

Case Studies | Jack Gear SEMA Booth



Opportunity:

Jack Gear, a first-time exhibitor at the Specialty Equipment Manufacturer's Association (SEMA) Show, was launching its dealership accessory selling system. They needed to maximize their promotional dollars with a tight budget and tight timeframe.

Audiences:

General Business



Solution:

Custom Programs created a comprehensive event and marketing program to maximize the success of Jack Gear's booth at the SEMA show.



Project Specifics:

- Develop booth design based on dimensions of booth, existing merchandising displays, and SEMA requirements
- Coordinate travel & accommodations for Jack Gear personnel
- Coordinate with electricians, the Las Vegas Convention Center, display companies, Plasma Screen providers, and Jack Gear to set up booth for the show
- Explore additional low-cost, high-impact promotional opportunities that coincided with the SEMA show
- Design and execute contests and events for Jack Gear
- Handle daily fulfillment of any material needs as the show progressed
- Provide reporting and analysis of leads generated at the show based on electronic card swipes and business cards collected



Results:

- Jack Gear had a successful SEMA show, building brand awareness and name recognition for their products
- Jack Gear was featured in several areas of the SEMA show besides their booth, including the New Product Showcase and First Time Exhibitors Section
- Jack Gear's daily needs for additional materials and support were met during the event
- Custom Programs parsed Jack Gear's lead data to deliver a targeted, categorized mailing list

