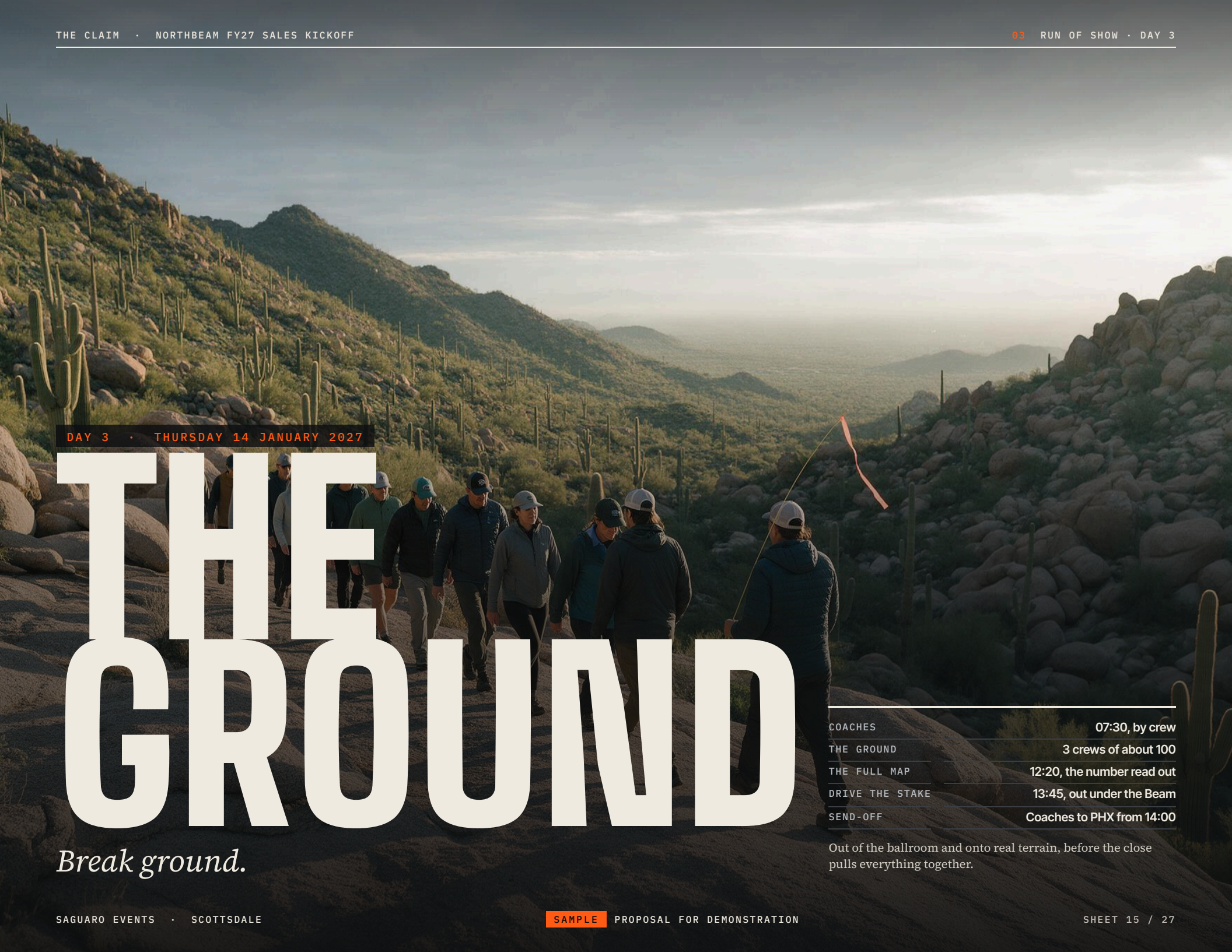
THE ASSAY

An assay is how a miner learns what the ore is really worth. Wednesday night, we weigh FY26.

AWARD	WHAT IT HONORS
First Stake	Rookie of the year
The Surveyor	SDR of the year
Ground Truth	Solutions engineer of the year
Keeper of the Claim	Customer success: retention and expansion
Deepest Vein	Largest deal of FY26
The Long Haul	Longest cycle closed: the deal that took the most patience
Region of the Year	The region furthest over its number
Assay Grade	Manager of the year
The Motherlode	Top seller of FY26 · the night's peak, 20:55

Reception from 18:15 in the Princess East Foyer, three bars and passed bites. Doors at 19:00, the Beam at 19:10, then the team awards, the role awards after mains and the last two with dessert. Band into DJ at 21:15 in the same room; hard stop 23:00.

EVERY WINNER WALKS THE DANCE FLOOR. TWENTY SECONDS IS LONG ENOUGH FOR 300 PEOPLE TO STAND.



DAY 3 · THURSDAY 14 JANUARY 2027

THE GROUND

Break ground.

COACHES	07:30, by crew
THE GROUND	3 crews of about 100
THE FULL MAP	12:20, the number read out
DRIVE THE STAKE	13:45, out under the Beam
SEND-OFF	Coaches to PHX from 14:00

Out of the ballroom and onto real terrain, before the close pulls everything together.

DAY 3 · THE GROUND

THURSDAY 14 JANUARY

TIME	BLOCK	ROOM / SET	NOTES
06:30–07:30	Breakfast, grab-and-go; luggage check with the bell desk	N. Palomino Foyer	Check out before boarding. Bags travel to the coaches at 14:00
07:30	Coaches load by crew	Resort motor court	Four 56-seat motorcoaches (224 seats) for the Ridge and Wash crews; the Course Crew walks or rides the resort shuttle
07:45–11:15	**The Ground: three crews of about 100**	Off property	Each seller picked a crew at registration
	Ridge Crew: guided Sonoran desert hike, McDowell Sonoran Preserve		Groups of 12 to 15, one naturalist guide each; any permits handled by Saguaro
	Wash Crew: guided desert jeep tour with a licensed Scottsdale outfitter		Staggered departures, one guide per vehicle
	Course Crew: skills challenge at TPC Scottsdale, next door to the resort		Subject to the course: by mid-January TPC is building for the WM Phoenix Open (8 to 14 Feb 2027), confirmed at contract
11:15–12:10	Return, lunch	Palomino 1–3, rounds of 10	
12:10	Doors	Palomino 4–7, theater	
12:15	Open: **The Ground**, a three-minute film cut this morning		Quick-turn editor riding with the crews
12:20	**The Full Map.** The Claim Wall, photographed and lit on the LED; RevOps reads the claimed pipeline total, by region, against target		15 min. The number every seller will remember
12:35	Guest keynote		35 min. An outside voice on preparation and commitment (an expedition leader, a championship coach), booked to budget
13:10	**"Work the Claim":** CEO and CRO, the final charge		25 min
13:35	**President's Club reveal**		10 min. Destination and qualifying line, on the Map
13:45	**Drive the Stake.** The last line; the Beam swings to the open doors; the house walks out under it		15 min. Engraved stakes handed over at six region tables by the doors
14:00	Send-off: coaches to Phoenix Sky Harbor	Resort motor court	Two 56-seat coaches at each of 14:00, 14:30 and 15:00. Book flights after 16:30
14:30	Strike	All rooms	Load-out complete by 22:00



13:45. THE STAKE. Nine inches of machined steel, engraved with each seller's name, region and FY27 number. Handed over at the doors; on a desk by Monday; still there in May.

