



# Corporate AVL

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WHERE SOUND MEETS PERFECTION

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**Wilson**  
Professional AVL

# Welcome to Wilson Pro AVL

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## About Wilson Pro AVL

At Wilson Pro AVL, we are proud to have a team of highly skilled and experienced professionals, including sound engineers, video engineers, camera operators, production coordinators, lighting designers, and many more. Our team is diverse and highly qualified, bringing a wealth of expertise to every project. In addition to our talented team, we have access to the latest and most advanced equipment, ensuring that our events and productions are of the highest caliber and run smoothly. Whether you need live event support or virtual event production services, our team has the skills and resources to exceed your expectations.

# About Company

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## Corporate Events Made Easy.

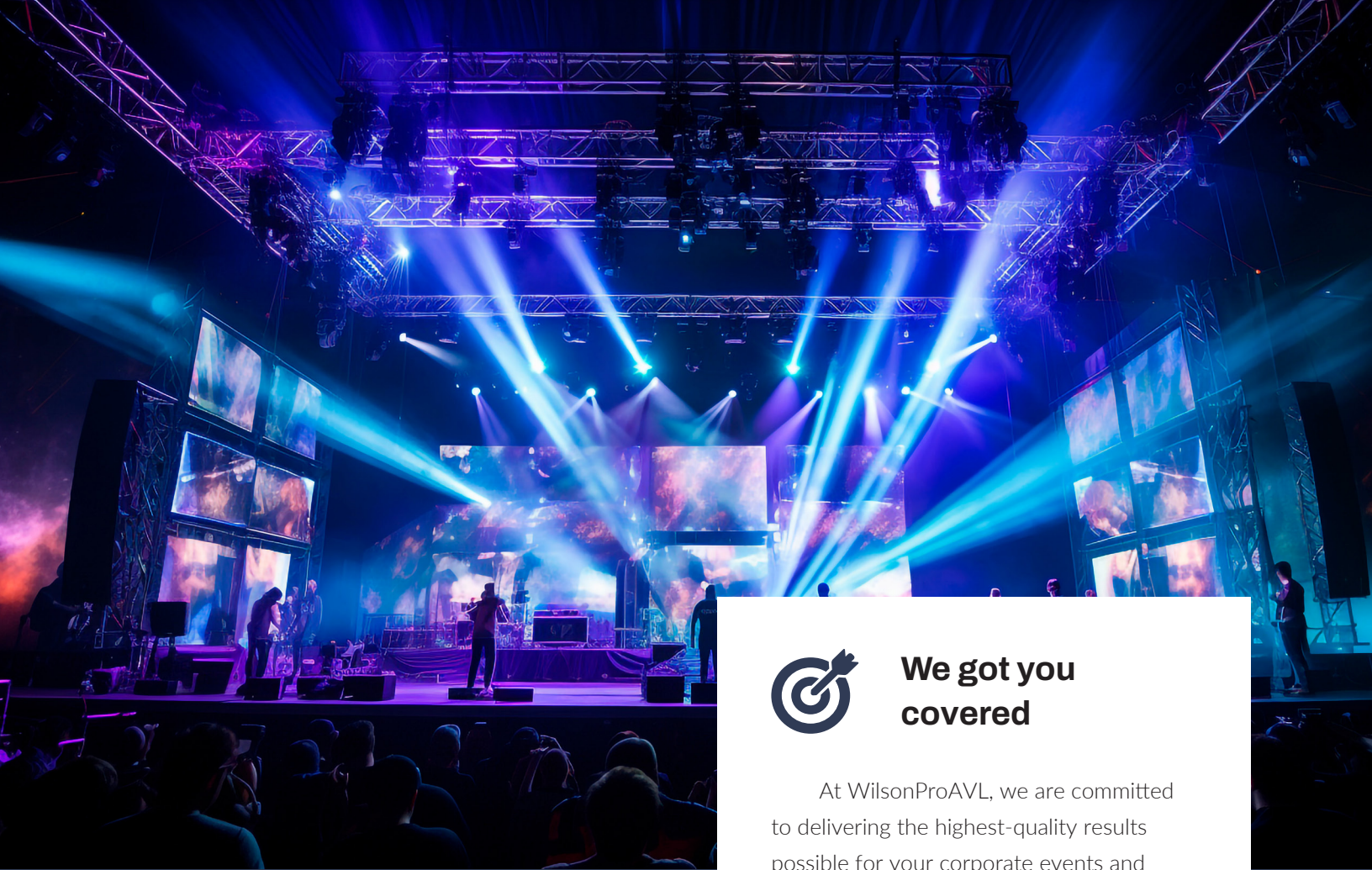
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WilsonProAVL offers significant cost savings for your corporate AVL needs by leveraging our efficient overhead structure and our extensive network of highly experienced professional contractors. By partnering with Wilson Pro AVL, you gain access to a wealth of experience and top-quality AVL services without the burden of high overhead and the inherent costs of maintaining a full-time, in-house team. Our efficient model and reliance on seasoned professionals are designed to deliver exceptional results while maximizing your budget.

