



**CTSM Candidate Portfolio**  
**Heidi Benedum**

Senior Marketing Communications  
Specialist – Events and Channel

Brady Corporation  
414.438.6886  
[heidi\\_benedum@bradycorp.com](mailto:heidi_benedum@bradycorp.com)

# Table of Contents

- Section I: Vital Statistics ..... 3**
  - Candidate Profile
  - Company Overview
  
- Section II: Overview / Show Schedule ..... 8**
  - Trade Show Program Introduction
  - Program Revisions
  
- Section III: Introduction to Show of Focus / Measurable Objectives..... 13**
  - Show Overview
  - Planning and Preparation
  - Measurable Objectives
  - Exhibit Manager Role
  
- Section IV: Management of Exhibit Design / Production ..... 18**
  - Partnership
  - Process
  - Exhibit Elements
  - Budget Management
  
- Section V: Management of Integrated Marketing Communications ..... 22**
  - Developing the Communication Plan
  - Communication Plan
  - Visuals
  - Assessment of Results
  
- Section VI: Management of Results Reporting ..... 28**
  - Data Analysis and Reporting Process
  - Return on Objectives
  
- Section VII: Conclusion..... 31**
  - Show of Focus: Result Assessment
  - Trade Show Program Recommendation
  - CTSM Experience
  - Acknowledgment
  
- Session Reference ..... 35**
  
- Appendix ..... 37**

# **Section I**

## **Vital Statistics**

# Vital Statistics

## Candidate Profile

From the day I started my first foreign language class in middle school with Madame Cullen I got the bug to travel and to learn about other people, their cultures and their day to day experiences. And now, as a Senior Marketing Communications Specialist for Brady Corporation, I have opportunity to travel all over the U.S. This kind of travel isn't quite as glamorous as I had dreamed back in middle school, but I still have opportunity to meet new people and to learn about the world from their perspective. I also get to create memorable experiences for others that I meet on the trade show floor. While I'd love to be enjoying a café au lait sitting on the banks of the Seine, I do still find a great appreciation for the times when peanut M&M's out of a hotel vending machine are the main course, because I get to do what I love every single day. I get to manage a trade show program.

Like many in the industry my path to a career in trade shows wasn't a direct one. I pursued a degree in International Business at the University of Wisconsin - Whitewater, became a Certified Travel Advisor and landed my first job as sales consultant for a tour wholesale company. From there I made my way into advertising and marketing when a role in sales at a regional publishing company became available. This is where my first exposure to trade shows and events occurred. After being promoted to the group's Promotions Director I was tasked with identifying new streams of revenue for our group of local newspapers. Soon after the challenge was given, "Ladies Night Out" and "Big Boy Toy Show" were born.....and my passion for events and exhibitions blossomed.

Thirteen years in publishing passed when it became evident the industry was slowing as new technologies were quickly emerging. It was time to look for something new. I found a posting for a Trade Show Manager in (where else) the local newspaper. It was meant to be. The curvy road had finally wound its way to the ultimate destination. I was heading off to lead an event program for a growing healthcare technology firm. And there was something new, a user group. Not only would I be responsible for the company's trade shows, but I would eventually be responsible for the annual client conference.

That first exhibition experience was nearly twenty years and hundreds of shows ago and I still love what I do. Today, I am one of the ten members of the Marketing Communications team at Brady Corporation. My team, as you can imagine, reaches far beyond Marketing Communications. I interact with all levels and within many areas of the organization including product management, sales, business development, account management, channel management, marketing operations and executive leadership. I have a trusted external team as well, that includes two exhibit houses, two print partners, multiple promotional partners and many others.

I am responsible for all aspects of Brady's trade show program including establishing strategy, executing on that strategy by identifying the messaging and appropriate marketing tactics that will meet established objectives, training the exhibit staff as well as ranking and routing leads acquired at each event and reporting the return on objectives. As with others, my lone focus is not exhibit management. I currently spend

about 30% of my time supporting our channel team by managing the marketing programs and tactics they establish with their individual distribution partners. While shifting focus away from shows is challenging, I do glean important perspectives from our partners who interact with our customers on a daily basis.

## Company Overview

Founded in 1914 by William H. Brady in Eau Claire, WI, the W.H. Brady Company originally produced photographic calendars, point-of-purchase displays and roadside advertising. During WWII, Brady’s focus shifted from promotional tactics to identification solutions as the company responded to the need for the military to clearly identify wires on ships, planes and other important equipment. Soon after the organization expanded with its first international operations with locations in both Canada and Mexico.



Figure 1 - Map of Brady global locations

The company transitioned from a privately-owned, family-run organization to a publicly-held, global corporation in 1984 and now has 19 subsidiaries and 6600 employees in 31 countries with its corporate headquarters in Milwaukee, WI.

Over 100 years later, Brady is still focused on identification solutions and has expanded its offering to include not only wire identification, but also safety and workplace identification, lockout tagout solutions, hazard communication, absorbents, on-demand printing systems, complementary software and service offerings. In all, Brady produces over 50,000 sku’s, or products and services across the previously mentioned solution sets.

Because of the breadth of the company’s offering, Brady recently re-organized by dividing the marketing and sales departments into two distinct areas of service - PWID (Product & Wire Identification) and SFID (Safety & Facility Identification). This new structure helps to improve each employee’s depth of knowledge while ultimately strengthening the conversation with distribution partners and end-users, and

showcasing Brady as a trusted partner and advisor.

Brady easily differentiates from its competitors in several ways; most notably by investing heavily in research and development that has produced thousands of innovative solutions to solve customers' biggest identification challenges. The company develops labeling solutions and adhesives that will stick in the harshest environments and continues to innovate new and better materials every day.