RIDGE CREW	**Hike, groups of 12 to 15**
WASH CREW	**Jeep, one guide per vehicle**
COURSE CREW	**TPC Scottsdale, next door**
OUT, 07:30	**4 × 56 seats = 224**
HOME, 14:00	**6 × 56 seats = 336**

Every crew carries an accessible track: the Wash Crew's vehicles and the Course Crew are step-free options.



THE GROUND THE KICKOFF STANDS ON. Sonoran desert, dry and mid-60s °F by day in mid-January, about 25 miles from Phoenix Sky Harbor. Atmosphere plate; final venue photography from the resort.

PROBLEM ONE · THE FLIP

At most resorts the general session room becomes the awards dinner overnight, so the launch stage comes down after one day, or the gala happens in a half-dressed theater. Here we take the **Palomino Conference Center** exclusively for the three days: the general session set stands from Monday load-in to Thursday's close, meals have their own room, breakouts have theirs. Awards night moves to the **Princess Conference Center** across the resort, a different building with its own foyer, dressed only for that night. Nobody waits on a flip, and the walk over is part of the evening.

PROBLEM TWO · THE NIGHT-ONE VENUE

Copper Canyon is the resort's own western mining town, with a built-in stage, dance floor and campfire pits. For a concept called The Claim it is the right ground, five minutes from your rooms instead of a coach ride away.

Getting there. Phoenix Sky Harbor (PHX), about 25 miles. Plan 45 to 60 minutes by coach.

04 · THE VENUE

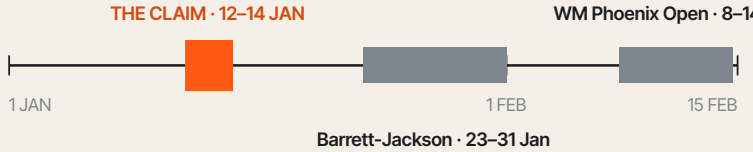
FAIRMONT SCOTTSDALE PRINCESS

7575 EAST PRINCESS DRIVE, SCOTTSDALE, ARIZONA

The resort runs two stand-alone conference centers, each built around a ballroom of roughly 23,000 square feet, plus a restored mining-town venue on its own grounds and the TPC Scottsdale courses next door. For a kickoff of 300 that combination is rare, and it solves the two problems that quietly wreck most kickoffs.

ONE CONFERENCE CENTER FOR THE WORK, A SECOND FOR THE NIGHT. THE LAUNCH STAGE NEVER COMES DOWN.

WHY THESE DATES



Tuesday 12 to Thursday 14 January 2027 lands before Scottsdale's two biggest weeks: Barrett-Jackson's collector car auction fills the city from 23 to 31 January, and the WM Phoenix Open takes over TPC Scottsdale, next door to the resort, from 8 to 14 February. Mid-January gets the dry desert season before rates and road traffic peak.

AIRPORT	PHX, about 25 miles
BY COACH	45 to 60 minutes
EVENT SPACE	316,000+ sq ft, resort-wide
NEXT DOOR	TPC Scottsdale

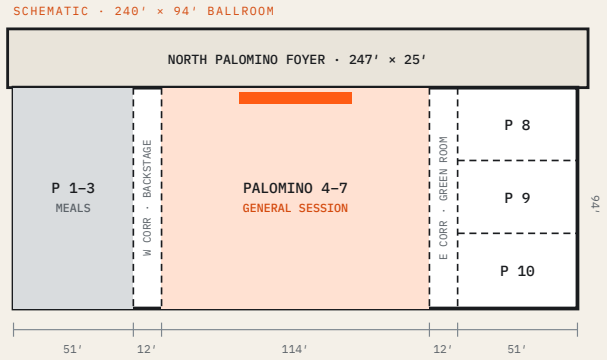
EVERY SPACE WE USE, AGAINST THE RESORT'S OWN CHART

RATED FOR THOUSANDS. SET FOR A SHOW OF 300.

SPACE	SIZE	AREA, SQ FT	CEILING	RESORT'S RATED CAPACITY	OUR USE
Palomino Ballroom (whole)	240′ × 94′	22,560	18′	Theater 2,990	Booked exclusive, all sections
Palomino 4–7	114′ × 94′	10,716	18′	Theater 1,400	**General sessions**, theater 320
Palomino 1–3	51′ × 94′	4,794	18′	Rounds 320	**Meals**, 30 rounds of 10
Palomino 8, 9, 10 (each)	51′ × 31′	1,581	18′	Classroom 100	**Breakouts**
Palomino 8 & 9 (combined)	51′ × 62′	3,162	18′	Rounds 210	West claim session, 80
Arabian A & B (combined)	48′ × 40′	1,920	12′	Classroom 100 · Rounds 100	Breakout 50 · East claim 80
Moor 1	43′ × 26′	1,118	12′	Classroom 65 · Rounds 60	Breakout 40 · EMEA claim 50
Dorado A & B (combined)	27′ × 50′	1,350	12′	Classroom 65	Breakout 40
Golden Room	40′ × 25′	1,000	12′	Classroom 52	Leaders 20 · the Claim Desk
North Palomino Foyer	247′ × 25′	6,175	15′	Reception 630	Registration, Claim Wall, buffets
North Palomino Plaza (outdoor)		7,383	open	Reception 600	Breaks in the sun
Princess A–E	90′ × 114′	10,260	18.6′	Rounds 810	**The Assay**, 30 rounds of 10
Princess East Foyer	240′ × 36′	8,640	13.8′	Reception 860	Assay reception
Copper Canyon (outdoor)		20,880	open	Reception 1,500 · Rounds 775	**Claim Camp**
The Plaza Bar, lounge				Reception 500	Late lounge, night one

SOURCE. The Fairmont Scottsdale Princess's own capacity chart and meetings page, read 1 November 2026: more than 316,000 sq ft of indoor and outdoor event space, two ballrooms of about 23,000 sq ft, conferences up to 3,000.

