

DREAM FACTORY

MARKETING | ADVERTISING | PUBLIC RELATIONS

Thinking S.M.A.R.T.™

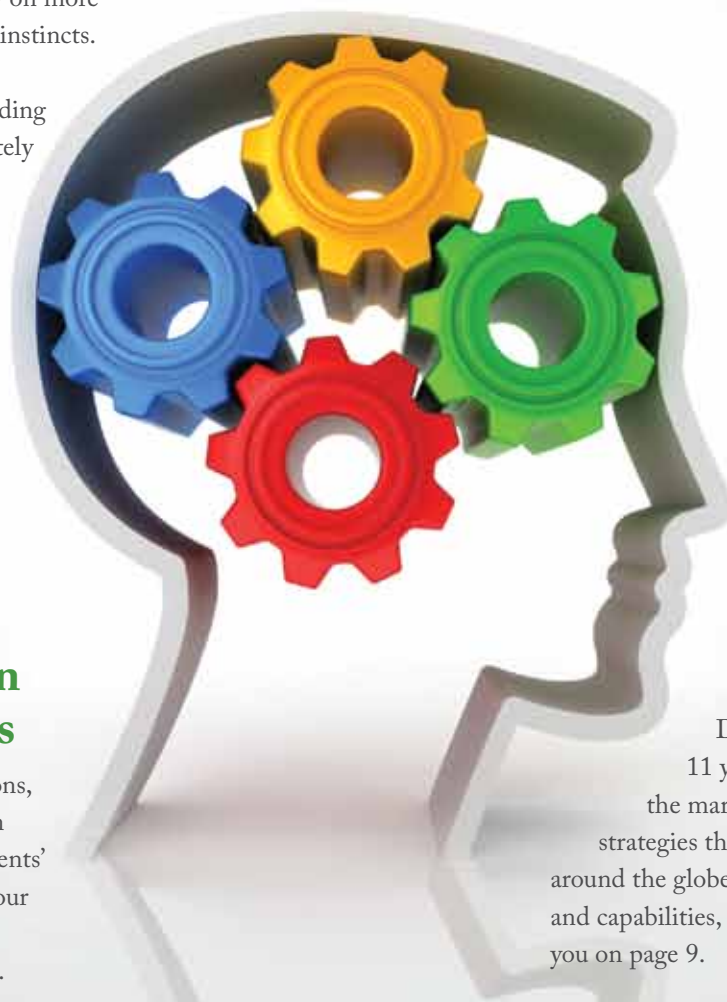
Today, marketers have to rely on more than just experience and gut instincts. Research and Strategy, when combined with an understanding of new Technology is absolutely necessary when creating Advertising and Marketing plans. To read about what it means to think S.M.A.R.T., flip to page 5.

Communication that Get Results

At Dream Factory Productions, we believe in communication strategies that benefit our clients' bottom lines. To read about our various services and results-driven approach, see page 10.

Brand Exposure with Public Relations

When you are looking to increase your brand's exposure, public relations is a great way to get your name out there. Read about why public relations is such a credible form of promotion on page 13.



Marketing for Success

Dream Factory has over 11 years of experience in the marketing industry with strategies that have been successful around the globe. Discover our services and capabilities, and what we can do for you on page 9.

Social Media Taking Over

Technology is always introducing new things to the marketing and advertising industries. We discuss the evolution of social media and digital marketing on page 14.



Our Mission

From The C's // At Dream Factory Productions, we continuously push ourselves to stay ahead of the wave of changing technologies and emerging market trends—because it's not enough to simply “keep up” with the fast pace of business in today's world. We constantly assess where the market is and where it's headed next. Our passion for marketing, advertising and communications is what drives us to generate results-driven campaigns that are strategically sound, in tune with your audience, and designed to benefit your bottom line.

With that in mind, we apply our proprietary S.M.A.R.T.™ system to make full use of the relationship between Strategy, Marketing, Advertising, Research and Technology. This system blends creativity and analytical thinking to draw from our staff's experience, knowledge and diversity to successfully migrate your core brand message across several communication channels and cultures.

-Paulo Cigagna, Jim Londeree-



Paulo Cigagna

Jim Londeree

Dream Factory Productions

IN REVIEW

ON THE COVER

Pictured on the front cover are Paulo Cigagna and Jim Londeree, the CEO, COO of Dream Factory Productions, Inc. Founded in 1999, Dream Factory Productions, Inc. is a full-service marketing, advertising and production company located at Universal Studios in Orlando, Florida. Dream Factory Productions offers traditional and technology-driven marketing and advertising solutions for companies seeking to increase their market share, industry leadership and global footprint.

DISCOVER DREAM FACTORY

PG1 //
OUR MISSION

PG4 //
**OUR COMPANY
& MANAGEMENT TEAM**

Companies tend to take the shape of their leaders. We're in pretty good shape.

