PROSPECTING AUDIT AND PIPELINE

99 event companies that build the rooms your moss walls belong in.

You asked for more companies like Astound: studios that design and fabricate trade show booths, brand activations, pop-ups and tours. We researched San Diego, Orange County, Los Angeles and the national agencies whose tours and trade shows come through California, then checked every company on its own website.

99
companies, each verified on its own live website

35
trade shows and big events in SoCal, Oct 31, 2026 to May 2027

59
top companies with a best contact route in your spreadsheet

54
list a public general inbox on their own site

WHERE THEY ARE



WHAT THEY DO



1

Builders sub out finishes

Exhibit houses and fabrication shops build the walls, then hire specialists for the finish. A moss wall is a finish they can't make in house.

2

Touring agencies need a local partner

Out-of-state agencies hit San Diego, Anaheim and LA all year. Plants don't ship well, so a California partner saves them freight and risk.

3

Show dates create deadlines

Every big show is a date exhibitors have to build for. Pitch two to three months ahead of the shows on page 2.

THE PIPELINE, START TO FINISH

STEP 1 — Pick
Start with the Top picks. Mark each one in the tracker as you go.

STEP 2 — Pitch
Poster from the kit plus the right email: local, or touring for out-of-state.

STEP 3 — Follow up
About a week later, reply on the same thread. Then try LinkedIn or a call.

STEP 4 — Concept
Offer a quick concept for their next show or tour stop. That's the yes moment.

STEP 5 — Quote and build
Size, finish, rent or keep, install and strike dates. Kelly prices it.

STEP 6 — Reshare
Photos go on the site and socials, and become the next poster.

WEEK 1 · 25 TOP PICKS
The best fits in every region, including seven touring agencies.

WEEK 2 · 34 STRONG FITS
Second tier, with follow-ups on week 1 going out the same week.

WEEK 3 ON · 40 MORE + SHOW LEADS
Rest of the list, timed to the shows coming in Jan to Mar.

Research by Sage at LuckyMr AI Systems, with Carmine · all companies checked Oct 15 to 16, 2026

Your kit: designbiozenic.luckymr.me/samples/experiential-kit

START HERE

Twelve companies to email first

COMPANY	WHERE	TYPE	WHY THEY'D HIRE BIOZENIC
GDX Studios	San Diego	experiential	2,350+ activations and the big Comic-Con builds. Photo-driven sets need a hero wall.
PEP Creative	San Diego	decor & rentals	Already sells Garden themes and hotel holiday installs. Moss walls slot right into its catalog.
Expo Outfitters	Chula Vista	exhibit builder	75,000 sq ft shop that openly partners with other vendors on exhibits.
Destination Concepts	San Diego	DMC	Builds custom decor for Fortune 500 conferences and galas.
AKJOHNSTON Group	Anaheim	experiential	The closest local match to Astound: concept to fabrication for activations and tours.
West Coast Exhibit	Anaheim	exhibit builder	40-year shop minutes from the Anaheim Convention Center.
Elite Productions	Dana Point	event production	Luxury galas and activations with in-house scenic and florals. Your Dana Point backyard.
Stoelt Productions	LA	experiential	Fabricates branded rooms and pop-ups for adidas, Google and Armani.
MadeFirst	LA	fabrication	Themed environments for Spotify and Instagram, where a moss wall becomes the hero wall.
The HG Studios	LA	decor & rentals	Sells backdrops and scenic walls to producers. A moss line fills a gap.
Attack! Marketing	Portland, OR	touring	Runs mobile tours in every US market, with LA and SF offices.
Factory 360	New York	touring	Pop-up tours for Fujifilm, Oatly and Grubhub, with LA activations.

SHOWS COMING TO SOUTHERN CALIFORNIA · PITCH TWO TO THREE MONTHS AHEAD

NOV
- TwitchCon SD — Nov 13 to 15
- **IFMA World Workplace** — Anaheim · Nov 18 to 20
- LA Auto Show — Nov 19 to 29

DEC
- Cell Bio 2026 — SD · Dec 12 to 15
- SD Auto Show — Dec 31 to Jan 3

JAN
- LA Art Show — Jan 6 to 10
- Advanced Therapies Week — SD · Jan 19 to 21
- **NAMM Show** — Anaheim · Jan 26 to 30
- SLAS 2027 — SD · Jan 30 to Feb 3

FEB
- MD&M West — Anaheim · Feb 9 to 11
- Intersolar — SD · Feb 9 to 11
- WEST 2027 — SD · Feb 16 to 18
- **MakeUp in LA** — Feb 23 to 24

MAR
- **Natural Products Expo West** — Anaheim · Mar 2 to 5
- TED2027 — SD · Mar 1 to 4
- BPI West — SD · Mar 16 to 18
- WonderCon — Anaheim · Mar 26 to 28

APR
- Star Wars Celebration — LA · Apr 1 to 4
- ASCRS — SD · Apr 2 to 5
- IPC APEX — Anaheim · Apr 3 to 8

MAY
- ARVO — SD · May 2 to 6
- CDA Presents — Anaheim · May 13 to 15
- AUA 2027 — SD · May 21 to 24

YOUR TOOLS

K **The kit** (open it): make the poster, filter all 99 companies, tick them off as contacted, and open a ready email in Gmail. There's a touring version for out-of-state agencies.

S **The spreadsheet**, from Carmine (kept private, never on the web): the contact matrix (best route, named contact, source) for the top 59, a pipeline tracker with stages, and the full show calendar.

Warm angles first. Omega Events runs the Doheny Blues Festival on the same Dana Point grounds as Ohana Fest. Nth Degree works the floor at San Diego and Anaheim shows. Start with "I've built on your grounds before."

RULES OF THE ROAD

- Send Carmine one test first so we know your biozenic.com mail lands clean.
- 10 to 20 emails a day, not the whole list at once.
- One personal line per email: their recent project or an upcoming show.
- Attach the PDF, or paste the JPG in for people who don't know us yet.
- Follow up about a week later on the same thread, then LinkedIn or a call.
- Rentals: "ask us about renting" until the details are set.
- The holiday backdrop pitch waits for Kelly's OK.

Every company, link and show, clickable: **designbiozenic.luckymr.me/samples/experiential-pipeline** **Open the kit**