
PRODUCTION PROPOSAL · CONFIDENTIAL

Prepared for Katie Cooper, COO

HomeSmart

Growth Summit

A local, venue-experienced production partner for a high-stakes event at Talking Stick Resort — built to protect the design, the budget, and the people on stage.

PREPARED FOR

Katie Cooper

Chief Operating Officer, HomeSmart

PREPARED BY

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EVENT

Talking Stick Resort

Salt River Grand Ballroom · Oct 26–28,
2026

— THE BOTTOM LINE

Quote #231429822 · 3-Day Full-Show Production

TOTAL INVESTMENT

\$156,632.75

All-in for the full Growth Summit production scope. 50% on signature, 50% due Oct 12, 2026. Wi-Fi and pre-function signage included as value-add.

3 DAY EVENT Oct 26–28, 2026	20m FROM OUR SHOP Same-day inventory
9 PRODUCTION ZONES End-to-end ownership	1 PRODUCTION LEAD One point of contact

THE PROMISE

Trust + savings — without the trade-off.

Local team that knows Talking Stick. Backup gear pre-positioned onsite at no extra cost. Transparent budget you can shape.

Trust and savings, without trade-off.

The HomeSmart Growth Summit is a flagship moment for the company — a room full of the people who carry the brand forward. The right production partner has to protect four things at once: the attendee experience, executive confidence on stage, technical reliability, and the budget. This proposal is built to do all four.

We understand why HomeSmart has historically relied on the onsite production model. Venue familiarity, existing onsite inventory, and a known workflow all have value — especially when an event has worked in the past. Our recommendation is not based on changing what works for the sake of change. It is based on protecting the attendee experience, preserving the intended design, maintaining technical reliability, and controlling total spend.

Centric is local, deeply experienced at Talking Stick, and structured to give HomeSmart the same operational confidence associated with the in-house team — with more flexibility, stronger creative ownership, and a clearer line of sight into where every dollar goes. We are equally prepared to deliver the full production scope or a phased, hybrid path.

"HomeSmart does not have to choose between trust and savings. Centric provides the operational confidence of a venue-experienced local team, with the flexibility and cost control of an independent production partner."

— TRUSTED PRODUCTION PARTNER

An **Inc. 5000** company delivering live experiences for some of the most recognized brands in the world.

Carvana

Microsoft

Google

Amazon

Salesforce

Meta

Inc. 5000

Fastest-growing private companies in America

500+

Live productions delivered

98%

Client retention across enterprise accounts

Operational confidence, without the trade-off.

The better question is not who already has gear in the building. The better question is which partner can deliver the intended design safely, cleanly, cost-effectively, and with full ownership of the outcome.

Understanding HomeSmart's decision.

The comfort of using an onsite team is valid. For an event of this size, familiarity, responsiveness, and trust matter.

But the better question is not *who already has gear in the building*. It is: **which partner can deliver the intended design safely, cleanly, cost-effectively, and with full ownership of the outcome?**

Centric offers local venue familiarity *plus* independent flexibility — without trading one for the other. That is the entire thesis of this proposal.

Operational confidence at Talking Stick.

Venue native	Talking Stick is one of the venues where Centric produces some of its largest, most complex shows.
20 min away	Our warehouse is approximately 20 minutes from the property — same-day inventory, not next-day shipping.
Backups onsite	Planned supplemental backup gear in the building at no additional cost.

Talking Stick is not a new venue for us. We know the load-in sequence at the Salt River Grand Ballroom, the rigging coordination process, the realities of house power, and the working rhythm of the venue's operations and banquet teams.

Our warehouse sits roughly 20 minutes from the property. That is not a marketing line — it is a meaningful risk-reduction advantage. If a need surfaces during rehearsal or show day, HomeSmart is not dependent on whatever happens to be sitting in hotel inventory. Additional Centric inventory is close enough to be on the dock the same day.

We will also bring planned supplemental backup gear onsite at no additional cost — spare microphones and elements, playback support, cabling, converters, adapters, networking components, monitors, and other critical items appropriate to the final design. **If something fails, the solution is already in the building or minutes away.**

"The decision is not between a trusted onsite team and an unknown outside vendor. The better comparison is between the standard in-house model and a local production partner who already knows Talking Stick, brings dedicated show ownership, provides backup planning, and gives HomeSmart more control over the final budget."