PALOMINO CONFERENCE CENTER · KEY PLAN



Section sizes from the resort's chart; 51 + 12 + 114 + 12 + 51 = 240 ft. The order of sections and the door positions are confirmed against the resort's CAD drawings at the site visit.

ROOM BLOCK (SAMPLE)

MONDAY NIGHT	**40 rooms, leaders and crew**
TUE AND WED	**About 320 rooms**
OCCUPANCY	**Single, as kickoffs are**

The block and the food and beverage minimum earn the exclusive hold on the whole Palomino Conference Center; we negotiate the two together.

WHY NOT THE OTHERS

JW Marriott Scottsdale Camelback Inn. Two ballrooms and a strong conference team, in sight of Camelback Mountain. Our alternate, and our first call if the Princess cannot hold the dates.

The Phoenician. A beautiful address, and the right one for an executive offsite; for 300 sellers we would rather put the budget into the show than the postcode.

We-Ko-Pa Casino Resort. A value play on the Fort McDowell side of the valley: a longer coach ride for 300 people at both ends of the trip.

Alternates named for comparison only; measured against this program at the site visit before any recommendation changed.

05 · THE ROOMS

OURS ASSUME A SHOW.

A room that is too big kills a launch; a room that is too small kills the people in it. Every set starts from the resort's rated capacity and subtracts what a real show needs: a stage, an LED wall, a control position, cameras, aisles wide enough to empty the room quickly. The capacities a hotel prints assume chairs wall to wall and nothing else.

All sets are drawn for 300 attendees. Final orientation is confirmed against the resort's CAD drawings and rigging plot at the site visit, and every floor plan goes to the resort for fire marshal approval before the contract's first production deadline.

DRAWING CONVENTIONS

- Room wall
- Airwall
- Stage, thrust, Claim elements
- Chair, 22" centers
- Wheelchair position
- EXIT — Exit door
- Dimension, feet and inches
- The Beam's path

A GENERAL SESSION · PALOMINO 4–7

THEATER 320 · 114′ × 94′ · 18′ CEILING · RATED 1,400

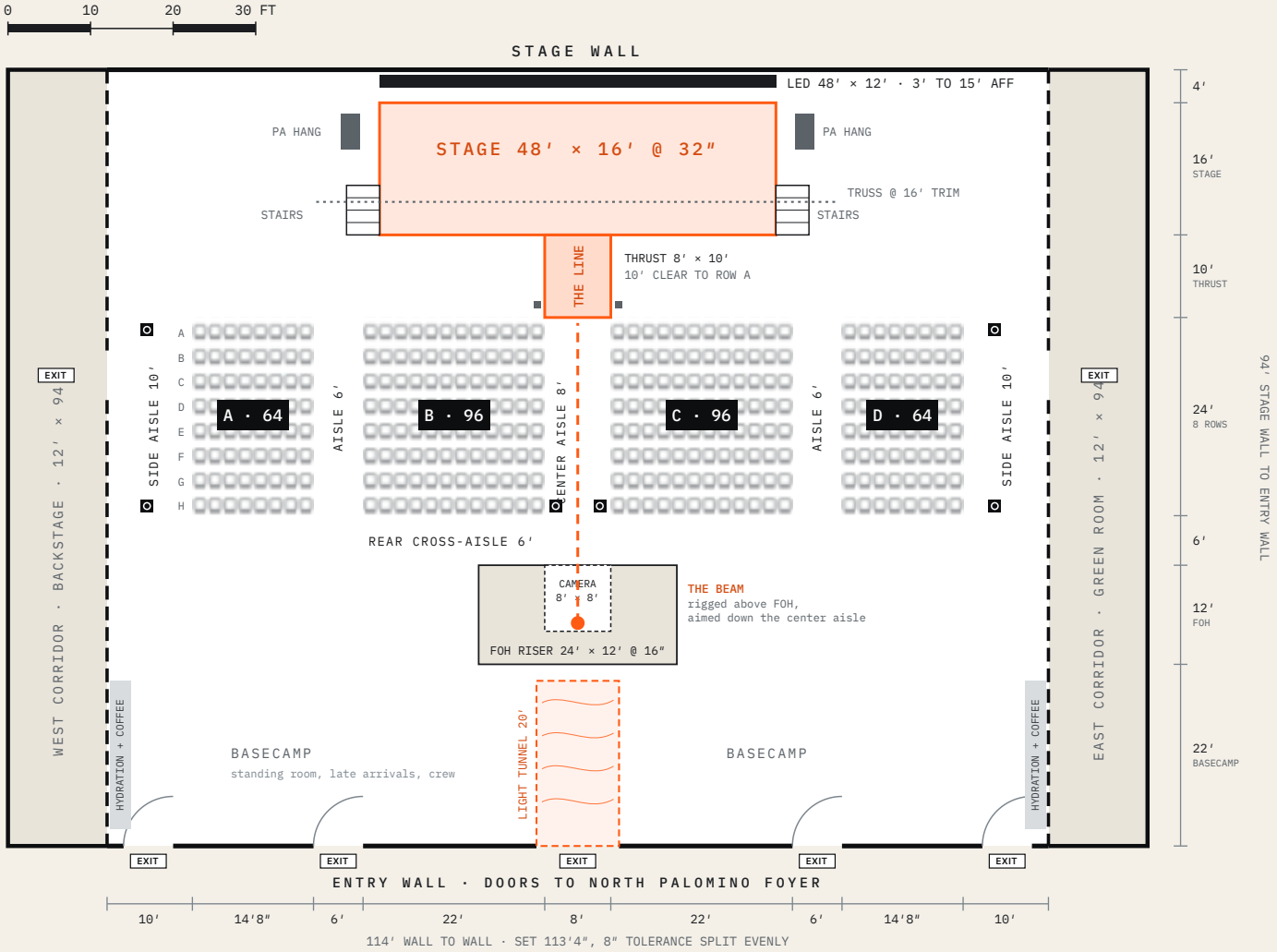


DIAGRAM A. 40 seats a row × 8 rows = 320 seats for 300 registrants: a 20-seat cushion so regions sit together; the last row is roped and released if it isn't needed. The corridors are backstage and green room, and a sound buffer to the meal and breakout rooms.

