

The EDS Summit, a major event in the electronics parts distribution industry, is annually a major business opportunity for Axiom Software. Less a formal trade show than a networking and deal-making event that serves as the introduction to a longer relationship-building process, the EDS Summit promised significant ROI if properly approached.

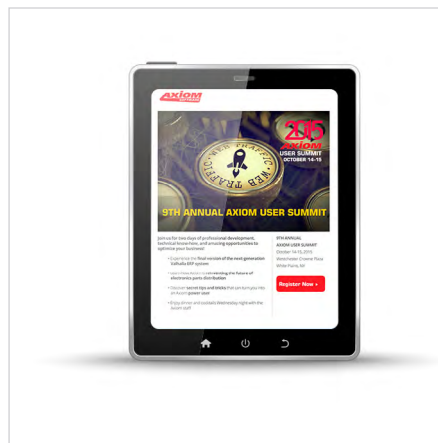
Hudson Fusion focused on activating and developing existing relationships as well as a multi-month long-term email engagement process with relevant industry contacts and cold leads. This ensured Axiom Software's executive team had a full schedule of high-value meetings during the Summit to fuel and accelerate Axiom's long-term sales process.

## How Hudson Fusion Made It Happen

- Examined all possible engagement channels and returned recommendations
- Worked closely with Axiom to identify important contacts
- Put together a high-value case study and used it extensively during the run-up to the show to both establish social proof and entice competitors
- Began contacting long-lead prospects months before the show to encourage trust and engagement
- Developed all assets, including graphics, email copy, landing pages, prospect lists, and social advertising

## Results

Axiom Software was able to book meetings with 11 high-value clients.



Trade Show Support



Sales Collateral



Copywriting



Content Strategy & Development



Email Marketing