

TRADE SHOWS / LAUNCHES / ACTIVATIONS / BUSINESS EVENTS

Market Entry Coverage

Visual proof your brand is credible and active in the North American market.



PANEL & STAGE · SPEAKERS · PROGRAM VISIBILITY



ENGAGEMENT · THE AUDIENCE LEANS IN · PROOF OF INTEREST



AUDIENCE & SCALE · THE ROOM · TURNOUT PROOF



BOOTH & SPEAKER · BRAND PRESENCE · ON THE FLOOR



THE HOUSE OF SUNTORY
The Nature and Spirit of Japan











ABOUT THIS WORK

Coverage Built as Market Proof

North American launch, trade-show, activation, and business-event coverage for international brands entering Canada and the U.S. The deliverable is proof: booth activity, buyer engagement, product demos, executive visits, distributor confidence, and launch documentation — captured cleanly and turned around fast for recap decks, partner reporting, PR, and social.

WHAT GETS DOCUMENTED

- Trade-show floor, booth traffic, and exhibitor presence
- Buyer conversations, demos, and distributor engagement
- Speakers, panels, executive visits, and program moments
- Brand activations and social-ready event content
- Recap-ready delivery for decks, partners, PR, and channels

Business-event and market-entry coverage across conventions, trade shows, launches, and activations. A representative selection of event work.



ENTERING THE CANADIAN OR U.S. MARKET

Show the market you're already here.

EMAIL

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ESTIMATE

pausestudios.org/quote/

STUDIO

pausestudios.org

Bilingual English / Spanish support · Cross-border ready · Fast recap delivery.

Brian Mullin · Pause Studios · Windsor / Detroit / Toronto · 2026