TIME TO GET S.M.A.R.T.™

PG5 //
S.M.A.R.T. SYSTEM EXPLAINED
Discover how strategy, marketing, advertising, research and technology can work together to achieve your goals.

CREATIVE

PG7 //
DREAM FX
Our creative team delivers results with innovative visuals.

STRATEGY

PG9 //
DEVELOPING YOUR STRATEGY
When it comes to forming your marketing plan, we look through the eyes of your customers.

SPECIAL REPORT

PG10 //
EFFECTIVE TARGETING
For advertising to be effective there has to be strategy behind it, and it should target a specific market.

LIGHTS, CAMERA, ACTION

PG11 //
PRODUCTION SERVICES
Get an inside view of our production of the *B.A.S.E.S. - Evolution of an Athlete* instructional video.

PG12 //
TRADE SHOW SERVICES
Learn about Dream Factory Productions' tradeshow services and get some tips for your trade show booth.

CREATE AWARENESS

PG13 //
P.R. OR NO P.R.?
Public relations is a major part of the marketing mix that you cannot ignore. Find out why.

INTERACT

PG14 //
SOCIAL MEDIA
Things are changing these days and you can't be left behind. Get the scoop on social media by learning the lingo.

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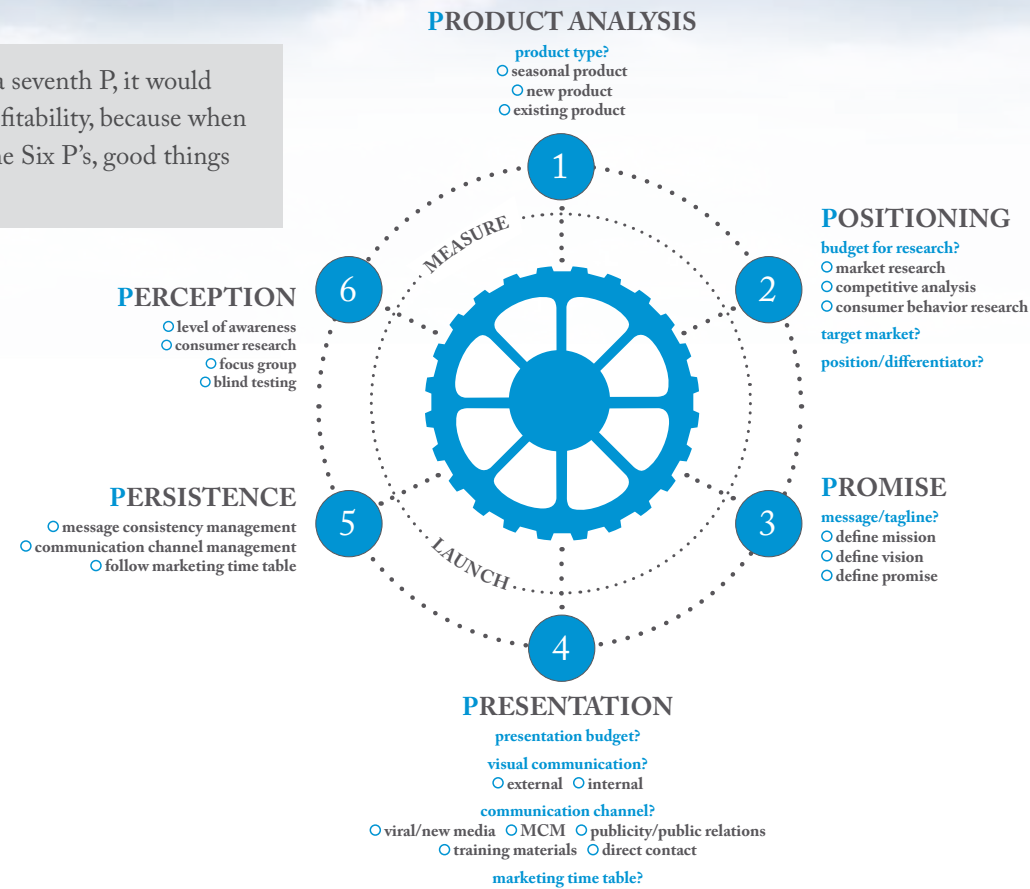
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Luiz Cigagna



If there was a seventh P, it would stand for Profitability, because when you follow the Six P's, good things will happen.



