



INNOVATION
LIGHTING

VIVID VISION 2026

SNAPSHOT

It's December 31, 2026 and Innovation Lighting has just signed its largest touring production to date. Our TV & Film division has grown to rival our core rentals and production business for volume of equipment moving through the shop, while the creative design team has put us on the **global map**.

The core production team is evolving the art of **immersive interaction** by incorporating AI into the experience as we continue to push **ground-breaking new technologies**.

VALUES

Our values are a collection of attributes and mindsets that guide us toward our common goals. These Core Values provide clarity in making decisions and help to align priorities in all that we do.



Integrity

Tell the truth. Be transparent. Always.



Accountability

Take responsibility for your actions and inactions.



Communications

Be specific and thorough. Always clarify.



Respect

Serve selflessly. Learn with humility.



Efficiency

Speed, flexibility, creativity are our strengths, embrace them with grace.

At Innovation Lighting, we have a singular focus, passion, and drive that is based on the Why of our company and to serve each other, our clients, and the communities we belong to based on these core values. Our culture is team first and solution-focused with an unrelenting drive to make constant improvements throughout our business to achieve our collective goal:

Create Unforgettable Experiences

CULTURE

Step into our office, the company is thriving, buzzing, **everyone is excited**. We joke with each other and even play the occasional prank. We are tight and enjoy hanging out together, even after hours. This is the kind of comradery and trust that comes from being in the trenches – we've all stepped up when things go sideways to help each other through and we are all stronger for it.

We share ideas to change our world and we run with those ideas – sometimes they work and sometimes they don't, either way we **learn and grow**. We are always learning and always looking for opportunities to share our knowledge and experience with others.

In our family there is a different kind of trust, everyone feels extremely safe and comfortable. We talk about personal and professional goals and support each other in achieving them. We have a very **clear sense of purpose** in our jobs and our lives. There is no need for micromanaging, everyone knows their job and does it exceptionally.

There is a deep passion that drives us in serving our customers and our team. This passion is fueled by success and we celebrate that success by posting show pics all around the office and **giving credit** through social media. We've been published in magazine articles, we've even been recognized with prestigious industry awards two years running! We are the best at what we do, let's make sure everyone knows it.

If you ask any of our team what it's like to work here, they'll tell you that it feels like home. Like a place you belong and get noticed. A place where **you matter**. We were not put on this planet to work excessive hours and, at best, tolerate our work. This is not acceptable at Innovation Lighting, where 100% of our people love their careers and enjoy the opportunity to pursue other things outside of work.



