

# TradeShows **PLUS!**

21 Brilliant Ave • Suite 201 • Pittsburgh, PA 15215  
O.412.431.2525 M.412.996.5023  
judib@tradeshows-plus.com  
www.tradeshows-plus.com

## CASE STUDY:

*Trade Show and Event  
Planning, Execution and  
Follow-up at AHR Expo 2020*

## CLIENT:

*Parker/Sporlan*



## COMPANY DESCRIPTION:

For over 85 years the Parker Sporlan Division has set the industry standard for the development and manufacture of leading edge high-quality HVACR. (Heating, Ventilation, Air Conditioning and Refrigeration).

## ABOUT AHR EXPO:

The International Air-Conditioning, Heating & Refrigeration Exposition (AHR Expo), which started 91 years ago as a heating and ventilation show. Since then, it has grown into the premiere event of the year for the HVACR industry. The 2020 show was held in Orlando, FL at the Orlando Convention Center. It hosted more than **2,100 exhibitors**. The show last attracted crowds of **65,000 industry professionals** from the US and **165 countries worldwide**.



## CLIENT CHALLENGE 2020-2021:

- Grow the business while protecting market share
- Promote ZoomLock in addition to principal products
- Identify outstanding benefits of ZoomLock such as its ability to connect cooper pipe in 10 seconds or less
- Highlight ZoomLock's superior customer support

## BUSINESS OBJECTIVE AHR 2020:

### Branding

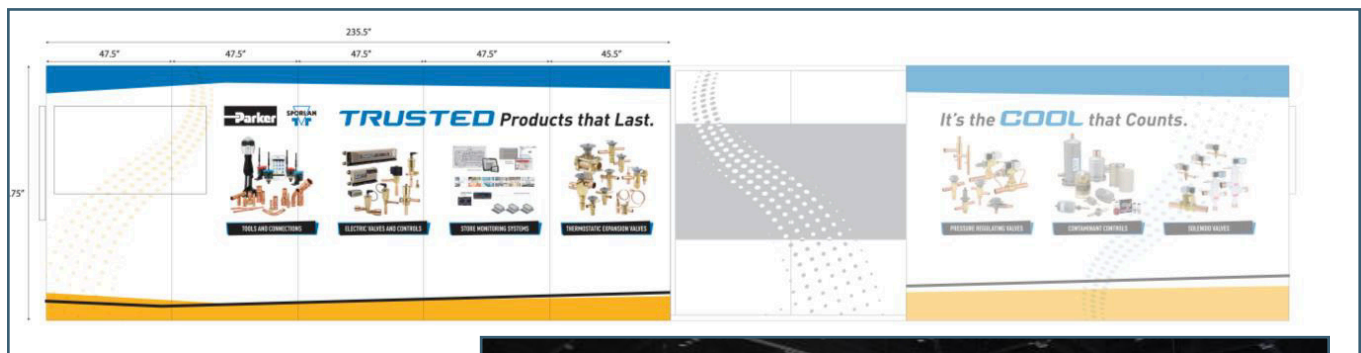
- Increase brand awareness of outstanding Parker/Sporlan Products including ZoomLock, SMART Pro/R Service Tools, HVAC Filters and other new and core products
  - Highlight how these can support the audience in installation, maintenance and service initiatives
- Reinforce Sporlan's leadership position in the cooling and refrigeration industry

### Product Positioning

- Introduce new product/service/solutions such as product filling robot and other expanded manufacturing capabilities
- Reinforce the value of the new products or product enhancements such as: ZoomLock, SMART Pro/R service tools, S3C Case Controller, HX TEV and VS Filter-Driers

### Sales

- Educate customers/prospects about new and existing Sporlan products and services
  1. Ensure attendees are aware of Parker/Sporlan's comprehensive product portfolio
  2. Communicate with new and existing customers
- Increase number of qualified prospects from 550-650



*The high-level messages including It's the Cool that Counts and Trusted Products that Last. The messages were prominently positioned throughout the booth especially along the inside and outside walls of the exhibit. These were also communicated pre-show in ads, social media, direct mail, emails and contact with important clients*



## What did TSP add to the program?

- + TradeShows Plus consulted on and contributed to:
  - 1) Creative/strategic development and direction and project management including:
    - Pre-show Planning**
      - o Directing both bi monthly, and weekly conference calls with the support of Sporlan's MarCom Manager. Attendees included staffers selected to interact with the professional talent at the stage area Trivia Game.
    - Scripting, game development and stage and talent direction
      - o Script creation including: Development of game categories and Q & A for the script. Review with professional talent. Work with staffers selected to interact effectively with the talent.
    - Game implementation including:
      - o Suggesting set arrangement and stage set-up
      - o Development PPT for presentation and game
      - o Oversee set-up, testing of AV at show site. Train staff to use all mics correctly
    - On-Site Execution**
      - o Staff training and onsite direction and support
      - o Finalizing game played around the show floor between sets
      - o Make suggestions during the show on integrating the creative into the rest of the booth
      - o Ensure all data on the lead cards are completed
    - Post show follow-up**
      - Lead implementation including:
        - o Compilation, measurement and quantification
        - o Booth evaluation including competitive and comparative analysis comparing Parker/Sporlan to 6 competitors
        - o Provide input, content, edits and support for the post report

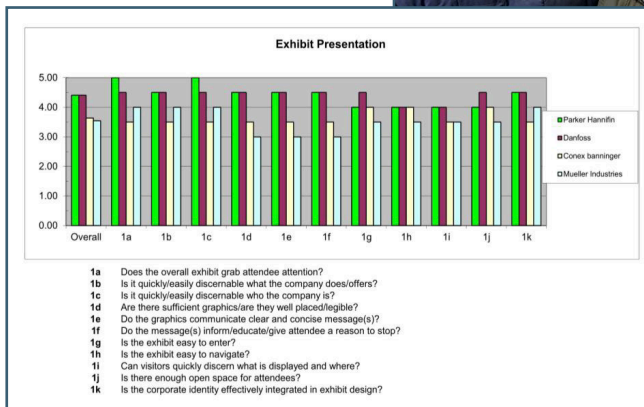
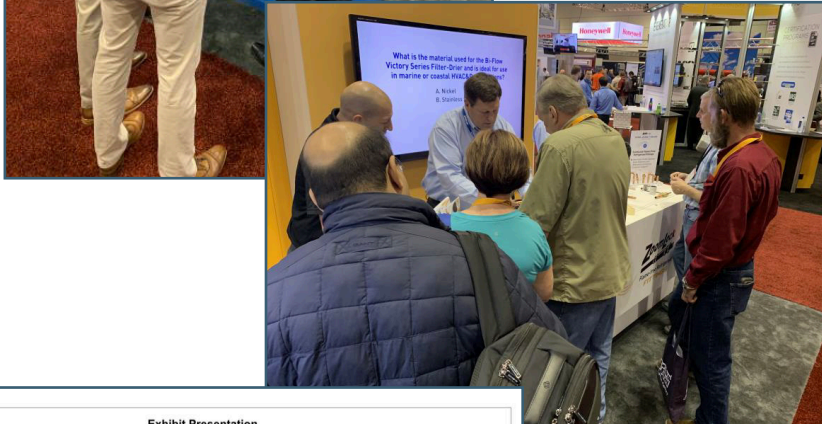




Wide perspective photo of the booth



Demos around the booth. The game and promotion around the booth encouraged attendees to circulate and learn more



This chart is one example of the competitive/comparative analysis results. These charts indicated the Parker/Sporlan strengths and shortcomings in comparison to other similar companies