The Power of a Brand

LAYING DOWN THE BUILDING BLOCKS OF YOUR BUSINESS IDENTITY

A brand symbolizes an experience and the expectation people can have about the products, services or company it represents. The sole mention of a brand name can evoke emotions that can be positive or negative, depending on how the market perceives it—or how well a company has protected it. Without a well-developed brand, a company would simply have a product without power to influence its markets and customers. Brands can be so powerful that its unique identifiers can be more important than the product or service's value to the individual consumer. With that in mind, a good brand must be nurtured, protected and developed to ensure its leadership

status as it can be threatened by the entry of alternate brands or competitors challenging its power. The most common aspect of a brand is the brand name, which is represented by the linguistic, written or graphic depiction. Additional elements such as colors, fonts and even abstract concepts such as sound or scents can be an important factor in the success a brand name has in the marketplace. Building a brand can take time and it can be painstakingly difficult unless it is done in a structured creative approach that takes into account not just how others perceive it, but how others use it.

From the creation of a logo to the development of a thorough set of branding usage guidelines, Dream Factory Productions can help you conceptualize, develop and protect your brand with services ranging from graphic and web design to public relations and reputation management to ensure that your brand is built correctly and protected from threats.

Need help building your Brand?

Dream Factory Productions can help your company strategize and develop a strong brand message that connects with your target market.

Our Company

11 YEARS DEVELOPING SUCCESSFUL CAMPAIGNS

Why We're Different // Our staff consists of marketing specialists, advertisers, designers, writers, producers and media buyers. We come from all corners of the world, from metropolitan São Paulo, Brazil to rural Winter Haven, Florida. We think locally and respond globally. Our different backgrounds, personalities and creativity make us unique, but one thing ties us all together. We are committed to creating great campaigns that capture and convey our clients' brand essence in a way that makes people sit up and take notice.

What You Can Expect // You can expect a team of individuals committed to producing quality work that is rooted in research and experience. We know when you invest in our services you expect results. Truth is, every company has different goals. We will work with you to discover what those goals are and then implement a strategy to achieve them. It is in our nature to go above and beyond for our clients.

Our Team // The "Dream Team" relies on a collaboration of efficiency, knowledge and creative thinking — and years of experience our clients can count on. Our team's diverse background drives our strong understanding of the global nature of business in the 21st century. Thanks to our international background, we speak many languages and have a wide range of experience in strategy, marketing, advertising, research and technology — the pillars of our S.M.A.R.T.™ system. Each of us has a different creative edge that responds to our clients' needs to create a brand that will make people notice and respond positively.

Dream Factory Productions' diversity creates a magnificent source of talent and ideas that lead to quality promotional campaigns that integrate the latest marketing philosophies, advertising media and online branding technologies — including social media, blogs and search engine optimization. Our agency stands out from the competition by creating competitive differentiation that applies knowledge, leadership and a strong sense of ownership for the work we perform for our clients.

Our "Dream Team" of agency professionals will guide you through the creative process to achieve the best results according to your specific goals and objectives. Dream Factory Productions is proud of the creativity and knowledge that we bring to work every day — and it shows in every market strategy, advertising campaign and creative piece we produce.

Global Footprint // Our strategies have worked for companies around the globe. Take a look at the growing number of countries where we've made our mark.

- Australia
- Brazil
- Bulgaria
- Canada
- Colombia
- UK
- Germany
- Mexico
- Panama
- Russia
- South Africa
- Spain
- Switzerland
- USA
- Venezuela

Targeting a Global Market? // Dream Factory Productions can help your company migrate its marketing message and create opportunity.

Management Team

Paulo Cigagna - CEO //

Paulo is an entrepreneur and advertising professional experienced in developing integrated advertising strategies. He has 16 years of industry experience creating innovative solutions that are analyzed using marketing metrics and analytics.

He is a solutions-driven advertiser who has successfully developed international marketing programs for lead generation, direct sales, business development, corporate communications, branding and sales support.

Jim Londeree - COO //

Jim is responsible for the strategic and operational leadership of Dream Factory Productions, Inc. He has 11 years of experience in marketing and advertising with a focus in operations management. Jim handles the daily activities of the agency and ensures effective operations from business development to back office policies.

Jim is a results-driven marketer with an eye for efficient solutions. By utilizing available resources, he creates and maintains a positive work flow essential to the success of our agency.