COO concerns & Centric responses.

The conversation we'd want to have, on the page.

COO CONCERN	CENTRIC RESPONSE
<i>"The onsite team knows the venue."</i>	Centric has extensive Talking Stick experience and regularly produces major shows in this property.
<i>"The venue has gear onsite."</i>	Centric brings planned backup equipment onsite and operates a warehouse roughly 20 minutes away.
<i>"If something breaks, I need it fixed immediately."</i>	Critical backups are pre-positioned in the room; additional inventory is minutes from the dock.
<i>"I do not want vendor chaos."</i>	Centric coordinates directly with the venue team and assigns a single dedicated production lead as the point of accountability.
<i>"Budget matters, but reliability matters too."</i>	Centric provides a more transparent and flexible model without treating reliability as optional.
<i>"I do not want the final design compromised."</i>	Centric protects the visual intent by recommending the right technical approach, including flying scenic and video elements where the design requires it.

Preserving the look HomeSmart wants.

The reference image HomeSmart shared communicates a clear creative direction — scale, clean sightlines, and a polished elevated scenic and video presentation. Our recommendation is built around protecting that intent.

What it communicates.

Side IMAG and content panels read as part of a unified scenic frame rather than freestanding fixtures. The floor stays clean and uncluttered, allowing the room — and the people on stage — to feel premium.

Centric's production recommendation is built around preserving that intent. The goal is not simply to place equipment in a room. It is to protect the look HomeSmart has already identified as the desired direction for the event.

Design feasibility: flying vs. ground stacking.

RECOMMENDED

Fly the primary scenic & video elements

Preserves the elevated horizon, keeps the floor clean, and delivers the polished, premium look from the reference image.

- Clean sightlines from every seat
- No visible support structure on the floor
- Scenic frame reads as a unified composition
- Safe, professional, and design-equivalent to intent

CONSIDERED & DECLINED

Ground-supported approach

A useful cost-saving strategy in the right design. For this specific concept, it would materially change the look, sightlines, and overall impact of the room.

- Visible support structure on the floor
- Lower scenic horizon — less premium feel
- Reduces design symmetry and cleanliness
- Not a design-equivalent substitute here

"Ground stacking can reduce cost in the right design, but it is not always a design-equivalent substitute. For the proposed HomeSmart stage concept, a ground-supported approach would materially change the look, sightlines, and overall impact of the room. To deliver the intended design safely and professionally, the primary scenic and video elements should be flown."

Zone by zone, end to end.

Mapped directly to the attached quote (#231429822) and organized by the zones HomeSmart will actually experience on show site.

ZONE 01

General Session — Video

The visual anchor of every keynote, configured to read clean and cinematic from every seat.

ITEM	DETAIL
Custom Video Wall Array	(4) 9x16 vertical video walls + (1) 10x30 center wall — flown to preserve sightlines and scenic cleanliness.
Confidence Monitors	(3) 50" confidence monitors with cue-timer package for executive presenters.
Switching	Blackmagic ATEM 2 M/E Constellation HD switcher with engineer monitoring.

ZONE 02

General Session — Lighting

A layered rig that gives the room dimension during keynotes and energy during transitions, awards, and recognition moments.

ITEM	DETAIL
Stage Wash	Source 4 Lekos + LED Leko engines for clean, even key light on speakers.
Effect / Movement	Chauvet 140SR, ADJ Vizi Beam CMY, Stryker Max, Focus Spot 4Z, Focus Flex L7.
Atmosphere	Jolt Bar FX wash, Jolt Panel FX2, LED Fresnels, LED Pars.
Room Wash	(42) ADJ Element H6 IP uplights for venue-wide brand color.
Control	grandMA3 on PC — full programming kit.

ZONE 03

General Session — Audio

Speech-first system tuned for intelligibility, with the headroom to support music, video, and live moments.

ITEM	DETAIL
Wireless	(2) Shure QLXD 4-pack systems with paddle antennas — 8 channels.
PA	(16) RCF HDL 6-A line array elements + (4) JBL SRX828SP dual-18" subs.
Note	Quoted as ground-stacked; can be re-engineered to flown to match scenic intent if elected.