CORE BUSINESS ACTIVITIES

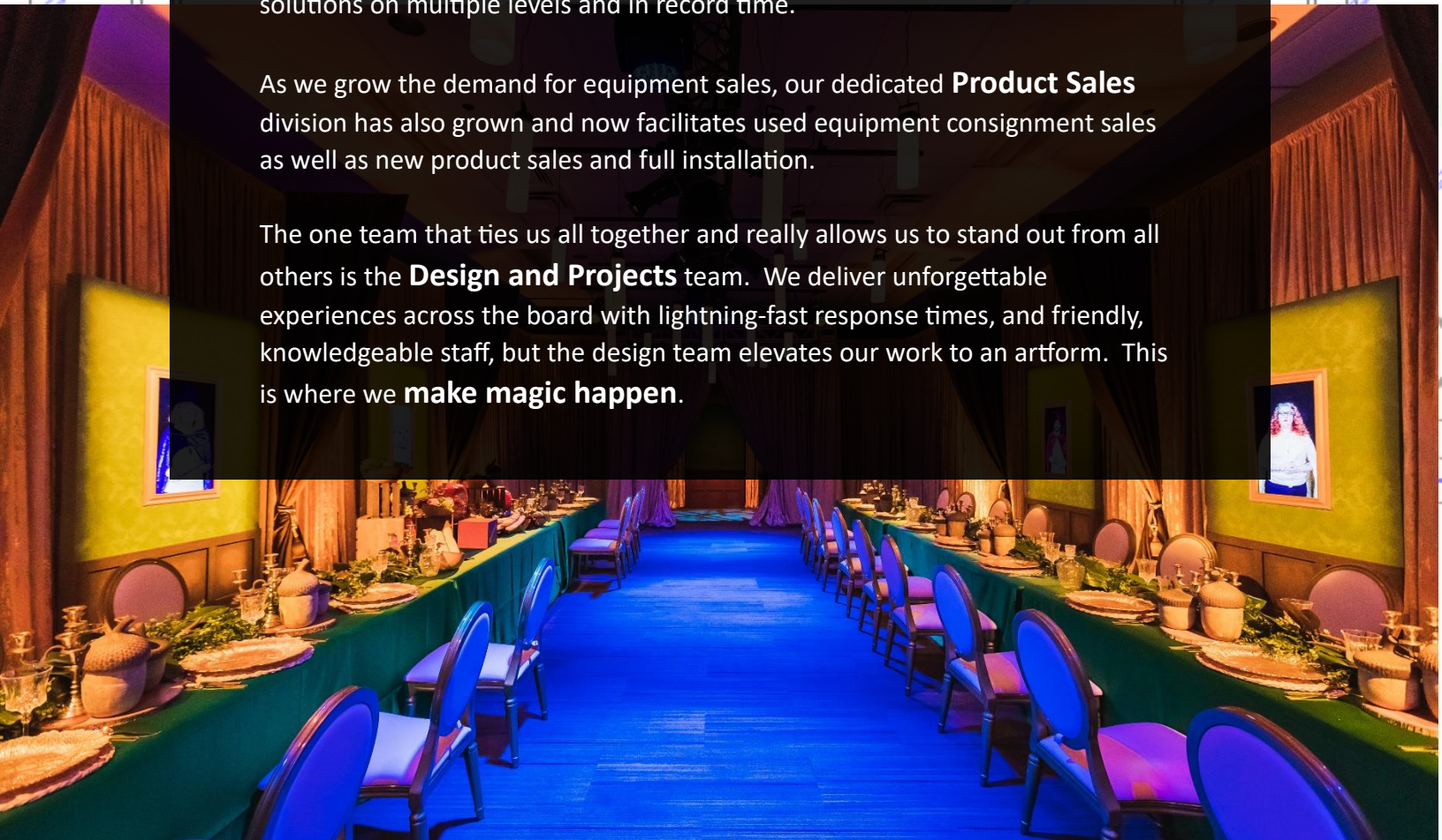
Innovation Lighting is the premiere supplier of lighting equipment rentals, sales, service, and design in Western Canada. We've been growing. We have the capacity to handle any request no matter how large – our team is world class. As we grow, we don't ever want to lose sight of how we got here, and in an effort to ensure that every customer receives the utmost attention, we have created specific departments with laser focus to best serve those segments.

Our **Production Services** team expertly delivers world-class lighting packages to the top producers in Canada. Services in this segment are generally turnkey and include full design, planning, installation, and operation to compliment the equipment. Our **Rentals** division exists to support and educate anyone looking for simple equipment rentals.

The Innovation Lighting **Studio Support** division sits at the ready to work with the fast-paced and often urgent requests specific to the TV and film industry. With support from our **Service and Repairs** team, we are able to deliver solutions on multiple levels and in record time.

As we grow the demand for equipment sales, our dedicated **Product Sales** division has also grown and now facilitates used equipment consignment sales as well as new product sales and full installation.

The one team that ties us all together and really allows us to stand out from all others is the **Design and Projects** team. We deliver unforgettable experiences across the board with lightning-fast response times, and friendly, knowledgeable staff, but the design team elevates our work to an artform. This is where we **make magic happen**.



FINANCIAL EXCELLENCE

We are proud that 100% of the ownership of the company remains in the hands of our original founders. We are also proud at having taken on no debt to finance growth - this allows us to remain **agile and resilient** no matter the state of the economy. To say cashflow is strong would be an understatement: we're bringing in \$8M annually with a 30% profit margin.

COMMUNITY INVOLVEMENT

Some of our most unforgettable experiences have become reality as part of our ongoing contributions in support of local non-profit organizations. But it doesn't stop there..

We created a **scholarship fund** to support our growing arts community. We sponsor/ host an event-industry **job fair** every year to help recent graduates and new initiates get a solid foothold in our industry. We sponsor a major **industry award** in lighting design at the annual Canadian Event Awards. We **sponsor and support** industry associations as they work hard to serve the community. We **donate** a portion of used equipment to the arts community at large.

Our community is the reason we exist and our support is absolute. We **give back** at every opportunity.



FOUNDER FEELING

We started this company in 2013 with a strong vision and a clear set of goals. We crushed those goals in the first 10 years and have grown 500% since inception. This trend shows **no sign of slowing.**

We work hard to create unforgettable experiences in everything we do. The visually stunning shows we deliver are the most obvious outcome, but we stand out from the crowd in so many other ways. From responding to an emergency phone call to listening and properly interpreting a client vision, **our people** make this company what it is. These are the people you count on to **solve problems**, create a vision, even read your mind, and they are the best in the business.

Our biggest push has been in education, offering **specialty training** to our staff and the larger community. We have become a resource for knowledge and education within our industry. Education helps nurture creativity and grow the minds of the future, and here at Innovation Lighting, that future is not just bright, it is brilliant!



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