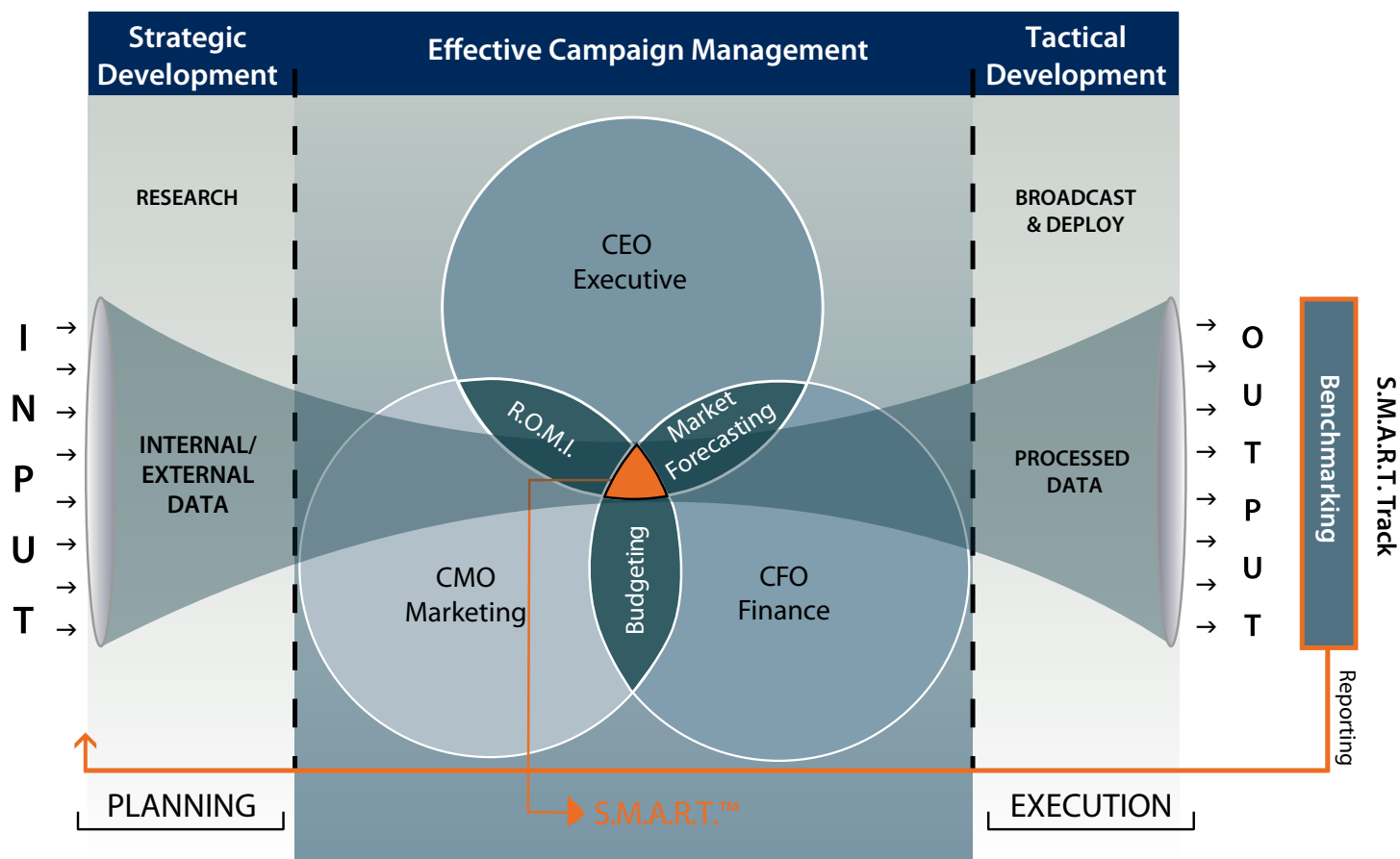
S.M.A.R.T.™

STRATEGY | MARKETING | ADVERTISING | RESEARCH | TECHNOLOGY

A PROPRIETARY PLANNING AND EXECUTION SYSTEM TO GENERATE A RETURN ON MARKETING INVESTMENTS

Results Driven // Your company follows a structure process when manufacturing your product, delivering services, managing finances, etc. Shouldn't your agency do the same when managing your budget? The only way to produce consistent results in the marketing and advertising world is by establishing an effective set of processes and executing it flawlessly. No company should waste money on guesswork — it is time get S.M.A.R.T.

What is S.M.A.R.T.? // S.M.A.R.T.™ is a set of strategic processes that work together to maximize the effectiveness of marketing and advertising campaigns while minimizing promotional risks through the application of proven, knowledge-based strategies and tactics to achieve consistent and measurable results.



S.M.A.R.T.™ can be customized to meet specific goals and objectives to support these strategies:

