

## PRG ALLIANCE INTERNAL GUIDELINE

### How to use the PRG Alliance

This document is a reference for contacting the members of the PRG Alliance. For any further question please contact Ms. Luciana Rosa, PRG Alliance Account Manager, at [Irosa@prg.com](mailto:Irosa@prg.com).

1 - The members of the PRG Alliance are preferred PRG partners in each country and they were selected according to their inventory and service level. The preference however is always to use PRG assets when possible and consider the use of the Alliance as a second option, with the goal to reach the right balance for being profitable and competitive (see on page 2 a diagram to help on the decision process).

2 - There is only one PRG Alliance member per country / technology. They can support events locally in services as Audio, Video (screen / projectors / LED), Lighting and Crew. Some of the members can also support in rigging, staging and scenography. In the future there will be more technology production services added to this list.

3 - You can contact the members directly through Salesforce only. If your location is not yet using Salesforce, you will have to communicate with Alliance members via email, always copying [Irosa@prg.com](mailto:Irosa@prg.com). Please include as much information as possible in your email, as event schedule, list of equipment required and indication of budget if there is any. Remember to consider the time difference and allowing them a reasonable timeframe to work on the quote. See page 3 for more information.

4 - There is no standard price agreed with the members, but they are all asked to give us a competitive price. You should include your markup on their prices before sending the quote to your client. As a guideline, we believe a markup of 15% to keep the prices competitive – but more important than the percentage is to serve the client. The markup has to be decided case by case by the account manager considering the knowledge of what is competitive in each market.

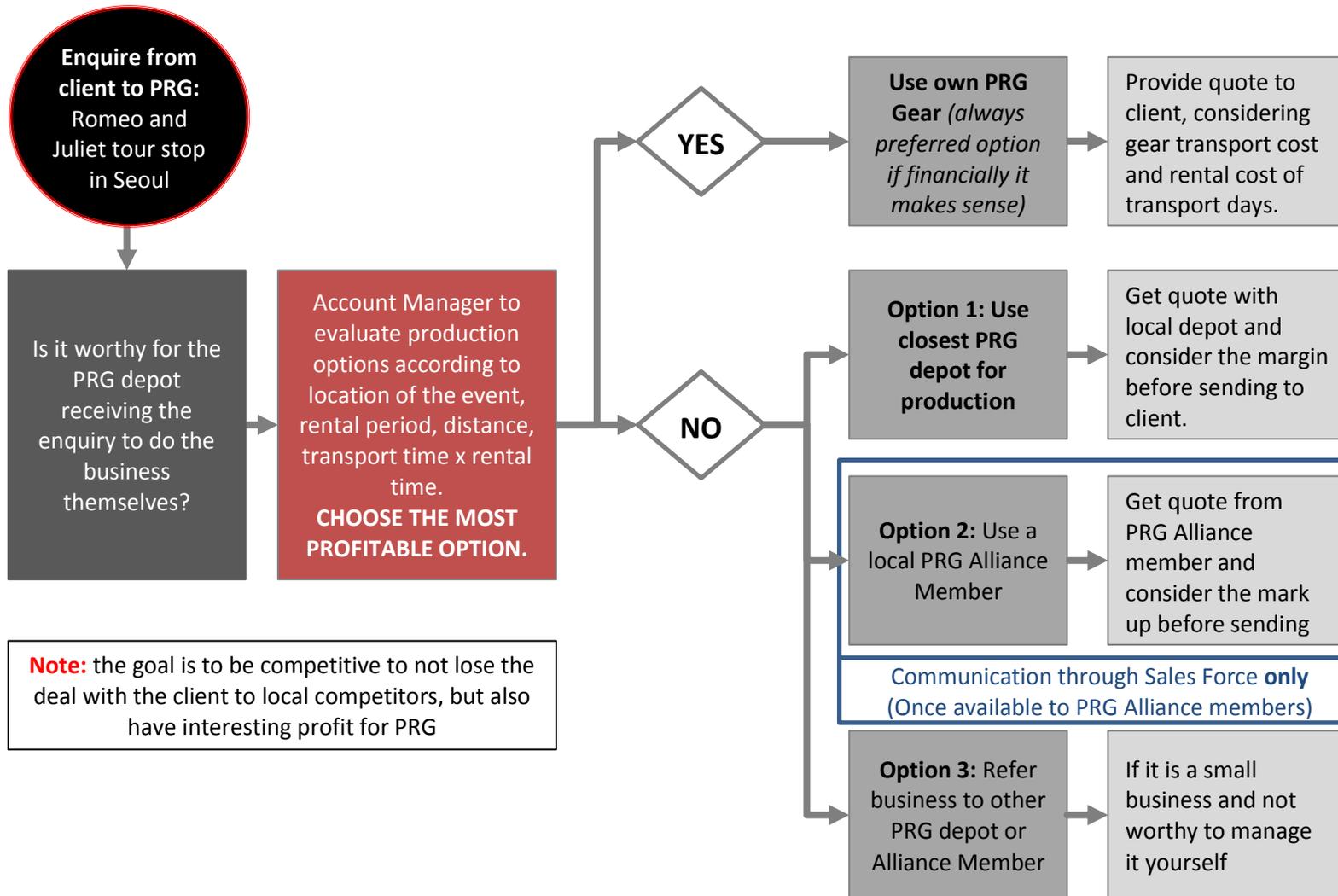
5 - The PRG Alliance members are also clients of PRG in renting our equipment for their events. Again, there is no discount or standard price to be given to them, but please consider they should be given a competitive price as a part of a long term relationship strategy. This is also valid for PRG proprietary products.

