



Client: Chicago Pneumatic, an industrial manufacturer of power tools, air compressors, generators, light towers and hydraulic equipment.

The Need: Chicago Pneumatic was looking for a partner that could help their team create a cohesive brand experience across every face-to-face situation, from the showroom to the trade show. At the same time, they were working with three different exhibit partners and storing their booth property, tools, and demo items in three locations. As a result, they were not achieving their goal of brand consistency nor did they have an accurate view of inventory or spend.

Our Solution: A comprehensive, end-to-end solution was the key to Chicago Pneumatic's success. First, we moved all of their property to our facility, inspecting each item and logging it into a robust, easy to use eManagement tracking application allowing their employees 24/7 access to view inventory and order items for upcoming trade shows.

With their trade show program fully migrated and successfully onboarded, Exhibit Concepts worked with Chicago Pneumatic to design, fabricate, and install a new showroom. The focus of the showroom is to highlight the breadth of the Chicago Pneumatic product line in an engaging, on-brand space.

Additionally, Exhibit Concepts not only migrated their existing trade show program, but also looked for innovative ways to improve their presence and attendee experience. ECI focused on in-booth engagement to provide attendees with a hands-on experience with Chicago Pneumatic's tools.

The Takeaway: Aligning your brand, from start to finish, is a crucial component of success. A strong, consistent experience reinforces your message and ensures it is clearly conveyed to clients and prospects alike.

The Client's Objectives & Goals:

- Establish brand continuity
- Consolidate exhibit houses
- Design and install a showroom
- Maintain brand continuity
- Incorporate an end-to-end solution
- Expand face-to-face marketing program



"Partnering with Exhibit Concepts has been a game changer for our brand. We are more aligned than ever, which will help us elevate Chicago Pneumatic to new heights." - Billy Lipari, Marketing Communications Manager



ENGAGEMENT

In addition to their trade show and showroom needs, Chicago Pneumatic wanted to incorporate engagement to give visitors a hands on experience with the CP line of tools.

This is where the Pit Stop Challenge, featuring a tire and a CP pneumatic tool, came to life. Visitors were challenged to use the tool as quickly as possible, and times were recorded throughout the show. Winners received free tools- and the honor of being the fastest in their profession.

4D METHODOLOGY

DISCOVER / DESIGN / DEVELOP / DELIVER

Our proven methodology results in solutions that exceed client expectations, achieves better results, meets budget requirements, and reduces error and rework. We worked alongside the Chicago Pneumatic team on their showroom project, ensuring their goals were met step by step.

The result? An interactive space that educates visitors on the Chicago Pneumatic line of tools, capabilities, and a true hands-on experience. Better yet, it provided yet another interaction that reinforces the company's message through brand continuity.

ONBOARDING

The decision to move to a new exhibit house is not taken lightly. We worked with Chicago Pneumatic, as we do with all new clients, to ensure a smooth transition, establishing transparency and setting the stage for superior service levels. The five steps of this process include:

1. Trade Show Program Evaluation: Evaluate current presence, competitors, site visit
2. Orientation Meeting Series: Overview of ECI team, processes, timeline, facility tour
3. Property Transition Plan: Determine optimal time for transition to minimize cost
4. Coordinating Service Delivery: Ordering show services, I&D, pull & prep
5. Perform Ongoing Reviews: Annual or semi-annual meetings to review performance