

Capabilities Statement

Planit Advertising, Inc.

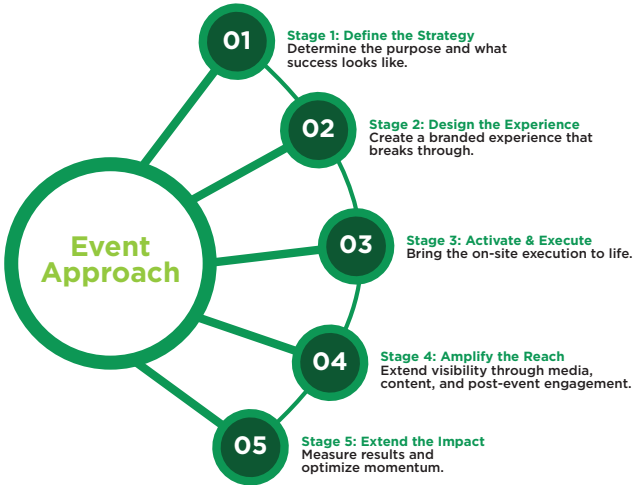


UEI: SWJFCDYZLEZ1
CAGE: 3UCR7
NAICS: 541810, 541820, 541430, 541511, 512110, 541613, 541910, 561920
DUNS Number: 96-246-5324

Agency Capabilities

Founded in 1995, Planit is one of the largest independent full-service agencies in Maryland. Our integrated talents run deep, allowing our team of 90+ experts the ability to tackle marketing challenges from multiple angles.

- Event Strategy & Planning
- Program & Project Management
- Booth Design & Experiential Creative
- Vendor & Venue Coordination
- Executive Thought Leadership & Speaker Support
- Editorial & Content Development
- Event Media Buying (On-Site, Geo-Fencing & Retargeting)
- On-Site Event Management
- Event Production (Signage, Merch & Mailers)
- Media & Influencer Engagement
- Event Promotion & Attendance Growth
- Content Capture for Social & Digital
- Attendee Communications (Pre-, During, and Post-Event)
- Post-Event Reporting & Analytics



Events & The Planit Advantage

We support conferences, meetings, events, and trade shows as part of a broader, integrated marketing effort. From defining the role an event plays to supporting execution and amplification, our team coordinates planning, partners, promotion, media, and content so each event contributes to measurable business impact.

2 TIME PRSA
Best PR Team in Maryland

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