320
seats, A 64 · B 96 · C 96 · D 64

33.5
sq ft per seat

6
wheelchair positions

6 seats
farthest from an aisle

A · DEPTH, STAGE WALL TO ENTRY WALL

ZONE	FROM–TO	DEPTH
LED and crossover	0–4′	4′
Stage deck, 48′ × 16′ at 32″	4–20′	16′
Thrust “the Line” and front clearance	20–30′	10′
Seating, rows A–H at 36″	30–54′	24′
Rear cross-aisle	54–60′	6′
Front of house: riser 24′ × 12′, camera 8′ × 8′	60–72′	12′
Basecamp: rails, light tunnel, standing	72–94′	22′
Room depth		**94′**

A · WIDTH, WALL TO WALL

ELEMENT	SEATS	WIDTH
Side aisle, left		10′
Block A, 22″ centers	8	14′8″
Interior aisle		6′
Block B	12	22′
Center aisle, the Beam’s path		8′
Block C	12	22′
Interior aisle		6′
Block D	8	14′8″
Side aisle, right		10′
Set, of a 114′ room (8″ tolerance)	**40**	**113′4″**

A · COUNTS

40 × 8 = 320

SEATS A ROW × ROWS · FOR 300 REGISTRANTS

A	B	C	D
64	96	96	64

SPACE PER SEAT	33.5 sq ft
PRODUCTION NORM	20 – 35 sq ft
BARE THEATER	7 – 8 sq ft
SHARE OF RATED	23% of 1,400

EGRESS

No seat is more than 6 seats from an aisle: the longest run is half of a 12-seat block. Every aisle is 6′ or wider, well over the 42″ a level aisle with seats on both sides requires. Rows at 36″ back-to-back on banquet chairs leave about 16″ clear against a 12″ minimum. At this load the room needs two exits; the entry wall alone has more, and the side aisles run straight to the corridor doors. The resort’s fire marshal-approved plan governs.

ACCESSIBILITY

Six wheelchair spaces, the building code’s figure for 301 to 500 seats, dispersed: two at the ends of row A, two at the ends of row H off the cross-aisle, two at the center aisle’s rear, each with a companion seat beside it.

SIGHTLINES

Front row 10′ from the stage edge; last row about 50′ from the LED face. A 12′-tall image reads clearly to about 72′ (six times its height for detail), so every seat is inside the comfortable range.

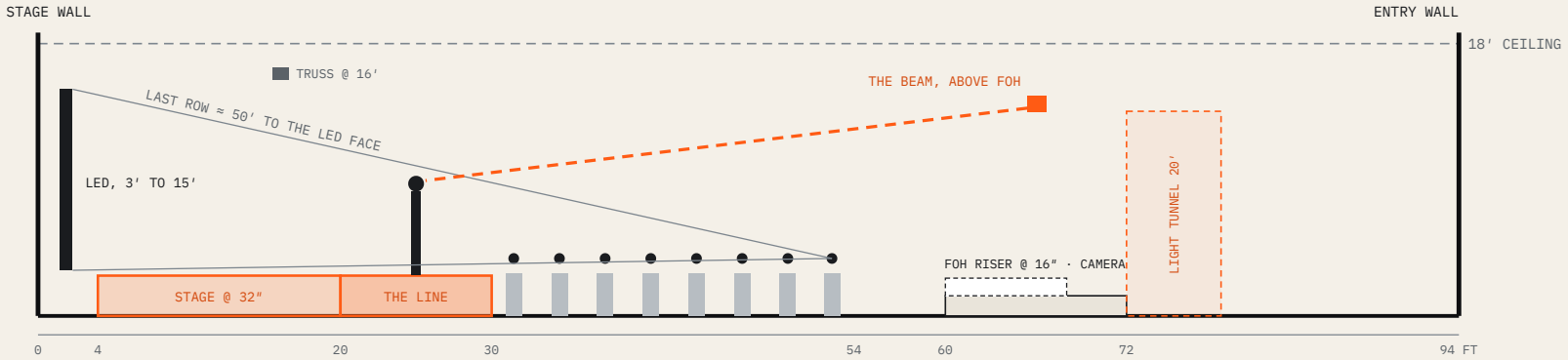
PRODUCTION ON THIS PLAN

LED wall 48′ wide × 12′ high, a 4 to 1 panorama for The Map, bottom edge 3′ off the floor and top at 15′ under an 18′ ceiling. Lighting truss downstage at about 16′ trim. The Beam rigged above the FOH riser, aimed down the center aisle. Two speaker hangs left and right of the stage plus front fills along the thrust.