ZONE 04

Drape, Wi-Fi, Power & Comms

The supporting infrastructure that lets the room look finished and run reliably.

ITEM	DETAIL
Drape	100' of black velour drape to mask backstage and frame the room.
Wi-Fi	Main-session Wi-Fi included as a value-add (up to 400 connections).
Power	300A camlock distribution with spider boxes and 3-phase feeder runs, sized for the rig.
Comms	Solidcom M1 8-pack wireless intercom for the show-call team.

ZONE 05

Breakouts — Five Rooms

Identical kits across all five breakouts so presenters and tech leads experience one consistent room.

ITEM	DETAIL
Audio	Behringer X32 Producer + (4) Sennheiser EW-D wireless mics per room (handheld + lavalier mix).
Video	100" tripod projection screen + 4,200-lumen Optoma short-throw projector per room.
Monitors	(2) 50" monitors on stands per room for content and confidence.
Support	Dedicated breakout tech across all three days.

ZONE 06

Pre-Function & Check-In

The arrival experience — the first touchpoint attendees see and the most photographed moment of the day.

ITEM	DETAIL
X Posters	(6) X-Poster digital signage units (value-add) for wayfinding, sponsor, and brand content.
Check-In Video Wall	7x12 X-Poster video wall package on stage decks with skirting (value-add).

ZONE 07

Band Night — Reception

An evening environment with the energy of a concert and the polish of a corporate event.

ITEM	DETAIL
PA	6x4 line array configuration sized for the reception room.
Lighting	Chauvet 140SR, Vizi Beam CMY, Encore LP12IP RGBL pars, Ultra LB18 linear wash.
Brand Moments	(2) custom monogram/gobo packages and (2) branded LED moon balloons.
Audio Control	Midas M32 Live with iPad mix control.

ZONE 08

Labor, Crew & Project Management

The team is where reliability lives. Every key position is staffed for all three event days.

ITEM	DETAIL
General Labor	Comprehensive load-in / load-out and show-day support crew.
Audio (A1)	Audio engineer — 3 days x 10 hours.
Video (V1 + V2)	Two video engineers — 3 days x 10 hours each.
Lighting (L1)	Lighting engineer — 3 days x 10 hours.
Breakouts	Dedicated breakout tech support.
Production Lead	Single Centric production lead as HomeSmart's point of accountability.

ZONE 09

Logistics, Rigging & Venue Coordination

We handle the paperwork and the relationships so HomeSmart never has to mediate between vendors and the venue.

ITEM	DETAIL
Delivery	Coordinated drop-off and pickup at Talking Stick loading dock.
Rigging	Centric handles rigging plot, paperwork, and venue/rigging-vendor coordination.
Power & HSIA	Centric coordinates house power orders and any internet/HSIA requirements with the venue.
Strike	Planned strike with rigging removal sequenced to venue requirements.

Transparent budget, flexible scope.

Our goal is not simply to provide a lower number; it is to provide a more transparent path to the right production solution. Here's where every dollar goes — and three ways to engage.

Budget summary.

Per attached quote #231429822. Identifies design-critical items, value-engineering opportunities, and value-add inclusions.

CATEGORY	SUBTOTAL
Main Stage — Video Walls (incl. confidence + switching)	\$67,151.33
Main Stage — Lighting	\$14,168.42
Main Stage — Audio	\$6,257.90
Main Session — Drape	\$2,500.00
Main Session — Wi-Fi (value-add)	\$0.00
Main Session — Power & Comms	\$1,900.00
Breakouts (5 rooms)	\$10,023.40
Pre-Function / Check-In Video Wall (value-add)	\$0.00
Band Night / Reception (audio, lighting, brand)	\$7,079.60
General Labor	\$25,756.00
Technicians (A1, V1, V2, L1, Breakout)	\$11,100.00
Logistics (delivery + pickup)	\$496.74

SUBTOTAL (PRE-TAX)

\$146,433.39

Tax

\$10,199.36

TOTAL

\$156,632.75

Payment terms per attached quote: 50% due on signature (\$78,316.38), final 50% due Oct 12, 2026 (\$78,316.37).

