

Showcraft brings true partnership to elevate a company's trade show strategy

Situation

A point-of-sale hardware and service provider helps tier-one retail businesses create an in-store experience that engages customers, empowers store associates, and builds brand loyalty. Its clients desire a seamless shopping experience whether the shopper is buying in-store, online, or picking up curbside.

Attending in-person trade shows is an important element of the company's marketing efforts. However, the company's booth was archaic, being at least sixteen years old. Knowing that the quality of booths has improved over the years, the company's marketing manager wanted something fresh and engaging.

“ Our booth *communicates our brand*. It had to be **OUTSTANDING.** ”

The marketing manager was happy with the service she received from the trade show management company she worked with—but she wasn't wowed. She knew how vital trade shows were, and she wanted the best possible booth design.

Trade shows have the tremendous ability to deliver a substantial return on investment. However, the company uses them primarily for brand management, customer engagement, and relationship management. “Since our booth communicates our brand, it had to be outstanding,” said the marketing manager.

After the marketing manager met a representative from Showcraft at a trade show, she decided to see what Showcraft could do.



“
showcraft
brought our
trade show booth into the
TWENTY-FIRST CENTURY.

”

MARKETING MANAGER

Solution

The Showcraft team knew the marketing manager wasn't satisfied with the previous trade show management company, so they took the time to learn and understand her goals. After getting a strong understanding of the company's needs, Showcraft deployed a team of project managers, designers, marketers, and product engineers to help the company showcase its products and services.

“**The showcraft team ...really made me trust that they would do a GREAT JOB, and my trust paid off.**”

“The Showcraft team had to redo everything with our booth, but watching them do their work really made me trust that they would do a great job, and my trust paid off,” said the marketing manager. “Their hands-on approach, project management, and personalization they brought to the table were outstanding.”

The marketing manager is happy with the Showcraft team's work. “I recommend Showcraft one hundred percent,” she said. “Showcraft is a true partner we are happy to work with.”

Benefits

Built Partnership

“Showcraft is truly a partner,” said the marketing manager. “We know the Showcraft team has our back. They are very open and honest, and whatever we needed to get done, they got it done.”

Saved Money

“Showcraft always looked for ways for us to save money,” said the marketing manager. “In fact, on our last show, Showcraft saved us *thirty thousand dollars* in time and management and *ten thousand dollars* on the actual showing.”

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CONCEPT FOR
THE COMPANY

