

CASE STUDY: "I WANT TO MAKE A SPLASH"

# How Embedded Computing Design helped its clients rise above the noise at embedded world

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## Problem

embedded world is huge, crowded and competitive. Embedded leaders and innovators are battling for the attention of engineers who are easily distracted. As a result, exhibitors are increasingly challenged with rising above the noise to engage with engineers – both on the floor and those following the show virtually – in a clear manner that's worthy of their focus and attention.

## Solution

Embedded Computing Design created a variety of promotional elements designed to elevate its clients' exposure and branding above their competitive landscape, and leveraged multiple platforms for its clients to target and engage with the engineering community.

## Results

embedded world has always been on **Client A's** radar, but the investment and resources required were a gamble for a new conference with an unknown ROI. Leveraging its partnership with Embedded Computing Design, Client A was able to test the waters. Embedded Computing Design provided a kiosk with dedicated personnel to host Client A's presence, distribute literature and collect leads on behalf of Client A. As a result, Client A was able to make a splash at embedded world, assess the ROI and confidently commit to the upcoming conference.

**Client B** was entering the embedded world arena for the first time and needed a partner to lead the way. As a new player, Client B wanted to be heard. Embedded Computing Design created a custom program that offered premium branding around email promotions, social media, and video content, as well as interactive marketing through a survey and speaking engagement. The results surpassed expectations so much that Client B renewed its program for the upcoming year.

**Client C** wanted to pump up its embedded world volume to all personas before, during and after the show, and Embedded Computing Design was able to deliver. By combining a mix of content creation, digital promotions, print, interactive media and live venues, Embedded Computing Design generated lots of buzz to showcase Client C's leadership, innovations and product demos, and offer a platform to engage with engineers directly. This elevated exposure gave Client C the recognition, prestige, engineering insights, and post-show following it was seeking.

A veteran of embedded world, **Client D** wanted to expand its footprint at the show and boost its brand. It partnered with Embedded Computing Design to saturate the engineering community through a variety of mediums designed to drive traffic the Client D's show activities. Embedded Computing Design included Client D's branding into all its show email promotions, digital newsletters, booth signage, survey and booth giveaways and social media coverage. Embedded Computing Design also promoted Client D's post show lead gen initiatives which resulted in above average performance.