320 SEATS IN A ROOM RATED FOR 1,400. THE OTHER 77 PERCENT IS THE SHOW.

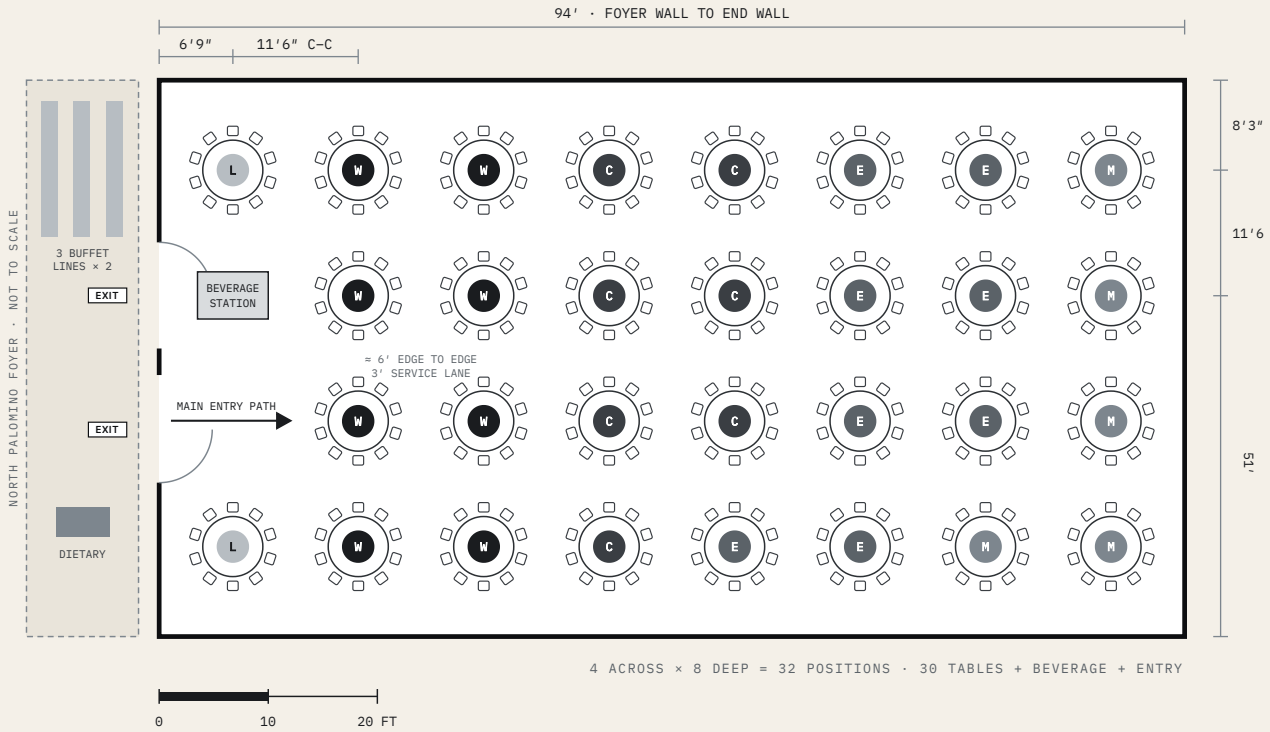
SECTION A–A · THROUGH THE CENTER AISLE, LOOKING ACROSS THE ROOM

HEIGHTS TO SCALE WITH DEPTHS



B MEALS · PALOMINO 1–3

ROUNDS OF 10, 300 · 51′ × 94′ · RATED 320



EVERY MEAL IN THIS ROOM

TUE · 11:30–13:15
ARRIVAL LUNCH
Rolling, as shuttles land from PHX

WED · 06:30–07:50
BREAKFAST
Buffet, doors at 07:50

WED · 12:15–13:15
LUNCH BY REGION
The claim sessions start at the table

THU · 11:15–12:10
RETURN LUNCH
Crews back from The Ground

B · THE MATH

30 × 10 = 300

66″ ROUNDS × CHAIRS

GRID	4 across × 8 deep
CENTERS	11′6″ both ways
TABLE + CHAIRS	about 8′6″
SIDE MARGINS	8′3″ to center
END MARGINS	6′9″ to center
PER PERSON	16 sq ft (norm 10–12.5)

BUFFETS IN THE FOYER

Three double-sided lines, six serving faces, plus one station for allergens and dietary meals. A double-sided line serves about 100 to 120 guests in 15 to 20 minutes, so 300 people are through in about 20. The room holds only tables, and a 300-person lunch seats, eats and clears in 60 minutes.

USES

Day 1 arrival lunch; Day 2 breakfast and lunch; Day 3 lunch.

DAY 2 LUNCH, SEATED BY REGION

West	8
Central	7
East	8
EMEA	5
Leadership and RevOps	2

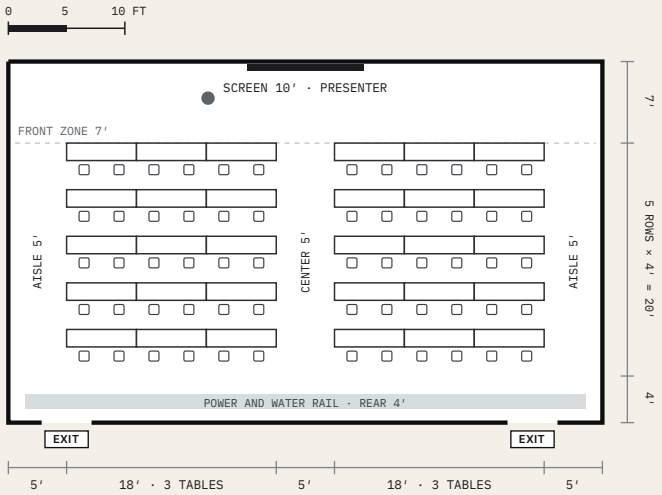
30 tables. The claim sessions start at lunch.

C BREAKOUTS · ONE ROOM, TWO SETS

C1 CLASSROOM 60 · C2 PODS 80

C1 · PALOMINO 9 (TYPICAL) · CLASSROOM 60

ROUNDS 1 AND 2 · 51′ × 31′ · 1,581 SQ FT · RATED CLASSROOM 100

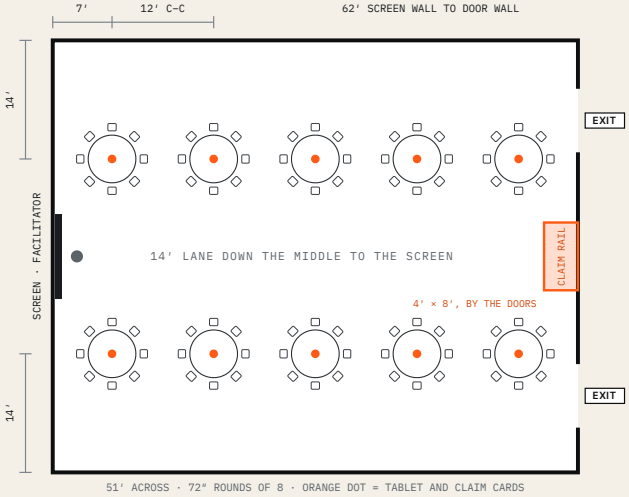


TABLES	5 rows × 6, 6′ × 18″
SEATS	2 per table, laptops
COUNT	5 × 6 × 2 = 60
OF RATED	60% of 100

Row pitch 4′: an 18″ table plus 30″ for chair and pass-through. The rated 100 assumes three to a table; with laptops and a screen in front, two is right. The other rooms scale the same way: Palomino 8 at 50, Palomino 10 at 40, Arabian A & B at 50, Moor 1 at 40, Dorado A & B at 40, the Golden Room at 20 around one conference table.

