



Technology Meets Inspiration



PSAV Making a Difference at Deerhurst, a Skyline Resort, in Muskoka

Famed Ontario resort chooses PSAV Presentation Services as exclusive event-technology provider; Customers raving about service



TORONTO — January 8, 2013 — When you have 45,000 square feet of flexible function space located on 760 waterfront acres, you need an event technology partner that not only delivers the best in audiovisual equipment and show production expertise, but garners a sizeable return on your investment as well. That's why Deerhurst, a Skyline Resort in Ontario's famed Muskoka region, recently switched to PSAV® Presentation Services. Today, audiovisual equipment, mobile content, rigging, power distribution, high speed Internet access and more is being provided to planners by PSAV, along with revenue growth and a throng of happy customers.



Muskoka

"In today's economy, it's critical to invest in services and partnerships that deliver a concrete ROI as quickly as possible," said Cleo Varon, Deerhurst Director of Sales and Marketing. "When the contract came up for renewal with our existing audiovisual partner, we went shopping. It's not that we were unhappy; there were never any technology issues. It was merely a financial decision. PSAV came to the table with ROI at the forefront. New, high-tech equipment was the icing on the cake.

"While equipment is important, planners aren't as concerned about the type of screen or monitor being provided as they are the support they receive once the meeting or social event has started," Varon said. "

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In addition to generating new sources of revenue for the convention services department, PSAV brings a proactive sales approach to customer service that we never experienced before. PSAV's onsite technician is involved with our customers from the onset. He comes ready to listen, and brings fresh ideas for using technology to make events one of a kind. Because of PSAV's involvement, our clients feel that Deerhurst has their best interest for a successful event at heart. In turn, it has greatly increased revenues from commissionable sales. In all, our new relationship with PSAV is stellar, and our customers could not agree more. Every comment we receive about PSAV's service and support is phenomenal."

Diversity abounds

Ranked by Canada's Meeting + Incentive Travel magazine as the No. 3 Top Canadian Destination after Toronto and Montreal in their 2002 marketing report, Muskoka is a world-class location place to hold a conference, function or special occasion. This point was further conveyed when Muskoka hosted the 2010 G8 Summit, an international gathering of leaders from the eight leading global industrialized economies.



"Muskoka is a wonderfully diverse market, and Deerhurst Resort is the ideal facility to host any event, from corporate and association meetings to tradeshow, family gatherings and weddings," said Rafael Mayor-Mora, PSAV marketing and communications manager - Canada. "Our technicians remain onsite throughout an event for meeting planners' convenience and peace of mind. As a true partner, we also are committed to providing cost containment for the facility, and added commerce through our revenue share program. Whether it's specialty lighting and a sound system for a wedding, rigging and power distribution for a tradeshow, HSIA for a seminar, or creating a mobile app for shows of all kinds to make navigating the function easier and connecting with participants more convenient, PSAV is at your service."

[PSAV](#) is a global supplier of audiovisual services and event technologies to decision makers responsible for organising meetings, conferences, and events worldwide. The work of the company's multinational team spans the globe, delivering the best in video and projection, lighting, set design and construction, sound, staging, event IT support, high-definition event videoconferencing, mobile solutions, webcasting and more. The 400-room, year-round Muskoka hotel, located on Peninsula Lake just two hours from Toronto, features two 18-hole golf courses, a Shizen Spa, a live stage show, Adventures in Excellence teambuilding and the most on-site activities of any resort in Eastern Canada.

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The Muskoka market is not unfamiliar to PSAV. The company began providing onsite event technology service and support to the JW Marriott Rosseau Muskoka Resort & Spa, a Canadian Niagara Hotels property, earlier this year.

"In today's economy, nothing makes more economic sense than working with PSAV," Mayor-Mora said.

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About Deerhurst Resort

Although Deerhurst Resort emerged on the world stage when it welcomed leaders like Obama, Sarkozy, and Merkel as host venue for the 2010 Group of Eight Summit, the lakeside retreat has been evolving into an Ontario landmark throughout its storied 116 year history. The 400-room Muskoka hotel also encompasses 45,000 sq. ft. of meeting venues, two 18-hole golf courses, a Shizen Spa, an extensive waterfront, a live stage show, Adventures in Excellence teambuilding and the most on-site activities of any resort in Eastern Canada. A founding member of the Savour Muskoka culinary trail, Deerhurst is the only resort in North America to produce both its own maple syrup and wildflower honey, as well as shiitake mushrooms, herbs and other foraged produce on property, one hallmark of its commitment to local sustainability. www.deerhurstresort.com

About PSAV® Presentation Services

PSAV provides the ideas and technology that inspire great meetings. This has made PSAV the leading provider of event technology for meeting planners and producers across the corporate, association, and tradeshow markets. PSAV provides an unparalleled range of event technology to support its customers' ability to create, collaborate, and communicate. With more than 800 partner locations worldwide, PSAV provides people and resources right where you want to have your meeting. <http://Canada.psav.com>

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