150+







# Vision & Mission

## → Our Mission

At WilsonProAVL, we understand the challenges that businesses face when seeking reliable, cost-effective audio-visual and lighting (AVL) production solutions. That's why we offer premier services at competitive rates, ensuring that every organization has the opportunity to bring its events and presentations to life. We believe that every company should have access to high-quality media and event production services, and we are committed to delivering exceptional results at affordable prices. Our goal is to make it easy for businesses to find the support they need to succeed in their corporate AVL endeavors.



## We got you covered

At WilsonProAVL, we are committed to delivering the highest-quality results possible for your corporate events and projects. Whether you require assistance with system integration, video production, webcasting, or any other type of corporate AVL need, our team possesses the expertise and resources to ensure your success.

## → Our Vision

At WilsonProAVL, we believe that every business, regardless of its scale, should have access to the AVL services needed to achieve its objectives. We strive to make these services affordable and accessible to all, ensuring that no organization has to compromise on quality due to prohibitive pricing. Our team is dedicated to helping businesses succeed through the use of innovative and cost-effective media and event production solutions. Our focus is always on delivering the best possible results for our corporate clients.

# Message from the CEO.

## Wilson Pro AVL latest news

Mike Wilson, a recognized expert in the Audio-Visual and Lighting (AVL) field, has recently been announced as a new consultant for Worship Leader Magazine.

This exciting development signifies a valuable addition to the magazine's resources, offering readers direct access to Wilson's extensive knowledge and insights on optimizing AVL systems for worship environments. His expertise will undoubtedly provide invaluable guidance to churches seeking to enhance their technical capabilities and create more impactful worship experiences.



**37+**

Years Experience

*Mike Wilson*

**Mike Wilson**  
CEO. & founder

"I'm genuinely thrilled to expand my reach and bring the same dedication and expertise I've cultivated in the worship AVL world to the corporate sector through Wilson Pro AVL. Over the years, I've seen firsthand the transformative power of well-executed audio, visual, and lighting in creating impactful and engaging experiences. I believe that every business, regardless of its size or budget, deserves access to high-quality AVL solutions that truly elevate their events, presentations, and overall communication."

"What truly excites me about Wilson Pro AVL is our commitment to providing premier services at a cost that often undercuts our competitors. We've strategically built our operational model with efficiency in mind, focusing on smart resource management and leveraging our extensive network of seasoned professionals. This allows us to deliver exceptional results without the hefty overhead that inflates prices elsewhere. Our goal isn't just to provide AVL; it's to make it accessible and affordable, ensuring that businesses can achieve their vision without breaking the bank."

# What We Do

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## → AUDIO

Corporate audio services encompass the planning, provision, and operation of sound systems and related technologies for business events. This includes ensuring clear and consistent audio for presentations, conferences, meetings, and corporate gatherings through equipment like microphones, speakers, mixing consoles, and audio technicians. The goal is to deliver impactful and professional sound that enhances communication and engagement.



## → VIDEO

Corporate video services involve the planning, provision, and operation of visual technologies and content creation for business events. This includes ensuring clear and engaging visuals for presentations, conferences, meetings, and corporate gatherings through equipment like projectors, screens, LED walls, cameras, video switchers, and video technicians.



## → LIGHTING

Corporate lighting services encompass the planning, provision, and operation of illumination and visual effects for business events. This includes designing and implementing lighting systems for presentations, conferences, meetings, and corporate gatherings using fixtures, consoles, and technicians.

# 350+

Events Completed

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# Main Services

## What We Can Do For You.



### Graphic Design

Wilson Pro AVL can handle all your graphics for your next event.



### AVL Production

We offer full AVL production for an unforgettable event



### Stage Design

WilsonProAVL can transform your stage to match your event theme.



### Event Staffing

We provide event staffing to handle all the details.

#### We got you covered.

- AUDIO
- VIDEO
- LIGHTING
- LED WALLS
- GRAPHICS
- STAGE DESIGN
- STAFFING
- PRODUCTION

## Create a amazing event with **WILSON PRO AVL**

WilsonProAVL is well-equipped to handle the multifaceted demands of corporate audio-visual and lighting (AVL) production, encompassing graphics, stage design, event staffing, and comprehensive AVL services.



# Testimonial

As the lead on the American Cancer Society (ACS) Taste of Hope Charlotte gala, I want to share my work experience with current or future clients of Wilson Pro AVL.

Not only did the team listen to how I wanted to bring my Taste of Hope Charlotte gala to life, but they suggested sound, color and even a dramatic way to get our guests seated on time. A Night in Paris was the theme and Wilson Pro AVL brought the theme to a reality through creative technology

Wilson Pro AVL delivered a quote with the right amount of detail for my 400-person event budget. As a non-profit, major expenses are always reviewed thoroughly and Wilson Pro AVL's support of our needs and knowledge made the decision to go with a new AV company easy.