C2 · PALOMINO 8 & 9 COMBINED · PODS 80

ROUND 3, WEST CLAIM SESSION · 62′ × 51′ · 3,162 SQ FT · RATED ROUNDS 210



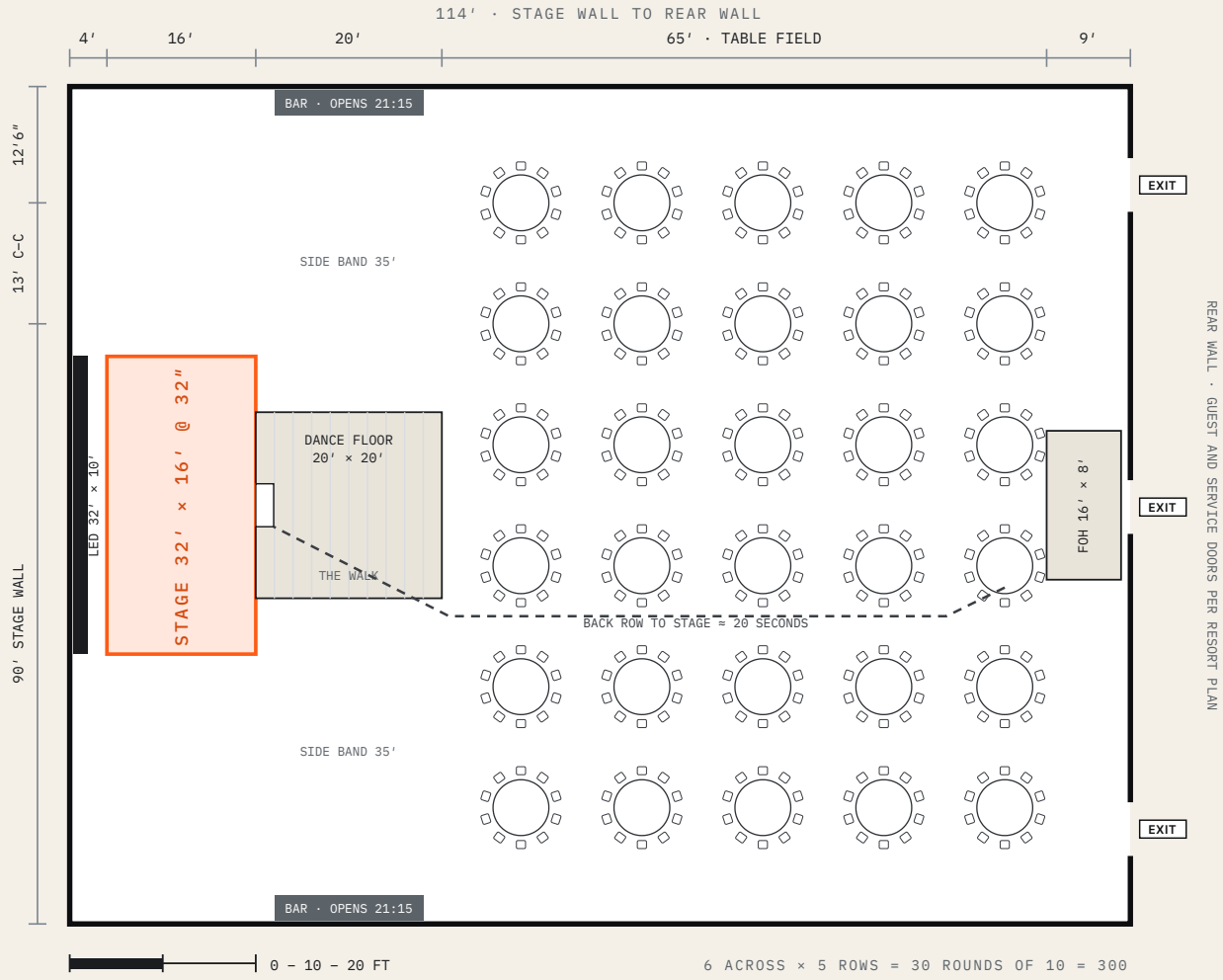
PODS	2 across × 5 deep
SEATS	10 × 8 = 80
PER PERSON	39.5 sq ft
OF RATED	80 of 210

Each 72″ round seats one selling team of 8, with a tablet stand and a stack of claim cards at the center. Workshops need room to stand up, move and argue. The other regions: Central 70 in Palomino 10 (10 pods of 7 on 60″ rounds), East 80 in Arabian A & B (10 pods of 8), EMEA 50 in Moor 1 (7 pods of 7 to 8).

ROOM, EVERY BREAKOUT	SIZE	RATED	ROUNDS 1 AND 2	ROUND 3, THE CLAIM SESSIONS
Palomino 8	51′ × 31′	CR 100	Enterprise AEs, classroom 50	West 80, combined with Palomino 9: 10 pods of 8 (C2)
Palomino 9	51′ × 31′	CR 100	Mid-market AEs, classroom 60 (C1)	
Palomino 10	51′ × 31′	CR 100	Commercial AEs, classroom 40	Central 70: 10 pods of 7 on 60″ rounds
Arabian A & B	48′ × 40′	CR 100	SDRs, classroom 50	East 80: 10 pods of 8
Moor 1	43′ × 26′	CR 65	Solutions engineers, classroom 40	EMEA 50: 7 pods of 7 to 8
Dorado A & B	27′ × 50′	CR 65	CS and account managers, classroom 40	Released
Golden Room	40′ × 25′	CR 52	Leaders and RevOps, one conference table, 20	The Claim Desk, 20

D THE ASSAY · PRINCESS A–E

ROUNDS OF 10, 300 · 90′ × 114′ · 18.6′ · RATED 810



D · THE MATH

6 × 5 × 10

= 300 SEATS · 72″ ROUNDS

ZONE	FROM–TO	DEPTH
LED and crossover	0–4′	4′
Stage, center stairs	4–20′	16′
Dance floor, the walk	20–40′	20′
Table field, 5 rows	40–105′	65′
FOH riser, service doors	105–114′	9′
Room depth		**114′**

ROW CENTERS	48′6″ to 100′6″
ACROSS	13′ C–C, 12′6″ margins
BEHIND CHAIRS	about 4′, plated standard
FRONT ROW	4′ back from the floor
DANCE FLOOR	400 sq ft, about 100
PER PERSON	34 sq ft

SERVICE

Plated, three courses; one server per table for wine and courses, 30 in all, timed around the three awards blocks. Two bars on the side walls by the dance floor open at 21:15; through dinner, wine is poured at the tables. Three more bars in the East Foyer for the reception.

The floor sits empty through dinner and becomes the walk to the stage for every winner: generous on purpose.

