STRAIGHT STREET
EVENT SERVICES

PLANNER KIT · SHARED BY

Name, company and contact of the planner sharing this

LIVE EVENT PRODUCTION · GTA · WATERLOO REGION · SOUTHERN ONTARIO

Your event, produced by people who have done this for decades.

Straight Street plans and produces the audio, video, lighting and staging for conferences, galas, awards nights, launches and festivals. One Senior AV Producer designs your event and stays with it, so the people in the room see a calm, polished event and nothing else.

1997
Producing live events since

120
Years of live-event experience between our three Senior AV Producers

4.9
Out of 5 across 30+ Google reviews

6×
Consumer Choice Award winner, Waterloo Region

Who designs your event

Keith Kissner
Founder & Senior AV Producer
IN LIVE EVENTS SINCE 1976

Mike Greco
Senior AV Producer
IN LIVE EVENTS SINCE 1986

Jeff Blain
Senior AV Producer
IN LIVE EVENTS SINCE 1996

One of them designs and owns your event from the first call to the last cable. Experienced operators run every position on the day.

How we work

1. **A planning call.** We start with questions: what the event needs to achieve, who is speaking, what the room is like.
2. **Design first, then one all-in quote.** We plan the production, then price that design in one all-in figure.
3. **A production plan.** Room layout, run of show, rehearsal timing and a backup plan, shared before show week.
4. **Show day.** Experienced operators on every position and a direct line to your lead event staff.
5. **Follow-up.** We check in afterwards to hear how it went.

Every step in detail: **straightst.com/how-we-work**

What you can count on

- **No surprises.** The quote is the price. If plans change, you hear what that means before anything is added.
- **Plain language.** Every line of the quote explains what it does for your audience.
- **The venue side handled.** Load-in, power, rigging, floor plans and insurance certificates coordinated with the venue for you.
- **Confidential by default.** Your plans, budgets and content stay private before, during and after the event.

Working through an event planner? We work under their lead and they remain your main contact. We are simply the production team behind them.

> *The client was extremely anxious and hesitant due to a bad experience the previous year with another company. … They did such a great job that the client immediately requested that they be a part of next year's team again.*
>
> **Pierre Valcarcel, Sr. Account Manager, MCI Group Canada**

AT A GLANCE

The details planners and committees ask for

What we produce

Audio · lighting · video and projection · LED walls · staging, draping and rigging · livestream, virtual and hybrid · speaker support, including confidence monitors and closed captioning · production management

Events we produce

Conferences and conventions · corporate meetings and AGMs · awards and galas · charity and fundraising events · brand activations and product launches · concerts and festivals · fashion and runway · graduations and convocations · faith, sport, theatre and dance

Where we work

The GTA, Waterloo Region and Southern Ontario, with experience producing events across Canada and the U.S.

Rooms we know

Metro Toronto Convention Centre · Enercare Centre · Royal York · Sheraton Centre Toronto · The International Centre · Toronto Congress Centre

Recent and long-standing work

- Mariposa Folk Festival, annually since 2009
- Waterloo Region Home Builders' Association, long-standing client
- IBAO annual conference, 2010 to 2023
- Virgin Unite Mad Hatters Ball, Toronto
- St. Mary's Hospital 100th Anniversary Gala
- Diamond Aircraft launch, London

Practical details

Legal name (for vendor set-up)	Kissner & Associates Inc., operating as Straight Street Event Services · Cambridge, Ontario
Insurance	$5 million commercial general liability
Certificates of insurance	Naming the venue, your organization and your planner as required, within two business days of your request
First reply	Within one business day
Credentials	BBB accredited, A+ rating · Member of CAVPA (Canadian Audio Visual Providers Association) since 2023 · Top Live Event Production Company 2026, Media & Entertainment Business Review · Consumer Choice Award 2016–2019, 2026 and 2027

The Comfort Warranty

Our standing commitment on every event. If something isn't right, we do everything within our power to make it right.

- One all-in quote with no hidden fees or extra costs
- Close collaboration and constant communication
- Confidentiality before, during and after your event
- A direct line to lead event staff on show day
- Post-event follow-up and a satisfaction survey

Talk to a Senior AV Producer

(519) 893-3668 · info@straightst.com · straightst.com/event-planners

STRAIGHT STREET