

AFFIRMOLGY

The Demo Experience

Event demo areas, and the eventual Affirmology Loft · Concept + build list · July 2026

We want to create incredible visual, somatic, and nurturing experiences: to help a person relax, unwind, feel their most epic self, and let the audio make them feel seen.

The goal is positive association anchored in the body. They will remember how it felt to hear music with their own name in it, gregorian chant over vibrating sound, singing bowls, a curated hero's song written from their chart. That memory is good for the brand, good for membership, and it is how a habit begins.



Concept: the Affirmology demo area. Emerald Eames lounge and chaise, bohemian rugs, floor cushions, projection-mapped starry ceiling.

The three pillars

1. Eye masks. Tune out the visual noise of a busy room. The Lumenate Nova flashes light patterns to the pineal gland in time with sound and emotion, like a personal Pandora Star. It helps the listener drop in, tune everything else out, and get present with their soul song.

2. Vibroacoustics. Land the music and the affirmations in the body, not just the ears. A wearable vest for the upright, standing, hero experience, and a mat built into the furniture for the reclining one.

3. Emerald velvet, everywhere. Rich velvet in our signature emerald wrapping the furniture, the eye masks, and the vests, with our logo on them. The color is the brand, and it makes the whole area unmistakably ours.



Concept: emerald eye mask and custom emerald headphones.

The furniture

Eames lounge chair + ottoman

Reupholstered in emerald velvet. A vibroacoustic panel can be deconstructed and sewn into the seat. This is the signature seat of the experience.



Concept: emerald Eames lounge and ottoman with an integrated haptic panel.

Chaise lounge

The chaise is the natural home for the vibroacoustic mat: built into or laid beneath the emerald velvet upholstery, so the whole body is on the sound.



Concept: emerald velvet chaise with the vibroacoustic mat integrated under the upholstery.

Overflow and vibe

Poufs, bean bags, bohemian rugs, and floor pillows for the more casual people who just want to lie down with the app. They make the area feel like a place to stay, not a booth to pass.

The hero vest

Worn while they listen to their soul song. It lands the vibration and the recognition in the body, and it makes the hero point for us: they are the hero of these songs and poems, and this is their hero's journey.

Suiting someone up draws a crowd, and it makes for outstanding customer-reaction video for social. It should be pretty, plush, and fun to wear, not gear. We should also explore a cape variant.



Concept: the emerald velvet hero vest, open at the front with the haptic panel across the back.

The kit, with real products and prices

Item	Price	Notes / link
Luminate Nova eye mask	£82.50 (about \$105)	On sale from £108.33. Currently backordered in the US. Connects to the Luminate app; up to 5 can be synced to one phone for a group session. luminete.co/product/luminete-nova
Woojer Vest 4	\$479	6 haptic transducers, 1-250Hz, 10-hour battery, Bluetooth + 3.5mm. woojer.com/products/vest-4
Woojer MAT	\$999	Full-body vibroacoustic mat, the

		one to build into the chaise. woojer.com/products/mat
Eames-style lounge + ottoman	\$459	Corrigan Studio, Wayfair. To be reupholstered in emerald velvet.
Chaise lounge	\$375	Latitude Run, Wayfair. To be reupholstered, with the mat integrated.
Hamilton Buhl SC-7V headphones	about \$12 each in bulk	Over-ear, vintage look, durable cord, built for group use. Bass rolls off below 500Hz, which is fine: the deep bass is felt through the vest and mat, not heard.
ColorWare custom paint	quote needed	To paint the headphones in our emerald. colorware.com
Reupholstery (2 pieces, emerald velvet)	\$800 to \$1,500 (estimate)	Includes sewing the haptic panels in. Needs a local quote.
Projection mapping unit	\$500 to \$1,200 (estimate)	At least one. Starry ceiling over the area, or the back wall at Faena.
iPads + stands + tethers	\$800 to \$2,000 (estimate)	Used iPads are fine. Green backing, glued ring and cord.
Tables + branded stretch covers	\$300 to \$500 (estimate)	One or two, identical.
Standup banners	\$400 to \$600 (estimate)	2 Affirmology, 1 Jeff, 1 Sol. Extras to place around the venue.
Rugs, bean bags, floor pillows	\$400 to \$600 (estimate)	Bohemian, warm, invites people to stay.

Target kit for Ultimate Wellness (Sept 24 to 26)

- 1 Eames lounge + ottoman and 1 chaise, both wrapped in emerald velvet, one with the vibroacoustic mat built in or laid on top.
- 1 to 2 hero vests: one for the Eames, one for a bean bag or standing.
- 4 to 6 eye masks, each with a disposable stick-in insert so nothing passes face to face.
- 1 vibroacoustic mat, in or on the chaise.
- Bohemian rugs and floor pillows or bean bags for overflow.

- 10 headphones with adapters, brand logo applied.
- Projection mapping, at least one unit. The starry ceiling over our area is the wow. Essential if we ever tent an outdoor event.
- Possibly an extra chair or two. We have a big space to spread into.

The demo table

One or two folding tables under identical branded stretch covers. Tall standup banners on the outside, so our MC visibility on stage connects to this area, plus extras placed elsewhere to point people here.

iPads or touchscreen displays on stands, at least four, ideally closer to ten for an event this size. People need to watch our trailers on a real screen, and a Team Rep sits with them to pick their demo journey, enter their birth data, and complete any context questions. Additional displays loop our video to pull people in while the Reps are busy.

The near-stage booth

This one is in view of the main stage, so conversation only happens between speakers while Jeff and Sol are MCing. One branded table, one or two people, resources to pick up.

Its whole job is to hand out the flyer and send people across the room to the real demo area before they leave for the day. Camp Brotherhood, Coherence, and Win Together books can be featured here too, with video on the displays and print to take.

The flyer

Die-cut to a unique shape: a face wearing headphones, or our meditating statue from the mission video. Pocket-sized, on cardstock so it has heft.

Front: their demo, the benefits, a barcode, and directions to the demo area. Back: the creator account, for coaching clients and facilitating live groups, with its own barcode. Everyone carries them, Team Reps hand them out while they enjoy the conference, and we will try placing them on the seats before the first speaker on day one.

Headphones at scale, and a growth engine hiding in them

For the Sept 11 event and the VIP first night at Faena we want a big group to have the Remember Together experience at once. That is 50 to 100 headphones, and double the adapters, because we will lose some to accident and theft. For 11/11 we may need 200 or more. A Daybreaker-scale event would need 500 to 1,000.

The quiet opportunity: we rent and license the headphone kit to local creators for their own events. We take a deposit, they pay only for what they do not return, and otherwise it is free. Their community gets an unforgettable experience, many of them subscribe, and our facilitators become brand ambassadors. It turns our gear into free advertising and enrollment, and builds the Affirmology movement.

Shoot for the moon

Norm sent the VibraSound Zero-G chair (innersense-inc.com), a roughly \$5,000 immersive vibroacoustic recliner, and there is the full landing-pad system at vibroacoustix.com. Either would be the centerpiece of the Loft and an unforgettable anchor for a demo area.

Immediate next step

Buy one Lumenate Nova and test it now. At about \$105 it may be the highest value-per-dollar item on this list, and we need to know how it feels with a soul song before we commit to four to six of them for September.