30
rounds of 10, 72″

13′
centers, about 4′ behind chairs

400
sq ft of dance floor, about 100 at once

0
flips: same room, dinner to dance floor

F ARRIVAL · NORTH PALOMINO FOYER

247′ × 25′ · 6,175 SQ FT · RATED RECEPTION 630 · SCHEMATIC

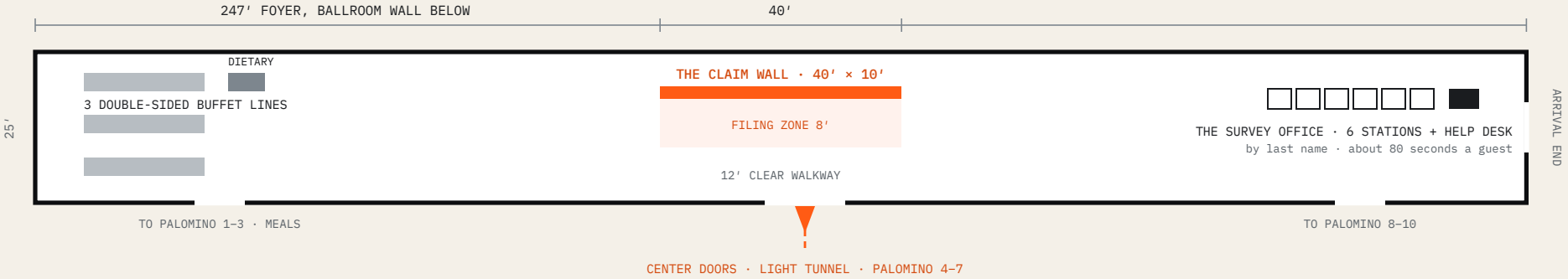
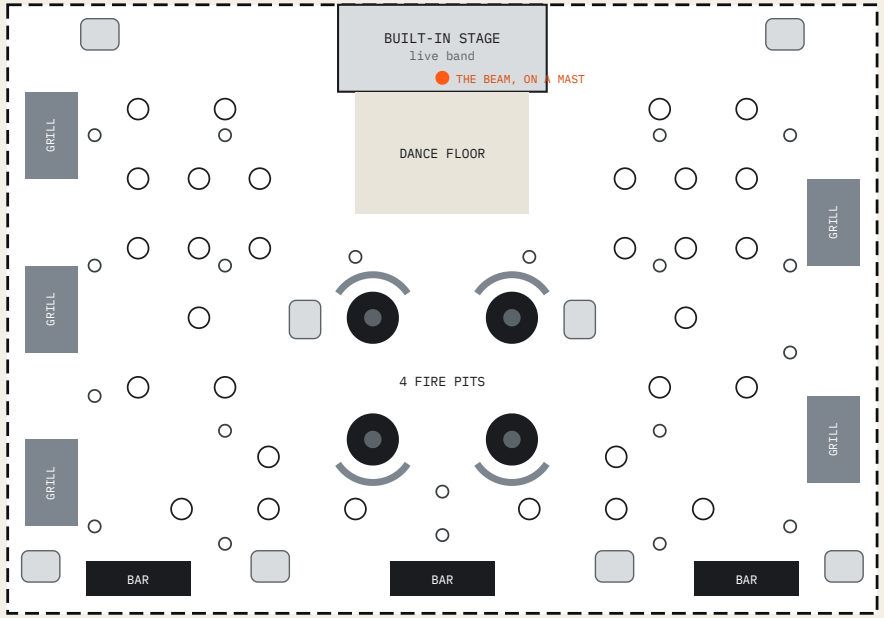


DIAGRAM F. Six stations at about 80 seconds a guest move 270 people an hour, which covers the noon peak with no line longer than a few minutes. The Claim Wall stands freestanding and 2′ deep, centered on the general session doors, with an 8′ filing zone at its face and 12′ of walkway kept clear in front of the doors.

Schematic: the foyer's depth and length are to scale, the end each element sits at follows the key plan on sheet 18, and positions are confirmed on the resort's CAD at the site visit.

E CLAIM CAMP · COPPER CANYON

RECEPTION 300 · SCHEMATIC



ACTIVE FOOTPRINT ≈ 100′ × 70′ ≈ 7,000 SQ FT OF 20,880 · 23 SQ FT A GUEST · THE REST DRESSED WITH LIGHT

E · COUNTS FOR 300

ELEMENT	COUNT	RULE
Bars	3	one per 100 guests
Grill and food stations	5	one per 60, around the edge
Fire pits	4	the venue's own, low seating
High-top tables	30	about 120 standing
Lounge clusters	8	with picnic tables, 100+ seated
Patio heaters	20	about 15′ apart
The Beam	1	on a mast, to the sky as the band starts

Lines never cross the center: food lives on the edge, fire in the middle, the band at the head. Copper Canyon is rated for 1,500 at reception; we use about a third of it and dress the rest with light so the space doesn't swallow 300 people.

WEATHER CALL · 12:00 DAY 1

Cold is the likely problem, rain the rare one. Indoor backup: Palomino 8–10, rated reception 500, held until the call.

Large white circle: high-top Rounded grey block: lounge cluster Small open ring: heater

06 · PRODUCTION AND LOGISTICS

WHAT IT TAKES, COUNTED.

STAGE AND SCREEN

General session: 48′ × 16′ stage at 32″, 8′ × 10′ thrust, 48′ × 12′ LED panorama, two speaker hangs and front fills, a downstage lighting truss, the Beam. Awards: 32′ × 16′ stage, 32′ × 10′ LED, 20′ × 20′ dance floor. Show calling from one front-of-house position per room; one stage manager per show.

CONTENT CAPTURE

Two cameras live to the LED for magnification in the general session; a photographer and a quick-turn editor across all three days, producing the Day 1 film by Wednesday 08:00 and The Ground film by Thursday 12:15.

TRANSPORT

Airport meet-and-greet and rolling shuttles Tuesday 08:00 to 12:30; four motorcoaches for The Ground; six coach departures to Sky Harbor on Thursday from 14:00. A resort shuttle loop to Copper Canyon on Tuesday night.

ACCESSIBILITY

Wheelchair positions in every set, step-free routes between all rooms, a ramp to both stages, an accessible track in every crew of The Ground (the Wash Crew's vehicles and the Course Crew are step-free options), captions on the LED for every general session.

DIETARY AND ALLERGENS

Collected at registration, flagged on badges with a discreet mark, served from the dedicated station at buffets and pre-plated at The Assay.

CONTINGENCIES HELD

Indoor backup for Claim Camp (Palomino 8–10) with a 12:00 weather call; a standby generator and spare LED processors for the general session; a second keynote slot pre-cleared in case a speaker's flight is late; The Ground's Course Crew redirected to a resort-based challenge if tournament build-out closes TPC to groups.

