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Press Release Distribution Report

April 1, 2026

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Distribution Report

eLCie Surpasses 600 Technicians on Its AV Labor Marketplace, Replacing the Traditional Broker Mode

Date Submitted: 2026-04-01

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Your Submitted Press Release

Florida, USA - March 31, 2026

A Florida founder is reshaping how production companies and freelance technicians find each other, giving both sides the transparency and control they've been missing.

When production companies need crews for events, concerts, or broadcast work, they usually call a labor broker. The broker phones around to audio engineers, video technicians, and riggers. Rates are never quite clear, and payment can take weeks.

Technicians get whittled down on price to protect the broker's margin, while production companies overpay without knowing it. It's a system that has defined AV labor for decades, and one of the last industries where gig work hasn't benefited from digital marketplaces.

Theodore Nelson, founder of eLCie, thinks that's about to change. His platform, which launched in 2023, connects production companies directly with freelance AV technicians in a transparent, fee-based marketplace.

Clients pay a flat 15% service fee on top of technician rates, with nothing taken from the technician's cut. Technicians set their own rates and receive exactly what they quoted and every confirmed position is funded before work begins.

"I coordinated labor for years and watched two groups of professionals, both good at their jobs, frustrated by a broken process, so we built the technology to fix it," says Nelson.

Nelson bootstrapped eLCie and has grown it into a nationwide platform, working with production companies and crews across multiple U.S. markets.

The timing couldn't be better, with the events industry rebounding strongly post-pandemic and live production demand outpacing available crews in several markets. Platforms like Uber and TaskRabbit proved that gig workers want direct connection, transparent pricing, and fast payment. eLCie is applying that model to AV labor specifically.

What eLCie represents is a shift in how gig work operates. For years, platforms controlled labor supply to make money. eLCie flips that: technicians control their rates, clients choose their crews, and the platform earns on transparent fees rather than margin

arbitrage.

"The future of labor markets is transparency and direct connection. That's not idealism. That's just how you attract good people and keep them working," says Nelson.

About eLCie:

eLCie is a Florida-based marketplace connecting production companies with freelance AV technicians nationwide. The platform offers transparent pricing, guaranteed payment, and direct crew selection, replacing the traditional labor-broker model with a fee-based system that benefits both sides. Since launching in 2023, eLCie has onboarded 617 technicians, completed 111 gigs, and maintained a 100% on-time payment record.

Website: <https://elcie.pro/>

Crunchbase: <https://www.crunchbase.com/organization/elcie>

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