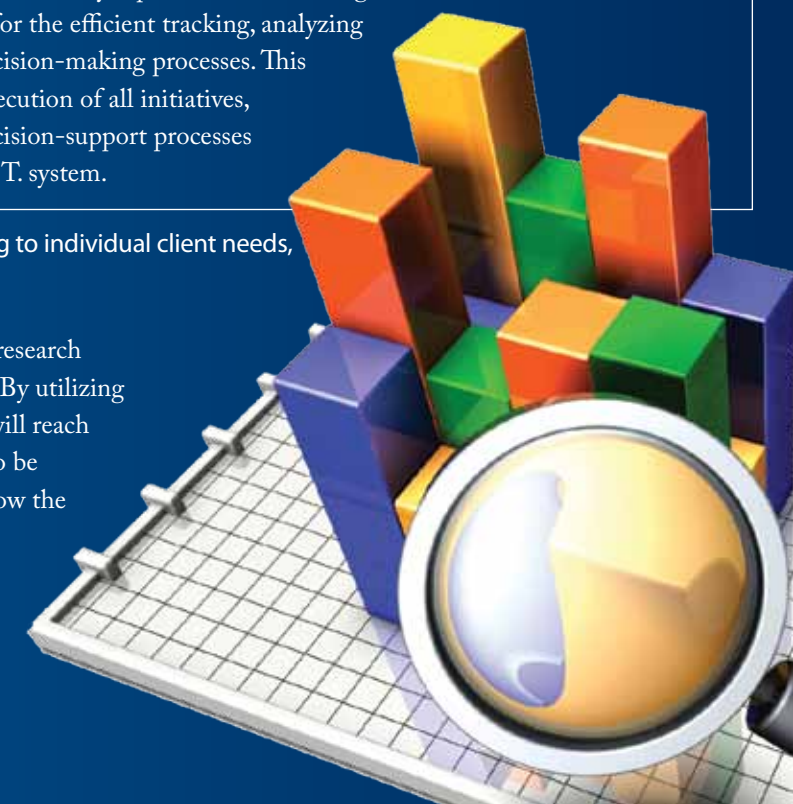
- Business to Business (B2B)
- Business to Consumers (B2C)
- Business to Investors (B2I)

STAGE	PROCESS AND PROCEDURES
STRATEGY	Establish Goals and Objectives Based on Your Business Needs
I	The S.M.A.R.T. team will work with your marketing, executive or business development staff to uncover opportunities, identify risks and develop solid strategies to meet the challenges and demands of your markets, its segments and the industry as a whole. The result will be a strong strategic marketing plan to support your branding and positioning, and deliver optimal marketing results.
MARKETING	Develop Integrated Marketing Programs to Meet Your Business Needs
II	The S.M.A.R.T. team will develop marketing initiatives and programs based on the new strategies that use online and offline efforts to drive the next stages of the process. This includes the creation of realistic tactics to maximize the brand's value proposition and support marketing communications, strong messaging and creative imagery, and the selection of marketing metrics to measure conversion and response rates.
ADVERTISING	Create Promotional Channels that Offer Solutions for Your Business Needs
III	The S.M.A.R.T. team will apply knowledge from the previous two stages and assess your current corporate identity, website and online footprint to develop marketing communication, public relations and business development collateral to match and support the new strategies using diverse advertising channels. From online media to traditional advertisements, we can reach the market segments your business serves with surgical precision.
RESEARCH	Apply Research from Industry Benchmarks for Tracking and Analysis
IV	The S.M.A.R.T. team understands that marketing and advertising decisions should always be made based on factual information and market intelligence from both internal and external research to provide management with the necessary decision-support system to increase the effectiveness of the marketing initiatives and reduce the risk of campaign failure. We manage all research initiatives and apply the knowledge to all stages of the process.
TECHNOLOGY	Integrate Technology and Business Systems for Maximum Effectiveness
V	The S.M.A.R.T. team integrates technology into every aspect of our marketing and advertising solutions to create a framework for the efficient tracking, analyzing and application of all data collection and decision-making processes. This plays an integral role in the planning and execution of all initiatives, while allowing the automation of critical decision-support processes to complete the application of the S.M.A.R.T. system.

*S.M.A.R.T. processes and elements described may vary according to individual client needs, industry and strategy.

Dream Factory Productions' S.M.A.R.T.™ process uses unbiased research and facts to determine the most effective strategy for your brand. By utilizing S.M.A.R.T.™, our clients know which communication channels will reach their target audiences most effectively, which technologies need to be implemented to support marketing and advertising efforts, and how the campaign will change with each measured result.

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Developing Your Strategy

MARKETING FOR SUCCESS

Marketing // When it comes to building or realigning your brand, a strategic approach is absolutely necessary to set your company up for success. Our S.M.A.R.T.™ marketing process provides a proven framework that delivers quantifiable returns. You need to see the world through the eyes of your customer and through our research and experience Dream Factory Productions can help you do just that.

Strategies // Our strategic approach can help your brand acquire, retain and nurture customer relationships, resulting in increased brand loyalty and providing your company with a better dollar value per acquisition. In addition, our background in multicultural and international marketing gives us an advantage over other agencies. Our experience enables us to successfully migrate your message and engage other cultures with your unique brand. Additionally, our marketing campaigns have been successful with markets around the globe by focusing on the unique behaviors of local buyers.