FOOD AND DRINK, BY THE COUNT · 300 ATTENDEES

DAY	BREAKFAST	BREAK	LUNCH	BREAK	EVENING
Tue 12	—	—	300, buffet	300, afternoon	300, Claim Camp stations and bars
Wed 13	300, buffet	300, morning	300, buffet	—	300, reception and plated three courses
Thu 14	300, grab-and-go	—	300, buffet	—	—

THE PRODUCTION CLOCK · MONDAY LOAD-IN TO THURSDAY LOAD-OUT

MON 11
06:00 load-in: deck, LED, truss, audio
09:00 Claim Wall and registration build
21:00 overnight LED and lighting programming

TUE 12
07:00 crew call
08:00–11:30 rehearsals on the Line, with the Beam
13:45 cold open

WED 13
08:00 Day 1 film, cut overnight
15:30 the wall goes live
18:15 Princess Conference Center opens

THU 14
12:15 The Ground film, cut that morning
14:30 strike, all rooms
22:00 load-out complete



THE RIG. A downstage truss at about 16′ trim over a 48′ panorama; every presenter rehearses on the Line, with the Beam, on Tuesday morning.

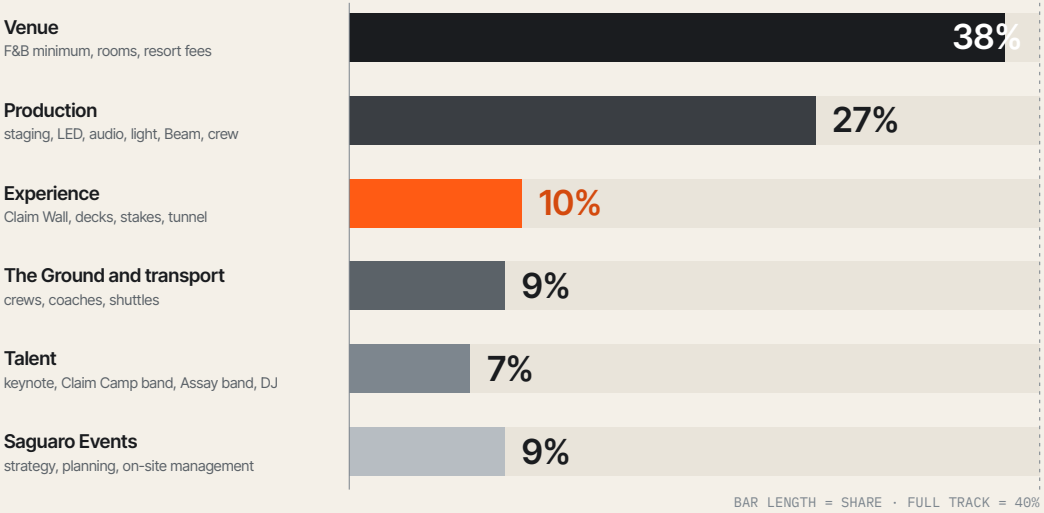
ON SITE · SAGUARO'S TEAM OF 15

Program director	1
Production manager	1
Stage managers	2
Registration lead and staff	5
Transport captain	1
F&B and venue liaison	1
Breakout room captains	2
Offsite lead	1
Claim Wall host	1
One named planner, start to finish	**15**

07 · HOW THE INVESTMENT FALLS · ILLUSTRATIVE

SHARES, NOT SUMS. IT HOLDS AT ANY BUDGET.

Illustrative only. A sample allocation for a three-day, 300-person kickoff in Scottsdale in peak season, shown as shares of total spend. A real proposal prices every line in USD after discovery and the site visit.



LINE	SHARE OF TOTAL
Venue: food and beverage minimum, meeting room rental, resort fees	38%
Production: staging, LED, audio, lighting, the Beam, crew, content capture	27%
Experience: the Claim Wall, claim decks, engraved stakes, Claim Camp décor, the light tunnel	10%
The Ground and all transport	9%
Talent: guest keynote, Claim Camp band, Assay band and DJ	7%
Saguaro Events: strategy, planning and on-site management	9%
Total	**100%**

Guest rooms are billed to attendees' folios or the master account under the room block contract and sit outside this allocation.

WHAT NORTHBEAM TAKES HOME

THE OUTPUT IS A PIPELINE REPORT, NOT A RECAP DECK.

WED 16:30
Every seller's claims on the wall, signed off by their manager. Unclaimed ground visibly dark, so leaders see the gaps before they leave Scottsdale.

THU 12:00
RevOps has mirrored the wall into Northbeam's CRM: account, opportunity, close quarter, owner.

THU 12:20
The claimed pipeline total read to the room, by region, against target. The number every seller will remember.

MONDAY, AND MAY
A rep who filed twelve named accounts walks in with twelve named accounts, and a steel stake on the desk with their name and number on it.

ENERGY TURNED INTO PIPELINE BEFORE ANYONE REACHES THE AIRPORT.

08 · WHY SAGUARO

WE DESIGN FOR THE MONDAY AFTER.

WHAT HAPPENS NEXT

1. A 45-minute discovery call with your CRO and enablement lead.
2. A site visit at the Fairmont Scottsdale Princess: we walk the rooms with you.
3. A priced proposal and a held date within ten business days of the visit.

WE LIVE TWENTY MINUTES FROM YOUR STAGE.

Saguaro Events is a Scottsdale firm. We have walked the Palomino and Princess conference centers, the Copper Canyon grounds and the coach route from Sky Harbor; we know which week the city fills with collector cars and which month TPC grows grandstands. A national agency flies that knowledge in. We drive it over.

YOU GET THE PERSON WHO WROTE THIS BOOK.

The planner who builds your concept runs your show. No hand-off from a pitch team to a production team, no account director you meet once. One name on every email, from discovery to the last coach.

WE BUILD THE KICKOFF TO PRODUCE SOMETHING.

The Claim is not décor. It is a mechanism that turns three days of energy into named accounts in your CRM before anyone flies home. We design for the Monday after, and we will measure it with you.

OUR MATH IS ON THE PAGE.

Every room in this book is sized against the resort's own capacity chart, with every aisle, every table and every seat counted. You can check our work. Most pitches won't show you theirs.

BIG-AGENCY POLISH, AT THE SCALE YOU ACTUALLY NEED.

Three hundred people is our home ground, not a small account in somebody else's portfolio. Your kickoff gets our senior team, not our junior one.

SAGUARO EVENTS
SCOTTSDALE, ARIZONA
hello@saguaroevents.com · (480) 555-0147

SAMPLE PACKAGE. Saguaro Events and Northbeam are sample names; Northbeam's org shape, products, regions and people are invented. Venue facts from the Fairmont Scottsdale Princess's own capacity chart; Scottsdale event dates from Barrett-Jackson's and the WM Phoenix Open's own pages; all read 1 November 2026. Allocations illustrative.