

AFFIRMOLGY

The Demo Experience

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



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

The vision

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 hero's song written from their chart.

That memory is good for the brand, good for membership, and it is how a habit begins.

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 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: the emerald eye mask and our custom emerald headphones.

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 this is their hero's journey.

Suiting someone up draws a crowd, and it makes 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 furniture

Eames lounge chair + ottoman · \$459

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 · \$375

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 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 kit: products, prices, links

Item	Price	Notes	Link
Luminate Nova eye mask	£82.50 (~\$105)	Down from £108.33. Backordered in the US. Up to 5 sync to one phone for a group session.	luminateno.com/product/luminateno-nova
Woojer Vest 4	\$479	6 haptic transducers, 1-250Hz, 10-hr battery, Bluetooth + 3.5mm.	woojer.com/products/vest-4
Woojer MAT	\$999	Full-body vibroacoustic mat. This is the one to build into the chaise.	woojer.com/products/mat
Eames lounge + ottoman	\$459	Corrigan Studio, Wayfair. Reupholster in emerald velvet.	wayfair.com
Chaise lounge	\$375	Latitude Run, Wayfair. Reupholster, integrate the mat.	wayfair.com
Hamilton Buhl SC-7V headphones	~\$12 each in bulk	Over-ear, vintage look, durable, built for group use. Bass rolls off below 500Hz, which is fine: deep bass is felt through the vest and mat, not heard.	encoredataproducts.com
ColorWare custom paint	Quote needed	To paint the headphones in our emerald.	colorware.com
VibraSound Zero-G chair	~\$5,000	Norm's suggestion. The centerpiece of the Loft.	innersense-inc.com
Vibroacoustix landing pad	Quote needed	The full shoot-for-the-moon system.	vibroacoustix.com

Budget: the Ultimate Wellness demo area (Sept 24 to 26)

Confirmed prices are firm. Everything marked estimate needs a local quote.

Line item	Estimated cost
Eames lounge + ottoman	\$459
Chaise lounge	\$375
Reupholstery, both pieces, emerald velvet (estimate)	\$800 to \$1,500
Woojer MAT (built into the chaise)	\$999
Woojer Vest 4, one or two	\$479 to \$958
Luminate Nova eye masks, four to six	\$420 to \$630
Headphones x10 + adapters	~\$150
Rugs, bean bags, floor pillows (estimate)	\$400 to \$600
Projection mapping unit (estimate)	\$500 to \$1,200
iPads, stands, tethers (estimate)	\$800 to \$2,000
Tables + branded stretch covers (estimate)	\$300 to \$500
Standup banners x4 (estimate)	\$400 to \$600
Print, flyers, cards (estimate)	\$300 to \$500
Estimated total	\$6,400 to \$10,400

Scaling the group experience

For Sept 11 and the VIP first night at Faena we want a big group in the Remember Together experience at once. That means 50 to 100 headphones, and double the adapters, because we will lose some to accident and theft.

Event	Headphones needed	Cost at ~\$12 each
Faena demo area	10	~\$120
Sept 11 + Faena VIP night	50 to 100	\$600 to \$1,200
11/11 gathering	200+	\$2,400+
Daybreaker scale (someday)	500 to 1,000	\$6,000 to \$12,000

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The growth engine hiding in the gear: 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 subscribe, and our facilitators become brand ambassadors. It turns our gear into free enrollment and builds the Affirmology movement.

Target kit for Ultimate Wellness

- 1 Eames lounge + ottoman and 1 chaise, both 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, and 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 visibility as MCs on stage connects to this area, with 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 answer any context questions. Extra 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.

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 committing to four to six for September.

All imagery in this document is original Affirmology concept art, not vendor product photography.