From your sales campaigns to branding needs, you can rest assured that our team will successfully identify, track and develop an effective marketing strategy to bring the results your company needs.

Experience // Over the last 11 years, our team has had the privilege to work on projects from top companies in the following industries and vertical markets:

- Animation
- Arts
- Automotive
- Aviation
- Banking
- Books
- Broadcast Media
- Brokerage
- Construction
- Cosmetics
- Dentistry
- Distribution
- E-commerce
- Education
- Energy
- Engineering
- Entertainment
- Fashion & Clothing
- Financial Services
- Food & Beverage
- Green Services
- Healthcare
- Hospitality
- Industrial
- IT
- Jewelry
- Law
- Logistics
- Medical Services
- Music
- Photography
- Printing
- Radio
- Real Estate
- Retail
- Software Development
- Sports
- Staffing
- Telecommunications
- Tourism
- Tradeshows
- Training

Marketing Solutions //

- Advertising Campaign Planning
- Affiliate and Referral Marketing
- Branding Strategies
- Brand Realignment
- Business and Marketing Plans
- Corporate Communications
- Direct Response and E-mail
- Focus Group Research
- Google Paid Search (Pay-Per-Click)
- Green Marketing
- Lead Generation and Direct Sales
- List Management
- Multicultural Marketing
- Marketing Management
- Marketing Metrics Analysis
- Marketing Research and Surveys
- Online Marketing Strategy
- Public Relations and Press Releases
- Social Media Marketing and Management
- Strategic Planning



Need to develop an effective strategy? // Dream Factory Production's staff has the experience developing strategic marketing solutions to help you track and analyze results across all media channels.

Effective Targeting

COMMUNICATION THAT GETS RESULTS

Effective Advertising // Creative advertising needs to be effective and results driven. Only through research and constant iteration can we understand consumer behavior and market changes. We tailor your message precisely and place your creative in the best communication channels available. Now is the time to demand cost effectiveness and precision when making advertising decisions. This can be achieved through strong relationships with media channels and an excellent understanding of the way they work. At Dream Factory Productions, we utilize effective targeting that produces results.

It's easy to get caught up in the latest design trends, technological tactics and eye candy that many creative agencies produce. However, if the strategy behind these efforts is weak or nonexistent, you can expect an ineffective advertising campaign.

At Dream Factory Productions, the creative we produce is based on your overall branding strategy. This means that data from our comprehensive market research, in concert with our award winning creative team, contribute to the advertising we produce. Our S.M.A.R.T.™ process provides insight to our creative team, which enables us to match the marketing strategy with an appropriate creative strategy.

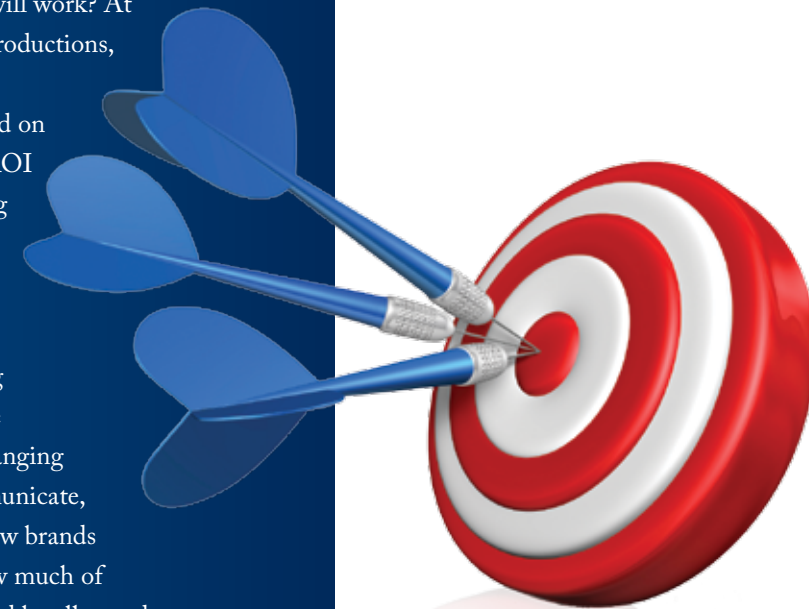
Appropriate Communication Channels // Is your current agency selecting communication channels based on what they think will work or

what they know will work? At Dream Factory Productions, our media buying decisions are based on getting the best ROI for you. Producing results for our clients is our top priority.

Social networking websites and mobile applications are changing the way we communicate, and as a result, how brands advertise. But how much of your budget should be allocated to these new methods of communication?

Many of our clients have migrated a significant amount of their budget to target consumers in these communication channels, but none of them have jumped in blindly. At Dream Factory Productions we develop strategies based on proven research methods and facts to determine how your target markets are changing. We then show our clients how big the opportunities are, recommend specific tactics and deliver results.

