

TradeShows **PLUS!**

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CASE STUDY:

*Trade Show Pre-Show
Planning, On-Site Execution
and Follow-up*

CLIENT:

*Pratt & Whitney
Power Systems*

**PRATT & WHITNEY
POWER SYSTEMS**

COMPANY DESCRIPTION:

Manufacturer of Portable Power Generation Systems for the Power Generation Market.

TRADE SHOW/EVENT/OTHER:

PowerGen Milan, PowerGen Asia and ASME – Netherlands and PowerGen International

PowerGen International (Now Enlit) is described to light the spark that fuels the change needed to ensure the Power Generation industry – and consequently the planet – have the brightest possible future.

PowerGen Milan (Enlit) is a series of energy events unlike any other – because they are more than just energy events. Enlit is a community that collaborates and innovates to solve the most pressing energy-related issues.

Everywhere You Turn

**TAKE A SNEAK PEEK AT
A WORLD OF SOLUTIONS
AND WIN!**

Visit Pratt & Whitney Power Systems and UTC Power at Booth 2737,
PowerGen International, Orange County Convention Center,
Orlando, Florida, December 10-12, 2002

**BE ON THE LOOKOUT IN THE MAIL FOR
YOUR SPECIAL 3D DECODER GLASSES**

3D Decoder Glasses will be arriving in the mail.
Use the red lens of the glasses to decode the hidden message below.
Simply click the email link to send us your answer.
All you have to do is visit booth 2737 and give us your name to receive your prize.

Pratt & Whitney
A United Technologies Company

UTC Power
A United Technologies Company

CLIENT CHALLENGE:

From 2002-2006, Pratt & Whitney although well-known in aeronautics had wavered in its commitment to the Power Generation market. The strategies had to reinforce the company's dedication to providing Power Generation units for the long term to win the confidence of the audience.

Advertising and promotion from the Aeronautical division was not appropriate for the PowerGen market. As a result, Pratt & Whitney needed a versatile partner that could contribute a tagline, advertising as well as trade show strategies and implementation.

BUSINESS OBJECTIVE:

Branding

- Communicate Pratt & Whitney's commitment to the Power Generation industry.

Product Positioning

- Identify the turnkey systems and services available to the target audience.

Sales

- Attract 400 customers total to the booth at PowerGen (Enlit) Milan and ASME
- Capture attendee information to facilitate post show follow-up

What did TSP add to the program?

- + TradeShows Plus was contacted to find ways to add effective communications to an existing exhibit as well as create high impact creative components.
- + In turn TSP developed a strategic and creative plan. Attendees were invited to see a World of Solutions in the booth via a pre-show mailer supported by an email sent to a prospect list.
- + The mailer included red/blue 3D decoder glasses to read the message on the invitation. Recipients were asked to send an email with the decoded message to Pratt & Whitney in exchange for a gift at show site.
- + At show site attendees were invited to visit five stations, decode five messages located on signs around the booth. The red/blue decoder glasses received in the mail were used for this purpose.
- + After recording the five messages, participants were eligible for a spin on the electronic PowerSlots game created by TSP.
- + The strategy encouraged the audience to learn more about the company while it ensured prospects completed a comprehensive lead form.
- + Reports were generated post show. Leads were distributed to the field.

WHAT WERE THE RESULTS?

Pratt & Whitney encouraged 367 attendees to participate and complete the detailed form, which was considerably higher than the previous year. Pratt & Whitney gathered quite a crowd at the game, which in turn encouraged even more attendees to circulate and complete a lead card.



Pratt & Whitney
A United Technologies Company

TAKE A SNEAK PEAK AT A WORLD OF SOLUTIONS

Visit **Pratt & Whitney Power Systems** and **UTC Power** at **PowerGen International, Orange County Convention Center, Orlando, Florida, December 10-12, 2002**

Visit booth #2737 to discover why you can turn to Pratt & Whitney Power Systems and UTC Power for all your power needs.

**Decode our message
and receive a special gift**

Look through the red lense to see the encoded message below.
Send the answer to info@utcpower.com.
All you have to do is stop by booth #2737,
give us your name, and we will give you your prize.

To win more, bring this invitation to booth #2737!

Record your answer here: _____


**Everywhere
You Turn**



UTC Power
A United Technologies Company


A WORLD OF SOLUTIONS

Pratt & Whitney Power Systems
brings 75 years of advanced



to the industrial gas turbine market.

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Pratt & Whitney
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UTC Power
A United Technologies Company



Promotion signs, activity sign and pre-show mailers



Attendees participating in promotion and electronic slots game



Portable handheld fan for attendees that responded to the mailer