



**WE  
ARE  
THE  
CUSTOMER  
EXPERIENCE  
AGENCY**

**+ Trade Shows. Auto Shows. Business Meetings. Events. Ride and Drives. Mobile Tours. Custom Installations. To every project, we bring a hands-on approach to service, strategy, and the faithful skill of craftsmanship.**



We're EEI Global. For nearly 40 years, our company of creators, critical thinkers and tenacious solution seekers have helped brands excel in experiential marketing. Across skill sets, our team trains their work ethic and enthusiasm on your goals. Let's create transformative experiences for your customers. Let's begin.

# A GREAT FIRST MEETING IS ABOUT TO START.



Mobility

Audio

# PHYSICAL. DIGITAL. DEPTH.

Exhibit Fabrication | Engineering | Rentals  
Events | Mobile Tours | Trade Shows | Custom Environments | Staffing  
Brand Strategy | Planning | Identity  
Immersive Digital | Content Marketing | Film & Motion  
Business Theater | Meetings | Media Launches  
Graphic Production | Large Format Digital Printing  
Field Support Team | North America | International

Human  
Mach  
Inter



Our President and CEO, Derek Gentile, leads the organization with an unparalleled passion for the industry. As a second-generation owner, trade shows and events are in his blood.

From our founding in 1981, customer intimacy has been a core operating philosophy. We seek to understand your business, your brand and your customer. Through steady development of capabilities and expertise, today this customer intimacy philosophy underpins our positioning as The Customer Experience Agency.

- Customer: We work back from the outcomes your customer seeks
- Experience: We deliver immersive and multi-sensory experiences that inspire action
- Agency: We serve as agents of your brand

We believe in making personal connections with people, brands, products and ideas. Whether it's the overall exhibit architecture, an immersive experience, or an engaging piece of content, we move people into action.



**KEEN  
ON  
THE  
CUSTOMER**



THINK. INVENT.

MEASURE. MEASURE.

BUILD.



Our history is in making things. To this day, fabrication remains at our core; measure twice, cut once, isn't cliché, it's how we work. We're equal part design, equal part build.

Planning is an outgrowth of our culture. Our approach is driven by customer insight gained through fresh research and decades of first-hand observation. Each year, our staff attends 300+ shows and events. Every day, we see how customers interact with and are inspired by brands.

A modern office interior featuring a wooden table with a glass top. On the table, there are several documents and a small potted plant with green leaves and a small white flower. In the background, a person in a blue shirt and grey pants is standing, and another person in a yellow top is sitting on a white chair. The scene is lit with warm, ambient light.

# JOINED AT THE HUMAN.



At EEI Global, creative and design are intimately connected. We believe creative solutions are fully formed when delivered through human-centered design. Above all else, making this connection remains our highest aim. Creative, Account, Strategy, Operations, Production—all team functions come to the table to form experiential solutions for our clients and their customers.

**DENSO**



**flex**



**DEXKO**  
GLOBAL



**Hanon**  
SYSTEMS



**Autoliv**

**MAGNA**



**FCA**  
FIAT CHRYSLER AUTOMOBILES



**MAHLE**



**CNH**  
INDUSTRIAL

**TENNECO**

**ABB**

**• APTIV •**

*Cadillac*



We're proud to have developed long-term relationships with the people responsible for these world-class brands. Our clients trust the depth of our skills, along with the effort we put towards our relationships with them. At EEI Global, personal connection with our customers is what sets us apart. While our breadth has grown with experience and success, the value we place on nimble client service remains steadfast.

# OUR CLIENTS



# YOUR TEAM AWAITS



Showcasing your brand is a big deal. You deserve a creative partner with the skill to collaborate with you on a strategic level, design chops that dazzle, and the talent in engineering and fabrication essential for efficient, high-quality results. You deserve service that's focused on you every step of the way. Find your team at EEI Global. Give us a call today.

# LAYERED MEANING

**DENSO**  
Crafting the Core

Denso has partnered with EEI over several years, often for CES. From explaining new technology offerings and innovations, to new brand themes and positionings, to recruitment of new talent, EEI's skillset has risen to meet Denso's need. In 2018, we created a layered approach to match the layered meaning of DENSO's new "Crafting the Core" brand theme. The experience attracted visitors with LED ribbons, and engaged them with virtual reality, a 3D theatre, and a 360-degree photo gift. The result was a space where visitors came to make the connection of DENSO technology to core human values, a key objective of the new brand theme. DENSO also saw a notable increase in visits to its careers page.





