

Event & Trade Show Marketing Support

Horn & Stronach is a respected Winston-Salem based agency that offers innovative and creative marketing and advertising solutions. For Volvo, this tradeshow offers great opportunities for training and showcasing products and services to 3 different types of attendees.

OBJECTIVE

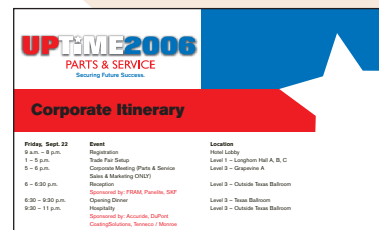
Offer a personalized level of support for a complex trade show event, ensuring that everyone meets their schedule and is met by the right people.

THE DANIELS GROUP SOLUTION

For Volvo, this tradeshow offers great opportunities for training and showcasing products and services to 3 different types of attendees: Corporate management, Suppliers, and Dealers. The trade show is packed with scheduled events, business and off-site fun activities. Each attendees' schedule is different, and schedules change constantly.

RESULTS

- Working with Horn & Stronach, Daniels devised a data and production plan for populating personalized name badges and schedules for insertion into wallet-style lanyards. The badges and schedules were printed in one pass on a digital press, perforated and then inserted into the wallet flaps of the lanyards: attendees were greeted at the event with these lanyards: everyone was on time and where they needed to be. Volvo's personal attention enhanced the event experience for their clients and vendors.



The Daniels Group

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DIRECT MARKETING: BUILDING AND MAINTAINING ONE 2 ONE RELATIONSHIPS

To take advantage of One2One marketing, personalization, and cross-media or multi-touch campaign solutions, businesses need to bring together digital communications technologies and consumer information. Data mining and data collection are the number one foundation for achieving an effective Return on Investment (ROI). The personal touch is limited only by the data you've collected and your ability to use that data creatively.