## **Wilson Pro AVL delivered many positive enhancements to our event:**

- Built staging for a remote camera and lights above the chef's stage as they prepared the dinner entrees for our guests.
- Sourced a backdrop to make the stage look like we were dining at the Eiffel Tower.
- Added a remote camera IN the kitchen as the four-course dinner was plated.
- Provided high-quality sound, video and lights for two stages including the live entertainment.
- And Imported/presented our program seamlessly with seven videos, three live singers/performers, two emcees, a team of auctioneers and corporate speakers.

I am thrilled to share, Wilson Pro AVL and what they delivered for us, and we will continue to be a customer for our 2025 Taste of Hope Charlotte.

My best regards,  
Joyce Caron-Mercier  
Sr. Development Manager, ACS Southeast Region





# Our Brands

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At Wilson Pro AVL, we understand that the foundation of a successful corporate event lies in the reliability and performance of its Audio-Visual and Lighting (AVL) infrastructure. That's why we are committed to utilizing top-tier, industry-leading brands across all aspects of our AVL solutions for your corporate events. This strategic choice ensures not only exceptional quality and performance but also minimizes the risk of technical glitches, allowing you to focus on delivering your message and achieving your event objectives.

**absen**

**ALLEN&HEATH**

**SENNHEISER**

**QSC**

**BARCO**

**CROWN**  
by HARMAN

**BrightSign**

**CHRISTIE**

**CHIEF**  
A brand of **legrand**

**CROWN**  
by HARMAN

**DA-LITE**  
A brand of **legrand**

**EPSON**

**Soundcraft**

**INFILED**  
Screen your dreams

**Jabra** GN

**JBL**  
PROFESSIONAL  
by HARMAN

**kramer**

**ES**  
by HARMAN

**LG** Business Solutions

**LISTEN**  
TECHNOLOGIES

**Lumens**

**MAXHUB**

**ALLEN&HEATH**

**MIDDLE ATLANTIC**  
A brand of **legrand**

**DANLEY**  
SOUND LABS

**AKG**

**Ey**

**Electro-Voice**

**Panasonic**

**peerless-AV**

**PHILIPS**

**PLANAR**

**Roland**  
Professional A/V

**SAMSUNG**

**SENNHEISER**

**SHARP**

**SHURE**

**SONY**

**BEAW**

**LAB.GRUPPEN**

**YAMAHA**

**DiGiCo**

# WHY USE OUTSIDE AVL

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While the previous points highlight the general cost benefits of using an outside AVL company, in the context of corporate events held at hotels, there's an additional financial layer to consider: hotels often have revenue-sharing agreements or commission structures with their in-house AVL providers. This means that the cost of using the hotel's preferred AVL services can be inflated because a significant percentage of what you pay goes directly to the hotel, not necessarily into providing better equipment or service for your event.

**Here's how this dynamic further strengthens the argument for using an outside AVL company:**

**Hidden Costs and Markups:** To cover the commission they pay to the hotel (which can range from a significant percentage of the total AV spend), in-house AVL providers often inflate their equipment rental and service fees. This lack of transparency can make it difficult to understand the true cost of your AVL services.

**Less Value for Your Budget:** When a substantial portion of your AVL budget is directed towards hotel commissions, less money is available for the actual technical execution of your event. This can result in outdated equipment, less experienced staff, and a lower overall production quality compared to what you could achieve with an independent provider for the same total cost.

**Pressure to Use In-House:** Hotels may strongly encourage or even incentivize the use of their in-house AVL through package deals or by making it seem like the most convenient option. However, this convenience often comes at a premium due to the commission structure.

**Negotiating Challenges:** While you might try to negotiate AVL costs with the in-house provider, their pricing is often less flexible due to the pre-agreed commission structure with the hotel.

**By choosing an outside AVL company like Wilson Pro AVL for your corporate events at hotels, you can:**

**Avoid inflated costs associated with hotel commissions:** Your budget goes directly towards the AVL services and equipment you need.

**Gain access to transparent and competitive pricing:** Outside AVL companies provide detailed quotes, allowing you to see exactly where your money is being spent.

**Potentially negotiate fees the hotel might charge for bringing in an external vendor:** In many cases, the savings from using an independent AVL provider can outweigh any external vendor fees imposed by the hotel.

**Ensure you are receiving the best possible quality and service for your budget:** Independent AVL companies are driven by the need to earn and retain your business, often leading to a higher level of service and more up-to-date equipment.

In essence, the revenue-sharing model between hotels and their in-house AVL providers creates an inherent cost disadvantage for corporations. Opting for an external AVL company allows you to bypass this system, ensuring your AVL budget is used effectively to create a successful and impactful corporate event.



**Let us handle your  
next event**



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