



CASE HISTORIES

“TRADE SHOW ON WHEELS” (TOW)

- HONEYWELL
- REDKEN/ALLURE MAGAZINE
- HP
- THRYV
- ERICSSON
- ITALY
- DELL

REDKEN /ALLURE MAGAZINE "BEAUTY TOUR"

CHALLENGE: Leverage Redken's significant media buy with *Allure Magazine* to grow trial with consumers and strengthen the brand's relationship with salon partners in major US markets.

SOLUTION: Create two national tours, one mobile and one in shopping malls. The campaign featured professional hair stylists that engaged consumers with blow-outs and color consults to those in attendance. Invite-only events with salon owners and demonstrate new products.

RESULTS: The B2C/B2B campaign was hugely successful on both fronts, growing sales of Redken products more than 37% YOY in participating salons and distributing more than 95,000 product samples to consumers through both tours.

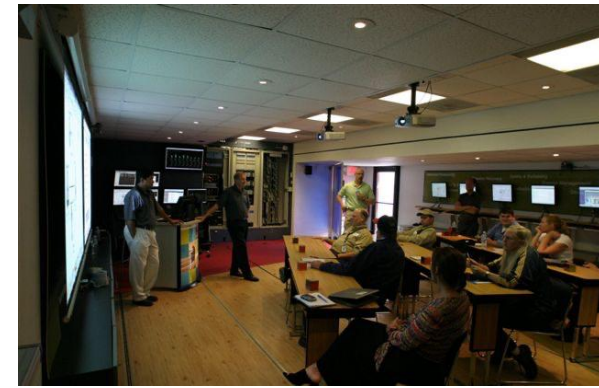


HONEYWELL PROCESS SOLUTIONS

CHALLENGE: Provide Honeywell with a way to demonstrate its software and technology offerings to targeted prospects with large plant operations.

SOLUTION: Utilize a double-expandable trailer customized with the flexibility to be used as a tradeshow demonstration area with computers, icon consoles, monitors and large LCD screens for hands-on demos. The floorplan could quickly be reconfigured as classroom to accommodate presentations to showcase Honeywell's plant management control systems and solutions.

RESULTS: The B2B tour generated over \$2 million in new contracts after activating at 95 US locations and 16 in Canada. The tour successfully shortened the normal sales cycle by driving awareness and comprehension of the benefits offered through Honeywell's automated technology solutions.



HP IMPRESSIONS ROAD SHOW

CHALLENGE: During a particularly challenging economy, find a way to convert HP's regional demonstration centers for select commercial printers into a mobile demonstration unit enabling the brand to take their demos directly to prospects and existing customers,

SOLUTION: A double-expandable trailer was re-engineered to transport and demonstrate the brand's 10,000 lb commercial printers to prospects throughout the US. The turnkey campaign complete with build-out, tour logistics and routing essentially set the table for HP sales personnel to invite prospects to the display and close deals after engaging them in product demonstrations.

RESULTS: One of HP's most successful, award-winning campaigns ever. Rapid sales success immediately led to the build of an additional mobile display. The program generated over \$30 million in revenue directly attributable to the tours.

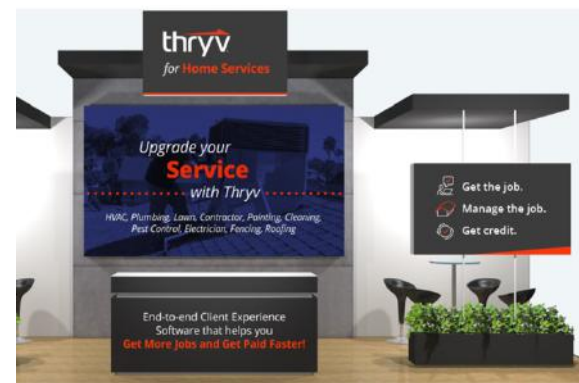


THRYV VIRTUAL EVENTS

CHALLENGE: Keeping open lines of communication with remote customers during a pandemic when in-person tradeshows were not an option.

SOLUTION: EventNext and Thryv created and activated a series of webinars which featured topics small business owners would receive to get the information they needed to grow their business during the pandemic.

RESULTS: Among those that attended the webinars, over 40% said the content immediately benefitted their businesses and nearly 60% signed up for additional webinars scheduled for the following year.



ERICSSON MOBILE TOUR

CHALLENGE: To educate and promote Ericsson's emerging, next generation of mobile internet technology to wireless carrier partners and other B2B prospects.

SOLUTION: Produce a tour featuring a custom-designed, expandable trailer utilized as a mobile tradeshow. The interior of the trailer showcased hands-on demonstrations and presentations by Ericsson reps in four themed areas including Home, Road Warrior, Office and Youth applications. Kicked off at a major industry tradeshow in Las Vegas, then the tour traveled across the country to a number of prospect and client headquarters.

RESULTS: During the tour's first year on the road the impact was such a success that Ericsson renewed this targeted strategy by bringing their rolling tradeshow to new prospects and customers the following year.



ITALIA "MUCH MORE" TOUR

CHALLENGE: To develop a concept that will help make Italy a consideration for consumers next vacation by immersing them in the beauty and culture of the 20 different regions of Italy.

SOLUTION: Two double-expandable trailers divided into East and West regions of the United States. These trailers visited consumer events, lifestyle centers and expos in almost 30 different markets over a 10-week period.

RESULTS: 28 markets over 15,671 miles the tour generated 68,070 exhibit interactions and 3,437,400 impressions.



DELL TOTAL BUSINESS TOUR

CHALLENGE: With a direct-to-consumer business model, Dell wanted to show a face to existing SMB customers and prospects in key markets across the US while showcasing and demonstrating a host of new product introductions.

SOLUTION: Created a mobile tradeshow display staged from a double-expandable trailer that showcased newly-released laptops, PCs, servers and printers from the interior. Also featured was a large monitor that enabled Dell reps to deliver group presentations at consumer events, hotels, sporting events and more.

RESULTS: During the 6-month Total Business Tour, Dell visited nearly 100 sites and engaged over 3,000 SMB customers and prospects. The tour boosted Dell SMB product sales by 27% over objective and was responsible for enrolling 318 new SMB accounts.



INPUT US ON YOUR CHALLENGES & OPPORTUNITIES.... ... WE"LL CREATE BUSINESS BUILDING "TOW" CONCEPTS FOR YOU

Schedule a no obligation initial backgrounding discussion.

Based on that input, we will develop creative concepts for your specific needs & opportunities to increase your trade show marketing effectiveness through our "Next Gen" Trade Show On Wheels" (TOW) Approach.

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