"In-house convenience is valuable, but convenience should not be the only measure of production value."

Three ways to engage.

Choose the path that matches HomeSmart's comfort level — full ownership, hybrid coordination, or a targeted starting scope.

RECOMMENDED

OPTION 01

Full Production Partnership

Centric delivers the full scope — general session, scenic and video, audio, lighting, rigging coordination, breakouts, pre-function, receptions, band night, labor, production management, and venue coordination.

- Single point of accountability
- One production lead, one schedule, one rigging plot
- All backup planning included
- Most leverage for value engineering

OPTION 02

Hybrid Production Model

Centric handles high-impact, high-savings areas while coordinating with the onsite team where it makes sense — meaningful budget improvement without changing everything in one cycle.

- Main stage video and scenic execution
- Digital signage / brand visuals
- Reception concert / band night
- Breakout rooms
- Lighting and scenic enhancements

OPTION 03

Targeted Scope

A trust-building phase. Centric owns specific portions of the program — a low-risk way to evaluate our process without transitioning the entire event.

- Digital signage and pre-function
- Reception concert / band night
- Breakouts
- Scenic / lighting enhancements
- Content capture

"Even if HomeSmart elects to keep portions of the event with the onsite team this year, Centric can still create measurable value by supporting specific areas of the program. This gives HomeSmart a low-risk way to reduce cost, evaluate Centric's process, and build trust without needing to transition the entire event at once."

Reliability is the **whole product.**

Backup planning is not an afterthought. If something fails, the solution is already in the building — not waiting on a vendor, a delivery truck, or a venue inventory search.

Risk management & backup plan.

For an event of this size, we identify mission-critical systems in advance and bring appropriate backup equipment onsite at no additional cost.

AREA	PLAN
Pre-Production	Detailed production book, rigging plot, run-of-show, and labor plan completed and reviewed before load-in.
Venue Coordination	Centric handles rigging paperwork, power orders, HSIA, access, and venue rules directly.
Onsite Leadership	Single dedicated production lead as HomeSmart's point of contact and decision-making partner.
Backup Gear Onsite	Spare microphones, playback support, cabling, converters, adapters, networking gear, and monitors pre-positioned at no cost.
Local Inventory	Centric warehouse approximately 20 minutes from Talking Stick — additional gear available same-day.
Critical Redundancy	Redundant playback, switching paths, and wireless RF planning for keynotes.
Communication Plan	Wireless intercom across all key positions; clear chain of command from show-caller to floor.
Rehearsal & Tech Checks	Full programming and tech rehearsal before doors; presenter walk-throughs as scheduled.
Strike	Planned strike sequenced to venue requirements; no rushed teardown that risks damage or overage.

Why Centric.

HomeSmart does not need a vendor who simply provides equipment. For an event of this size, HomeSmart needs a production partner who can think through design, feasibility, cost, logistics, risk, labor, and the attendee experience together.

Centric's role is to help HomeSmart make informed decisions before show site — not to surprise the team with limitations once production is already underway.

Venue Familiarity Extensive Talking Stick experience across large, complex events.	Local Footprint Warehouse ~20 minutes away; same-day inventory access.
Backup Gear Onsite Critical redundancy pre-positioned at no additional cost.	Dedicated Ownership One production lead owns the show end-to-end.
Transparent Budget Itemized scope and clear value-engineering paths.	Design-First Thinking Technical recommendations protect the creative intent.
Modular Capacity Equally able to deliver full-show, hybrid, or targeted scope.	Collaborative Posture Coordinates with the venue team — does not work around them.

Next steps.

- 01** Confirm final design direction and creative intent for the general session.
- 02** Confirm preferred engagement model: full production, hybrid, or targeted scope.
- 03** Align on technical feasibility and the flown-design recommendation.
- 04** Review value-engineering options if budget adjustments are needed.
- 05** Coordinate venue requirements: rigging, power, HSIA, access, and onsite rules.
- 06** Finalize production schedule, labor plan, and backup plan in the production book.