Media Placement // Our media placement department relies heavily on experience and research to select the most cost effective communication channels to reach your customers. Over the past 11 years we have developed strong relationships with the traditional mass communication media to guarantee the best reach and rates for our clients' campaigns.



Advertising Services //

- Advertising Campaigns
- Creative Communication
- Corporate Identity Development
- Design Services
- Experiential Advertising
- Guerilla Advertising
- Interactive Development
- Media Planning and Buying
- Multicultural Audiences
- Publishing and Print
- Scriptwriting
- Social Media Development
- TV and Radio Advertising
- Video Production
- Viral Advertising

Need to develop an effective strategy? // Dream Factory Productions staff has the experience developing strategic marketing solutions, to help you track and analyze results across all media channels.

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Production Services

YOUR IDEAS ON THE BIG SCREEN

Our Services // When it comes to production services, the finished product is a reflection of the personnel and facilities used during the process. Because Dream Factory Productions is located on the backlot of Universal Studios Orlando, we have full access to soundstages used in numerous movie productions, commercials and television shows. In other words, you'd be hard pressed to find a better combination of staff and production facilities anywhere. You should not settle for less than top-notch quality when it comes to your production projects. Dream Factory Productions can deliver the best value for your next production. Contact us today to learn more about our production services.



Case Study

B.A.S.E.S.

Dream Factory Productions produces baseball training DVD

Recently, Dream Factory Productions completed a baseball/softball skill and athleticism development video called *B.A.S.E.S. - Evolution of an Athlete*, which utilized the soundstages on the backlots of Universal Studios Orlando.

Working together with a crew of industry professionals, we managed the project from beginning to end, ensuring a high quality product and satisfied client.

Producing a video as large as B.A.S.E.S. involved organizing and scheduling a 32-person crew. Dream Factory Productions developed all phases of the project, from pre-production to post production as well as the marketing strategy to promote the DVD.

B.A.S.E.S. is an acronym for Balance, Agility, Strength, Explosiveness and Speed. The DVD, *B.A.S.E.S. - Evolution of an Athlete*, features baseball star Curtis Granderson and notable figures in the field of athleticism such as Dr. James Andrews of the American Sports Medicine Institute. This athletic development program was created to help young baseball and softball players develop the skills and athleticism necessary to compete at a high level by performing specific exercises.



Trade Show Services

THE SHOW MUST GO ON

Get Noticed // Why stress over ordering your own trade show services when you can take advantage of our comprehensive trade show expertise? Let us take care of the planning, documentation and logistics to produce a world-class exhibit that will demand attention. Drawing upon our 11 years of experience in making people stop and take notice, as we know how to make your next trade show exhibit stand out from all others. Don't let your company get lost in the crowd. Get Dream Factory Productions, get noticed and get results from your next trade show.

Our Services //

- Company Displays
- Custom Displays
- Electronic Kiosks
- Exhibit Design
- Logistics
- Multimedia Design
- Portable Displays
- Presentation Materials
- Print Materials
- Show Exhibits
- Trade Show Booths
- Trade Show Displays
- Trade Show Graphics
- Trade Show Management
- Video Presentations



Need help making an impact at your next trade show? //

We can design, manage and deploy an effective trade show experience from booths and displays to promotion collateral to support your sales and marketing efforts.

Make Your Trade Show Unforgettable //

Your trade show exhibits have a limited amount of time to attract attendees, and you may only get one chance. Each element of your display booth must communicate your company's message, showcase your products and make your audience want to learn more. These elements must reel in the attendees so your booth staff can engage them in conversation in order to identify them as targeted leads. This doesn't happen without careful planning and design, which is why so many exhibitors fail to accomplish their desired results. The following tips will give you an advantage when you're competing with a full convention center.

Grab Attention // If you want your display booth visited, it has to stand out. The challenge is that you only have a few seconds to grab someone's attention as they pass your booth. You have to make an immediate impact. The best way to do this is with an eye-catching, uncluttered

design. Incorporating motion and creative lighting can also help to make your display booth stand out from the rest.

Limit The Message // Walking through a convention center, attendees' senses become overloaded with sights and sounds. The longer an attendee is at the convention, the more desensitized they become. If your message is simple and to the point, it has a far better chance of being remembered the next day and beyond.

Use A Tactile Approach // If possible, encourage visitors to actively participate with your trade show exhibit. For example, if your product is business software, let attendees experience it firsthand. You can actually hire trade show vendors to set up a kiosk that enables your visitors to interact with your product.

Clear The Path // Amid the clutter of the convention center, clean-looking, organized trade show exhibits are a welcomed beacon of clarity. Clear a path

to encourage visitors. Keep literature and marketing collateral tidy. Ask employees who are not actively working in your exhibit to avoid lingering.