*People Finding A Better Way®*

Over several years and across continents, EEI has helped Dana tell its compelling story about how its highly-engineered solutions can improve efficiency, performance, and sustainability. At the 2018 IAA Commercial Vehicle Show in Hanover, Germany, EEI positioned Dana as the industry leader by unifying the global Dana brand under next-generation engineering and design messaging. An enormous LED screen attracted viewers through product displays and into a futuristic blue innovation studio. At Dana's headquarters in Maumee, OH, the EEI-designed lobby display strikes a triumphant tone for visiting dignitaries and engenders employee pride. It also enables practical sales demonstrations of particular solutions for individual customers.

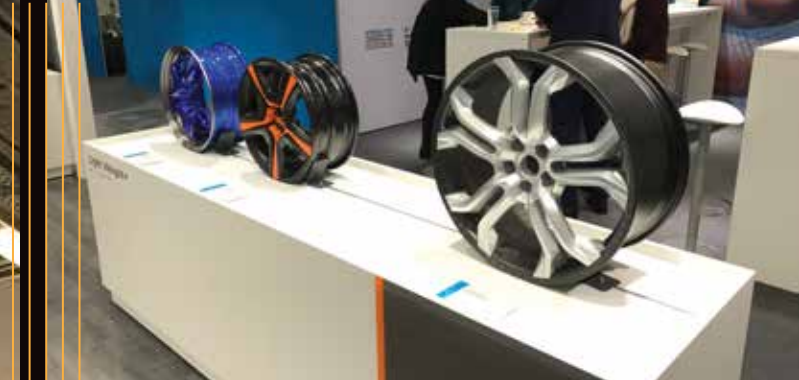
CONNECTING  
ACROSS  
AUDIENCES



# MAKING IT MATTER



Maxion, having grown to become the world's largest wheel manufacturer, was looking at unprecedented opportunity. In 2017, Maxion knew it was time to develop a new global brand positioning and identity that expressed the company's current success. But it also needed space for evolving into tomorrow. Enter the EEI strategy/creative team. Through research with internal and external stakeholders, EEI uncovered insights on the functional, emotional and societal importance of wheels. We aligned global sales and marketing with a unified go-to-market strategy and branded Maxion as a market leader with the "Wheels Matter" theme.





CNH Industrial's EXPO is a gathering between dealers, suppliers and CNH folks. It happens only every few years. So, for EXPO 2019, it had to really count. EEI's expertise in strategically aligning client business objectives with creative messaging ensured that everything from the overall event theme, to registration communications, to onsite wayfinding was consistent, crisp, and compelling. We created inspiring media to support client presentations, and managed the live show to a smooth outcome. Clients and attendees praised the professionalism and communication expertise EEI Global deployed to make EXPO effective and meaningful.

# COMPELLING INVITATION





**ABB**

The ABB Drives and Controls Experience is a rolling road show that supports 225+ events annually and is packed full of ABB technology, interactive content and product demonstrations. This all-in-one tool allows ABB to blend the efforts of marketing and sales into one very targeted and efficient approach. EEI Global custom-designed an expandable trailer for travel to targeted ABB customer sites like manufacturing plants and foundries where use of ABB drives and controls can reduce energy consumption significantly. One of our big insights was about the trailer. Though it had to conform to certain size restrictions while traveling, it didn't once it got to its destination. Our expandable design allowed ABB the maximum interior space for doing business in comfort. The ABB Drives and Controls Experience has proven to be the ideal tool for sales engineers to offer intimacy, interactivity and plenty of why-buys to prospective clients.

**BRINGING  
THE  
AUDIENCE IN**





**DEXKO GLOBAL**

When leading axle company DexKo came together through the merging of North America's Dexter Axle with Europe's AL-KO, DexKo's CEO asked us to develop a global brand identity and messaging strategy. Drawing on a deep bench in brand strategy, graphic identity and creative ideation, EEI delivered in short order with a full identity package and brand essence video. We followed up the brand rollout in 2017 with an internal communications campaign in 2018 focused on improving safety in DexKo's manufacturing plants. Using both analog and digital media, we kept the safety message fresh with frequently changing, low-cost content. Key metrics improved as employees paid closer attention to how their own conduct impacted overall safe performance in the plant.

# DYNAMIC BRANDING

**Thank You**

eeiglobal.com