

Case Study Technology

This successful electronics manufacturer set the benchmark in the industry with its products like printers, cameras, and a large variety of digital accessories. To showcase its products, the company was looking to host a large expo in New York City.

Challenge

Create an electronics expo in New York to kick off a worldwide tour to Paris, Beijing and Tokyo.

Solution

BI WORLDWIDE designed a four-day expo to launch the global tour. BI WORLDWIDE researched convention centers and hotels, negotiated contracts and managed room blocks, using seven hotels, for 3,000 pre-registered attendees. BI WORLDWIDE produced a communication campaign targeting 78,000 customers, and developed pre-event and onsite registration and reporting. Finally, BI WORLDWIDE managed seven partners responsible for overseeing the product displays, two general sessions, hundreds of smaller meetings, and food and beverage functions.

Results

The expo hosted 15,000 total attendees ranging from customers, dealers and employees to the press and public. BI WORLDWIDE successfully managed 85 different groups in 35 divisions of the company—each with their own individual meetings and food functions. This expo tied together 36 different programs, managed seamlessly as one.