Engage Multiple Senses // The best trade show exhibits are attractive on several levels. If you can reach out to your audience through sight, smell and sound, the impact will be greater. Your trade show graphics and other display elements will already create a visual connection. Incorporating sound – and smell when appropriate – will enhance your booth.

Extend Your Brand // Your trade show exhibit is a visual extension of your company's brand. You can maintain consistency by communicating the same powerful message in your display booth graphics, staff apparel, marketing collateral and promotional giveaways.

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Public Relations

EXPOSURE, AWARENESS, CONNECTION

P.R.? // Public relations is the practice of shaping and maintaining the image of a company, organization or brand among the public, an industry or market and anyone who is exposed to a company, its services or products. Public relations utilizes a variety of online and offline communication channels and tools to expose a message and connect with the public. There are many ways to build awareness for a company or brand, by executing a carefully-planned P.R. campaign to influence editorial stories and articles published in newspapers, magazines, blogs and online publications. Another growing trend is the integration of social media and networks into the P.R. strategy to maximize the exposure using viral media such as Facebook, Twitter and LinkedIn, among many more similar sites.

Using public relations is cost-effective and can validate advertising when covered by the mass media. And while advertising is still an important element of the marketing mix, P.R. is often seen as a vital element of any strategic marketing plan, helping leverage costs and increase conversion rates.

Need to generate more public exposure for your company? //

Contact us today if you want to discuss our public relations services and what they can do to generate awareness for your brand.



Social Media

TECHNOLOGY AT YOUR SERVICE

Future Trends // The speed at which new technologies develop can be staggering for anyone. From social networking sites to blogs and podcasts, it is hard to keep up. It's our responsibility to you that we stay current with new technology and use it to bolster your brand.

New Technologies // What works today may not work tomorrow. With societal, cultural and technological changes occurring at increasingly accelerated rates, keeping your eye on emerging trends can give your business a competitive advantage.

There is only one way to forecast future market trends, and that is by understanding the evolution of new technologies through research and knowing how you can apply them to generate results. The never ending evolution of communication channels

is so rapid that it requires our team to be in a constant discovery process. Your brand needs to be aligned with consumer desires and values, and sometimes the best way to do that is by using emerging technologies.

The marketing and branding power that a digital presence can bring your brand is undeniable. From a basic website to a full-blown online campaign, going digital can spark the increase in sales and market share that you are looking for. There are a few terms on the bottom of this page and page 13 that offer a glimpse at what digital marketing can do for you.



Talk the talk, walk the walk

SOCIAL MEDIA LINGO

Blogs // In 2003, there were 300,000 blogs. Today there are over 112 million and 33% of Internet users in the U.S. read them. So what is a blog? A blog is a website where the author talks about topics of interest to them using text, photos, audio or video. It's become a key influencer in marketing because of its ability to create buzz.

Social Networks // An online social network is a web-based community for friends, family, coworkers and peers. Users create a profile and then connect with other users to keep in touch or build career-related networks. Social networks can be used to market to very specific segments of consumers, build brand awareness, conduct marketing research and much more.

Podcasts // As seen on our home page, podcasts are the future of broadcasting information. Podcasts are simply "personal-on-demand broadcasts." With the combination of convenience and knowledge at your fingertips, shouldn't your future customers be looking you up on iTunes?

SEO (Search Engine Optimization) // Ever wanted to be the first name that comes up on a Google search? That's what SEO does. It helps the web user find your company with ease. It is proven that the majority of search engine users will choose a company off the first page of their search. This will enhance your legitimacy in the digital world.

Mobile Apps // Apps are programs that can be loaded right onto your phone. From branded games to useful applications that help you decide where to eat at night, apps get tons of one-on-one time with consumers. Having your brand in front of potential customers on a daily basis increases your awareness and legitimacy in the digital realm.

Widgets // A widget is a small application that provides live updates to a website or desktop. Widgets can give traffic reports and weather updates, but they can also build your brand. This new technology is popular on social networking sites like Facebook and MySpace, and when developed properly, can be a useful tool.

Viral Videos //

One word: YouTube. A video is posted, a few people see it, they pass it to their friends, and the word of mouth spreads like a virus. When used as a marketing technique, viral videos can pass along a marketing message, create buzz and lead to a website. Getting the consumer involved with your brand is a great way to grow your business.

Here at Dream Factory Productions, we know how best to utilize these emerging technologies and produce results for your brand. Contact us today so that we can increase the presence of your company in the digital world.

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www.dreamfactoryproductions.com

Dream Factory Productions, Inc.

Members of

Our goal as a company is to fulfill the needs of our clients. We value the relationships we build with our clients and know that they are the ones who make our business growth possible.

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Some of our past and current clients



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