6 – Please write a feedback to the members after the event, copying [Irosa@prg.com](mailto:Irosa@prg.com). The feedback should be direct but polite.



### Decision Process Diagram

In this example, one PRG depot receives an enquiry from a client for the Romeo and Juliet tour stop in Seoul, Korea. These are the decision steps to be followed in this and other similar cases.



## Sharing Opportunities with the Alliance

If Salesforce has been deployed in your location, you are expected to still maintain the Show and Show Occurrence information prior to sharing your Opportunity with the Alliance Member. This protects your relationship with your client by ensuring the information in Salesforce is as updated as possible and maintained to our data standards.

If an Alliance Member is only quoting one portion of an Opportunity, you should clone your Opportunity and transfer the Alliance-specific Opportunity to them. To do this: click Clone on your Opportunity. On the next screen, change the Opportunity Name, Venue, etc. to reflect how this portion is distinct. Update the Amount to reflect what you are hoping the pricing will be. Then click Save.

On the saved Opportunity, click [Change] next to your name. Select "Partner User" from the drop-down on the next screen, and search to find the correct member. Chatter @ them from the Opportunity once it is in their name to notify them of the job. You should attach any relevant documents in your Chatter post to them. Also tag @Luciana Rosa to ensure she is aware and can assist you as needed.

By doing this, the Alliance Member can track their Amounts independently, and your decision to use or not use their services can also be tracked.

If an Opportunity is going to be shared with, rather than transferred to, a PRG Alliance Member, you should add them to the Opportunity Team at the bottom of the screen. This will give them access to all Notes, Attachments, Activities, other Team Members, and visibility into the Account (just its name and address). The Alliance Member will also be able to see the Contact Roles, but no contact information for those individuals.

After the Alliance Member is added to the Opportunity Team, you should Chatter @ them from the Opportunity so they can easily find the record. Communication should principally take place on the Opportunity as this protects PRG by knowing precisely what has been shared with that person in what manner. You will need to share larger files, such as CADs or renderings, via outside file sharing services, but the quote, signed contract, along with any pricing from the Alliance member should be stored on the Opportunity.

If your PRG location is not yet using Salesforce, the job details will need to pass through Luciana Rosa, who will assist with keeping the Salesforce records updated. Please note, though, that all relevant documents need to be given to her so that our Salesforce records can be complete. It is crucial that all Opportunities with Alliance Member involvement be tracked in Salesforce for us to assess the profitability of this program. If you have further questions, do not hesitate so contact Luciana so that we can continue to make this partnership more valuable to you.



## PRG Alliance Members Contact Info

Country	Company	+- Hrs GMT	Discipline						Primary Contact	Email	Telephone
			Audio	Video	Light	Rigging	Scenic	Camera			
Brazil	Crialed Produções Visuais e Eventos	-2		■					Diego Ferreira / Nara Teixeira	contato@crialed.com.br	+55 11 2291 0031
Brazil	Loudness Sonorização Ltda.	-2	■						Marcio Pilot	marcio.pilot@loudness.com.br	+55 19 3272 5199
Brazil	LPL Lighting Productions Ltda	-2			■				Caio Bertti / Rafael Auricchio	caio@lpl.com.br / rafael@lpl.com.br	+55 11 2238 5454 / +55 11 7727 3044
Denmark	[Lite]com A/S	+1		■	■	■		■	Rasmus Bremer / Torben Merrildgaard	info@litecom.dk	+45 32 961681
Italy	STS Communication and Newlight Group	+1	■	■	■	■		■	Allessandro Rosani	info@stsnewlightgroup.com	+39 02 614501
Malaysia	Orange Events	+8	■	■	■	■		■	Blur Blur Wong	blurr@orangeevents.com.my	+603 7729 6010 / +60122205013
Portugal	FX Road Lights	+1		■	■	■			Dario Santos	fx@fx-rl.com.pt	+351 214 780 843
Singapore	The Show Company	+8	■	■	■	■		■	Juay Ming Hee	minghee@show-company.com	+65 6745 2220 / +65 9438 9947
South Korea	Ally & Co. (Ally is an event agency and English speaking contact for TKLS)	+9					■		Ally Yoon	allyy@ally-co.com	+82 2 512 5722
South Korea	Basictech Co., Ltd	+9		■					Andrew Noh	andrewnoh@basictech.co.kr	+82 70 7004 2212
South Korea	TKLS – Total Korea Co., Ltd	+9	■		■	■			Ally Yoon	allyy@ally-co.com	+82 2 512 5722
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Turkey	Phantom Event Engineering	+2	■	■	■	■			Yavuz Kurt	yavuz@phantom.com.tr	+90 212 321 7999



More info: [www.prgalliance.com](http://www.prgalliance.com)

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