The people **in your room.**

Every name below is a Centric employee — not a sub-contracted day-labor crew. The same people who load the truck in Phoenix unload it at Talking Stick. That's how a 20-minute drive becomes an operational advantage.



Leadership

Hands-on owners and directors. Daniel personally leads the HomeSmart relationship; Eric oversees production planning end-to-end.

NAME	ROLE
Dustin Dluhy	Owner / Operator
Connor Andrews	Director of Field Operations
Daryll Colton	Director of Business Operations
Daniel Pitner	Director of Sales & Marketing · Co-Founder
Eric Doran	Director of Project Management

Sales & Event Success

Your single point of contact through every revision, walk-through, and on-site change order — no hand-offs between sales and production.

NAME	ROLE
Roger Adams	Production Sales Lead
Candice Daniels	Social & Wedding Sales Lead

Fulfillment

Owns the gear from rack to truck. Every piece staged for HomeSmart is double-pulled, tested, and labeled by room before it leaves Phoenix.

NAME	ROLE
Grant Adams	Warehouse & Scheduling Manager
Wes Welter	Warehouse Associate

Event Execution

The on-site crew — audio, lighting, drape, and setup leads who've worked together for years. The same faces, every show, every day.

NAME	ROLE
Garen Bayless	Event Setup Specialist
Daniel Pickens	Audio-Visual Tech & Audio Department Lead
Patrick MacDonald	Event Setup Specialist
Evelyn Valencia	Drapery Department Lead
Brady Luczu	Audio Visual Tech
Ruby Valencia	Drape Support & Event Set-Up Specialist
Joel	Warehouse Associate & Event Set-Up Specialist
Ben Joseph	Lighting Tech & Event Set-Up Specialist

Don't take our word for it. **Call theirs.**

Three organizations that book Centric for their highest-stakes productions — year after year. Their contacts are listed below. We encourage Katie and the HomeSmart team to reach out directly.

REFERENCE 01

Dental Entrepreneurs Organization

DEO National Conferences

500–1,200 attendees · multi-city

DIRECT CONTACT

Erin Hamilton

ehamilton@deodentalgroup.com
215.900.3587

Centric Events is the trusted A/V partner for the Dental Entrepreneurs Organization, supporting their conferences across the country with full-scale production services. These events range from 500 to 1,200 attendees and include full A/V production, livestreaming, and technical support across both large plenary sessions and multiple concurrent breakout rooms.

More than a vendor, we serve as an extension of the DEO team — fully integrated into their planning process, familiar with the nuances of their program, and deeply committed to delivering a seamless experience for both attendees and organizers. Our nationwide support ensures consistency, professionalism, and a deep knowledge of their event goals regardless of the venue or city.

REFERENCE 02

1EdTech

Digital Credential Summits

1 general session · 11 concurrent breakouts

DIRECT CONTACT

Cara Jenkins

cjenkins@1edtech.org
215-519-8753

Centric provided full production support for a main general session along with 11 concurrent breakout rooms — each requiring its own dedicated A/V setup. Several of the breakouts included livestreaming components, rapid room turnovers, and complex content schedules.

REFERENCE 03

Carvana

Spark Conference

Flagship national employee event

DIRECT CONTACT

Kelsey Herrett

kelsey.herrett@carvana.com

678.230.2896

These are flagship events for Carvana's nationwide employee base — among the most important and visible productions of their year. Each event is intentionally designed from the ground up with custom creative elements, elevated production design, and a focus on creating an impactful experience for both in-person and virtual audiences.

Centric provides end-to-end support, including full A/V production, multi-camera live streaming, and on-site technical direction. From scenic design to lighting cues to precise camera operation, every detail is thoughtfully executed to align with Carvana's brand, culture, and messaging.

"The common thread across every reference: complex, multi-room programs where the client needed a partner who could be trusted to make the right call without being asked."

HomeSmart does not need to choose between operational confidence and budget discipline.

Centric can provide both: a local team that knows Talking Stick, a production plan built around reliability, and a flexible scope that allows HomeSmart to protect the event while controlling spend.

FROM

Daniel Pitner

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"The goal is the same: a Growth Summit that looks the way it should, runs the way it should, and reflects the standard HomeSmart sets for itself."