



Experiential Management LLC

One call. Every piece of the event.

Event production · AV & lighting · Rentals · Printing · Entertainment

Lighting & AV division: Light Labs AV

COMPANY OVERVIEW

A Brooklyn-based, minority-owned event production company that delivers AV, lighting, staging, furniture, printing and entertainment under one contract. Since 2009 we have taken events from plan to strike, and we design and install permanent AV and lighting systems.

CORE CAPABILITIES

Event production & AV

Sound, LED video walls, live switching, run-of-show and crew for 100 to 4,000+ guests.

Permanent AV installation

Integrated sound, lighting and video for retail, venues and offices.

Printing & signage

Large-format banners, signage and print collateral.

Entertainment

DJ, MC, interactive games and inflatables.

Lighting design & rental

Intelligent and decorative lighting, plotted and programmed on ChamSys MagicQ.

Furniture & staging

Event, lounge and illuminated furniture for rent or purchase; staging and dance floors.

Awards & apparel

Trophies, plaques, awards and custom shirts.

Planning & consulting

Venue and vendor specs, budgets, permitting support and on-site management.

OWNER'S SELECTED EXPERIENCE

Projects led by owner Germaine Baxter, 15+ years in live events

NFT.NYC, Javits Center · Technical director, 4,000+ attendees

Macy's 34th Street flagship · AV installation lead for window displays

Touch the Grass 2026 Music Festival · Production and stage manager, lighting and live visuals

Laivly · Trade show manager, booth design to teardown, 2022–2026

Lan Party Podcast, Anime Con at Javits · Technical producer, live streams

Scrambul Runway Challenge · Producer of a multi-day motorsport event, incl. permitting

Spirits and lifestyle brands · 80+ on- and off-premises activations a year

COMPANY DATA

LEGAL NAME

Experiential Management LLC

DBA

Light Labs AV

ESTABLISHED

2009 · New York LLC

OWNERSHIP

100% minority-owned small business

UEI / CAGE

[Add after SAM.gov registration]

CERTIFICATIONS

[Add when issued]

NAICS CODES

561920 Event planning
532490 AV & lighting rental
238210 AV installation
532289 Party & furniture rental
541490 Lighting design
711510 DJ, MC, entertainers
532284 Games & inflatables
323111 / 323113 Printing
541890 Signs & promo items
459999 Awards & trophies

COMMODITY (NIGP)

962-60 · 985-12 · 939-77 · 977-41 ·
966-86 · 080-78 · 962-05 · 037-25

WHY US

- One vendor for AV, furniture, print and entertainment: fewer contracts to manage.
- Owner on site for every show.
- CompTIA A+ and Network+; project management certificate.