

In June 2015, Sparta Systems, the leader of the EQMS/compliance systems industry, held their annual Sparta Connection trade show. This yearly gathering of major industry players from regulated industries of all sorts would be a significant business opportunity for Princeton, NJ-based compliance process optimization firm Process Stream. Serving as a Platinum sponsor with a large booth, Process Stream needed to offer a well-developed professional presence. Hudson Fusion served to coordinate development of Process Stream's booth and trade show collateral.

## How Hudson Fusion Made It Happen

- Oversaw development of trade show strategy
- Wrote and deployed email campaign promoting appearance
- Developed messaging for conference materials
- Designed layout of booth, including table arrangement, popup banners, special branded device charging stations, digital displays, etc.
- Developed trade show & sales support collateral
- Wrote and directed a case study panel

## Results

- 89 new leads at Sparta Connection 2015, including major industry players, leading to significant business opportunities
- 100% increase in new leads in July (post-conference) as compared to May (pre-conference)
- Developed landing pages for the conference with a conversion rate of nearly 40%
- Organized and managed an Apple Watch giveaway, resulting in 84 new contacts



- Trade Show Support
- Sales Collateral
- Copywriting
- Content Strategy & Development
- Email Marketing
- Website Development
- Social Media Marketing & Management