



PSAV Underscores Flexibility at 2009 Solheim Cup

*Company's unique structure allows it to provide excellent presentation
at high-profile event for a highly competitive cost*

CHICAGO — (Aug. 21, 2009) — PSAV® Presentation Services has a celebrated history as a leading supplier of audiovisual and event technologies to the worldwide hotels and associations markets. Its upcoming display at the Ladies Professional Golf Assn.'s 2009 Solheim Cup in Sugar Grove, Ill., illustrates how a unique company structure can lead to excellent preparation and service while keeping costs at a minimum.

The Solheim Cup, which pits ladies golf teams from the United States and Europe against one another every two years, returns to the United States August 17th to 23rd at the prestigious Rich Harvest Farms Resort in Sugar Grove. According to Jim Ross, director sales and operations, PSAV's company structure allows it to operate efficiently and effectively as the event nears opening.

"We're a 'green global' company," said Ross, who operates from PSAV's office in Des Plaines, Ill. "We are all about operating as an earth-friendly company and operating as economically as possible. We have a worldwide network of offices that allows us to hand-off events like the Solheim Cup to one another in different cities, and that means less overhead and shipping costs. Our network makes us very cost-effective."

At the 2009 Solheim Cup, PSAV is operating in 12 key locations, Ross said. It features its audiovisual and event technologies at the event's media center, driving range, first hole events, and other areas. It also is spearheading efforts in most of the event's day-to-day activities, Ross said.

PSAV offers an array of technical systems for events like the Solheim Cup. One is a content-management system, which allows the firm to manage content in simultaneous running sessions. This is a command center at which the firm manages speakers in several locations at once. PSAV also designs, installs and manages digital signage, and provides high-speed Internet access. It deploys an on-site, event technology team that functions as a single point of contact for event planners' and production companies' event technology needs, PSAV begins planning well in advance, and covers all the event's requirements, specifying the proper amount of technology to ensure a successful show.

According to Ross, however, it is the company's flexible nature that allows it to secure and retain events like the 2009 Solheim Cup. "We can do anything, anywhere, at any time in the world," Ross said. "The LPGA is based in Florida, and our network of offices includes one near it. They handed off the event to our Des



Plaines office, and just like that, we saved shipping charges for equipment and necessary technologies.”

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Also in use at the Solheim Cup is a “Crew House,” which PSAV uses to house staff members on-site at the event. This also saves travel expenses (thereby protecting the environment), and keeps staff close-by for any emergencies. PSAV constantly seeks ways to operate streamlined and cost-efficiently.

PSAV maintains offices abroad, which means it is in the driver’s seat for the Solheim Cup when it returns to Europe in 2011. “We have nationwide and worldwide coverage for technology events no matter where they are held,” Ross said. “And we always operate as economically as possible.”

For more information about PSAV visit www.psav.com.

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About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV’s goal is to turn ordinary meetings into memorable experiences so the message lasts. www.psav.com.