CAPABILITY STATEMENT

Pure Melon

Live event production & audiovisual services — general sessions, conferences, ceremonies and livestreams

UEI NZSTAEHQU9E3 **CAGE** 9NMQ1 **GSA MAS** 47QSMS25D004B **Small Business** · Est. 2008 **Atlanta, GA**

COMPANY DATA

Legal name	PURE MELON LLC
UEI	**NZSTAEHQU9E3**
CAGE	**9NMQ1**
Size	Small business · est. 2008

GSA MAS CONTRACT

Contract	**47QSMS25D004B**
Period	2/7/2025 – 2/6/2030

GSA SINS

541990AV	Professional Audio/Video Services
512110	Video/Film Production
541430	Graphic Design Services
OLM	Order-Level Materials

NAICS CODES

541990	All Other Professional, Scientific & Technical Services (primary)
512110	Motion Picture & Video Production
541430	Graphic Design Services

INSURANCE

Coverage	General liability, auto, umbrella, workers' comp, equipment (inland marine)

Higher limits and additional-insured endorsements available per event.

POINT OF CONTACT

Name	Lance Smith, Owner & Executive Producer
Phone	404-414-7047
Email	lance@puremelon.com
Web	www.puremelon.com
Address	3130 S Martin St, Ste 600 Atlanta, GA 30344

WHO WE ARE

Pure Melon is an Atlanta-based event production company that has delivered complex, high-visibility live programs since 2008 for national clients. We act as a single accountable prime: one producer, one plan and one point of contact, backed by experienced technical crews we hire, schedule, supervise and quality-check on every show.

18+
YEARS PRODUCING

50 to 50,000
EVENT GUESTS

CORE COMPETENCIES

Audio reinforcement
Line arrays, digital consoles, RF-coordinated wireless, playback, recording

Video & IMAG
Multi-camera 4K and broadcast flypacks, switching, confidence and record

LED & projection
Fine-pitch LED walls, processing, blended projection, media servers

Lighting & staging
Intelligent and LED lighting, truss, rigging, staging, scenic and drape

Livestream & hybrid
Encoding, redundant paths, platform delivery, remote presenters

Accessibility
Live captioning/CART, ASL inset, Section 508-compliant livestreams and media

Creative & graphics
Cinematic brand films, show graphics packages, motion content, presentation management

Post-production
Recaps, highlight and wrap videos, archival program recordings

DIFFERENTIATORS

- **Single point of accountability.** Pure Melon producers manage design, budget, crew, vendors and run of show end to end.
- **Scalable crews.** We hire experienced technicians directly for each show and add local stagehands when necessary, so crews are right-sized for every venue.
- **Calm under change.** Proven last-minute recoveries: overnight scenic resets, executive content rewrites and a vehicle reveal approved 10 days out.
- **Transparent pricing.** Itemized equipment, labor and travel, tied to GSA ceiling rates on schedule orders.

Past Performance

Global airline — Leadership Events (recurring) **11 events**

~2,000 attendees per event · 5 days onsite / 2 show days · two events per year

- Full production: stage set, video production, multi-camera package and live streaming, video content, graphics, full audio and lighting, and closed captioning.
- 2.6mm LED backdrop with a large blended projection halo, line-array audio, broadcast camera flypack, extensive lighting and stage systems.
- When executives rejected a scenic direction just before rehearsals, Pure Melon deployed contingency scenic and reset the room overnight without disrupting the program.

Luxury automaker — Retailer Conference / Summit series (recurring) **3 events**

~700 attendees · 7 days onsite / 3 show days · Retailer Conference, Retailer Summit and Investor Summit · also produced the separate four-day Owner Summit

- Main-room production plus expo AV, three outdoor evening events and entertainment, scenic, four broadcast cameras with a 35-ft crane, 3.75mm LED walls on automated motors, line-array audio and intelligent lighting.
- Main-stage general session plus four “house of brands” activations, presentation development, wrap video and photography.
- General session with a 2.6mm LED center wall, line-array audio, wireless, LED lighting, switching and motion graphics.

Global technology company — Annual conference

~600 attendees · 4 days onsite / 2 show days

- General session with a 32 × 16 ft 2.6mm curved LED wall, side screens, 4K camera system, flypack, graphics, audio, lighting, breakout support, photography and recording.
- Absorbed a late global VP content review: added production days, reorganized workflows and delivered approved content on schedule.

HOW WE DELIVER

Plan
Site survey, power and rigging validation, CAD and signal flow, crew plan, run of show

Produce
Producer-led show calling, department leads for audio, video, LED and lighting, redundant critical paths

Assure
Pre-show checklists, rehearsal sign-off, real-time escalation, post-event report and deliverables

References available on request. Show crew are experienced technicians Pure Melon hires directly and manages on every event.