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EXPERIENTIAL FACTORY

FOR MORE THAN TWENTY  
YEARS, WE HAVE BEEN  
CREATING THE MAGIC THAT  
TRANSFORMS TRAVELS OR  
COPORATE EVENTS INTO AN  
UNFORGETTABLE EXPERIENCE.

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## **YOUR PREFERRED PARTNER FOR BUSINESS TRAVEL AND EVENT SOLUTIONS.**

For more than twenty years, we have been creating the magic that transforms travels and corporate events into an unforgettable experience.

With our turnkey, customized or à la carte formula, we envision the perfect business travel or event solution for you and your brand to create effective mobilization and recognition programs for your participants.

The success of these programs depends on an original concept that delivers a memorable trip or corporate event experience that stands out from the clutter and maximizes the return on your investment.

Othentika proposes an integrated and complementary array of services such as:

- Incentive Travel Inbound and Outbound (DMC),
- Sales Meeting and Conference,
- Product Launch and Exhibition,
- Recognition and Award Gala,
- Performance Programs,
- Experiential Training and Team Building,
- Fundraising campaign.

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## OUR SPECIAL TOUCH

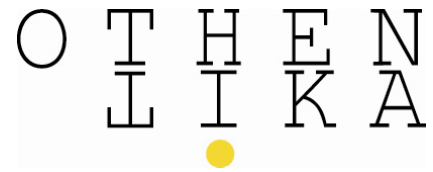
### Step into Othentika's universe

Othentika believes very strongly in the fundamental role that travel, events, mobilization and recognition programs play for companies.

As such, we treat them with the importance they deserve to glean an understanding of all the strategic issues that affect you.

Othentika allows you peace of mind and ways to eliminate risk thanks to our solutions:

- Wow in order to distinguish yourself and to crystalize your message in the memory of your participants,
- Concrete in order to surpass your strategic objectives,
- Customized and adapted to your unique needs,
- Of superior quality and within your existing budgets,
- Personalized and integrated to allow you to save time and money,
- Executed with passion and joie de vivre.



## OUR EXPERTISE

### Our experience at your service

Othentika's team of seasoned professionals is committed to providing you with the expertise, enthusiasm, creativity and discipline needed to create and develop all of your travels, events, experiential training, recognition and mobilization programs in order to achieve the results you want.

Our authentic passion and dedication are clearly evident in the meticulous, well-thought-out manner in which we approach every project, from the conception to the realization.

- Recommendation services,
- Logistics (destinations, accommodation, transportation, meals, activities, registration...),
- Production (conception, audiovisual, decor, entertainers and performances...),
- Artistic Direction,
- Communication (graphics, themes, logos, videos, teasers...),
- The creation and implementation of mobilization programs,
- The organization of experiential training and team-building activities.

You can count on Othentika to design and build integrated solutions at any stage of a project.



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## INDUSTRY PIONEERS

### Always on the lookout for the next big thing

When it comes to new ideas, our immersive approach and our constant need to challenge conventional thinking are what motivate us to take things to the next level.

We are sensitive to new destinations, technologies and novelties in our market (example of realization: National Sales Meeting with contents in hologram). We are proud of our know-how.

In addition to being an active member of several professional associations and developing meaningful relationships with service providers around the world, Othentika's team keeps a close eye on the event management industry for signs of new developments.

As such, we're always on the cutting edge of the latest trends, which allows us to constantly offer innovative and relevant solutions for your projects.

And since we're always on the lookout for the next best thing, you can count on Othentika for unique concepts that are sure to "wow" your guests.

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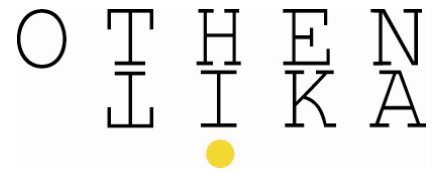


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## OUR METHODOLOGY

The development and implementation of your strategy, programs, trips, special events or meetings are the result of a careful analysis of your specific needs, the culture of your organisation, the history of previous programs and the profile of your participants.

At Othentika, we never improvise; we target specific goals — the very same goals as you— to create customized trips and events that meet and exceed your expectations, your ROE and your ROI.



## INCENTIVE TRAVEL INBOUND AND OUTBOUND

**Challenge yourself... discover and enjoy**

Maintaining or stimulating motivation within an organization is an ongoing challenge.

As a source of high emotional intensity and rewarding encounters, travel is a powerful tool that can help overcome motivation issues.

Othentika's extensive expertise in business travel enables us to plan trips that are specially designed to encourage participants to discover captivating destinations and live exceptional experiences.

Our team of experts has the know-how and in-depth experience to plan and manage diverse and memorable corporate travel experiences: adventurous, cultural, sportive, design, exotic or off the beaten path...



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## **SALES MEETING AND CONFERENCE**

### **Not just a meeting, but an experience**

It's a fact: a sales meeting or conference can create a very positive impact on sales — as long as the format and content leave participants feeling enriched and motivated.

Whether you're seeking support for a new business strategy, building morale after a merger or communicating a change in strategic direction, you need to make a positive, lasting impression.

The success of your event depends greatly on getting your message across to your audience with the help of flawless production and logistics.

Othentika's proven expertise to create successful sales meetings in line with your objectives.



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## PRODUCT LAUNCH AND EXHIBITION

### Wow the crowd with your new product

A product launch is a highly strategic component in the life cycle of your business; originality and quality of execution are key to success and are crucial at every stage of this type of event.

Whether it's a product launch, exhibition, inauguration or promotional activity, Othentika guides you every step of the way as you design and organize unique experience.

Our objective? Add a new dimension to your business and link your corporate image to a truly memorable event.



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## RECOGNITION AND AWARD GALA

### An exclusive, unforgettable event

When it comes to creating a festive and meaningful event that pays tribute to your "most valuable players", Othentika's team has got you covered. We use only the finest ingredients, including:

- Productive and customized themes,
- Spectacular destinations and venues,
- Exquisite menus,
- Wow artists and performers,
- Speakers and emcees that will provide long lasting impact,
- Effective and powerful audiovisual production services,
- Stunning backdrops,
- And so much more...

Contact us. It's our pleasure to help you plan an event that will truly impress the many individuals who play a leading role in the success of your business.

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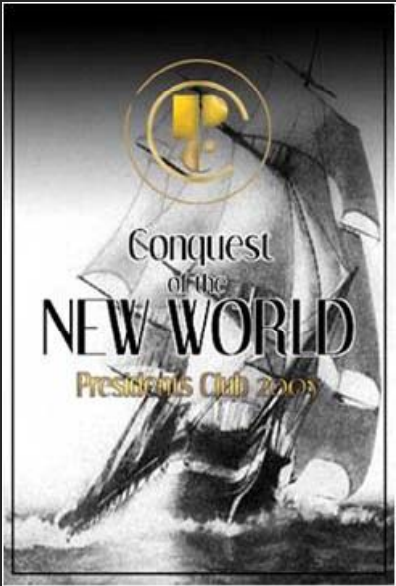
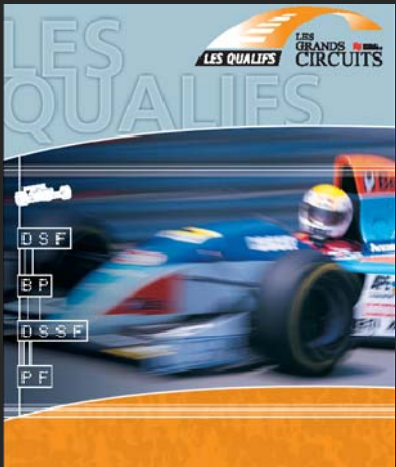
## PERFORMANCE PROGRAM

### Mobilization that meets and exceeds your goals

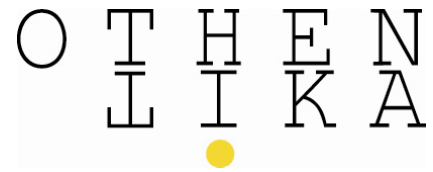
Othentika offers consulting services that maximize your existing performance and mobilization programs while helping you to develop new effective programs.

This global approach relies on a comprehensive analysis of the key milestones that are essential for designing and achieving successful programs: assessment/diagnostics, conceptualization, planning, implementation and post-mortem analysis.

This helps us ensure that we fully optimize the four components that are crucial to the success of your mobilization program: training, promotion, measurement and recognition.



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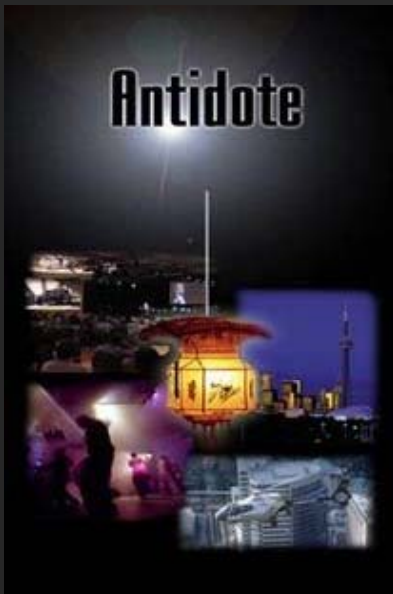
## EXPERIENTIAL TRAINING AND TEAM BUILDING

### Training through action

Othentika conceives and implements “experiential” training programs by integrating learning activities into an immersive simulation. These sessions facilitate the acquisition or replacement of competencies behaviours, attitudes or abilities during a singular, customized experience.

Experiential training aims to:

- Diminish resistance to learning through an immersion into the simulation,
- Long-term retention of the new knowledge through the emotional intensity of the experience,
- Efficient conversion of newly acquired skills into practical workplace abilities through the intervention of content training experts.



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## FUNDRAISING CAMPAIGN

### Helping others to help others

These days, it's nearly impossible to ignore the daily hardships faced by so many around us.

That's why donations, in any shape or form, have become so important at both the personal and corporate level.

Othentika is committed to social causes and has been involved in organizing fundraising events such as golf tournaments, walk-a-thons and auctions for several years.

At Othentika, we put our heart into events... and it shows.

LA FONDATION POUR ENFANTS DIABÉTIQUES

10<sup>e</sup>  
édition de la  
classique  
de golf

Lundi, 22 août 2011  
Club de golf de la Vallée du Richelieu

À PIED

À VÉLO

À MOTO

LE 19 JUIN, HALTE AU CANCER DE LA PROSTATE

LA MARCHÉ  
DU COURAGE  
PROCURE

5 km — Île Ste-Hélène

Rejoignez vous à  
Lino Saputo, Gérald Tremblay, Youppi,  
Alexandre Bilodeau et bien d'autres!

sanofi aventis

Bovet

7<sup>e</sup>  
édition de la  
classique de golf

Un petit geste  
~ une grande différence ~

Lundi, 23 août 2010 — Club de golf de la Vallée du Richelieu

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## OUR CLIENTS

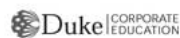
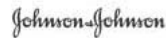
Othentika is renowned throughout the industry for the outstanding support we offer our clients and their participants... every step of the way.

Our creativity and dedication are clearly evident in the meticulous, well-thought-out manner in which we approach every project, down to the last detail.

To surpass our customers' expectations with passion, flexibility and transparency such is our promise that all our customers.

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