By offering a full line of solutions versus specializing in one product Brady further differentiates itself from the competition.

Among the sampling of competitors listed here, Brady is in the top 5 in terms of market share in all categories.

<b>SFID (Safety and Facility Identification) Competitors</b>	
<b>Accuform</b>	Signs and labels, floor marking, lockout tagout devices
<b>Graphic Products</b>	Label printers, signs and labels, floor marking, lockout tagout devices, software and absorbents
<b>MasterLock</b>	Padlocks, lockout tagout devices, safety services
<b>New Pig</b>	Absorbents
<b>OilDri</b>	Granular Absorbents
<b>National Marker</b>	Label printers, signs and labels, lockout tags
<b>PWID (Product and Wire Identification) Competitors</b>	
<b>Epson</b>	Label printers, materials, software
<b>Phoenix Contact</b>	Label printers, software
<b>Dymo</b>	Label printers
<b>Brother</b>	Label printers

While there is opportunity for use of Brady solutions in nearly any market segment, these are the biggest sectors of focus for Brady.

- Manufacturing
- Food and Beverage
- Chemical, Oil and Gas
- Healthcare / Lab
- Electronics and Contract Manufacturing
- Datacom (Information and Communication Technology)
- Aerospace
- Defense

## Product Photos



Figure 2 - Brady SFID Benchtop and Portable Printers



Figure 3 - Brady PWID Benchtop Printers

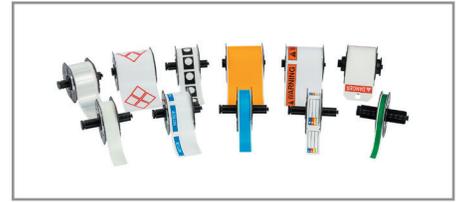


Figure 4 - SFID Identification Materials for Benchtop Printers



Figure 5 - Variety of Absorbent Solutions



Figure 6 - Lockout Tagout Devices



Figure 7 - Padlocks for use in Lockout Tagout Program



Figure 8 - Brady Workstation (app) Wire Identification Suite



Figure 9 - Brady Workstation (app) Safety and Facility Identification Suite



Figure 10 - Safety Services Workplace Assessment

# **Section II**

## **Overview / Show Schedule**

# Overview / Show Schedule

## Trade Show Program Introduction

With the seemingly unlimited number of industries that Brady could engage with, the number of shows the company participates in each fiscal year is very focused. The allotted budget for these events comes from two cost centers owned by Marketing Communications and Channel Management. My responsibility as the exhibit manager is to maximize those dollars invested in national trade shows by selecting events that provide the organization the biggest opportunity to achieve its objectives.

In the most recent fiscal year (August 1, 2017 through July 31, 2018), Brady participated in ten national events and fifty-two regional events (see full schedule in appendix 40). National events are defined as shows that are larger in scope, typically requiring more than a banner stand, pop-up or table-top exhibit.

The ten shows that make up the national program include events focused in both the PWID (Product & Wire Identification) and SFID (Safety and Facility Identification) business sectors mentioned earlier. They also consist of channel shows, which are large shows or national sales meetings hosted by Brady's top tier, internally-managed distribution partners. They focus on educating each partner's customers and sellers alike. While the national shows are described as larger events, Brady's exhibit footprint tends to be smaller in size ranging from a 10'x10' inline to a 20'x30' island with most shows falling into the smaller inline scope.

Show Name	Date	City	Booth Size	Segment
NSC (National Safety Council) Congress & Expo	9/25-27 2017	Indianapolis	20'x20'	SFID
Rockwell Automation Fair	11/15-16 2017	Houston	10'x20'	PWID
Fastenal Employee Expo	12/7-8 2017	Orlando	10'x20'	Channel
VWR Americas Sales Meeting	01/21-24 2018	Orlando	10'x10'	Channel
BICSI (Building Industry Consulting Service International)	02/5-7 2018	Orlando	10'x10'	PWID
Fisher North American Sales Meeting	02/11-15 2018	Indianapolis	10'x20'	Channel
The Grainger Show	02/11-15 2018	Orlando	20'x30'	Channel
Fastenal Employee Expo	04/17-19 2018	Nashville	10'x20'	Channel
The Wire Processing Expo	05/8-9 2018	Milwaukee	10'x10'	PWID
ASSP (American Society of Safety Professionals) Safety 2018	06/3-6 2018	San Antonio	10'x20'	SFID

Figure 11 - National Show Schedule

Regional trade shows are most often affiliated with, or hosted by one of Brady's 622 distribution partners. These events typically include one day open houses, or local association-run opportunities. Management of the exhibit properties is one of the tasks that I am responsible for. I ensure the field has the appropriate mix of banner stands, table-tops and pop-ups as well as peripheral items (all with up-to-date messaging and product offerings, of course) to accommodate the variety of shows on the calendar any

given year. I do not manage the logistics, however. Our Territory Managers (field sales) independently execute their own shows utilizing the inventory available in our online portal, Exhibit Force. Utilizing this system gives the team autonomy to run their own programs while freeing up my time to focus on other tasks.

## Program Revisions

### Improving Consistency

Prior to my arrival at Brady trade shows were managed by two separate individuals with no previous experience in events or face-to-face marketing. Exhibit management was segmented by shows produced by the channel support associate and shows managed by the marketing communications copywriter. This structure resulted in brand inconsistencies and a disjointed exhibit strategy. Often times the biggest objective (at least for the staffers) was understanding where all of the evening dinners would be held.

A lot has changed in the three years since I've taken over trade shows at Brady. Using information gleaned in Scott Leech's **Session 31117 How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program** I was able to prove to leadership the need for brand consistency across all face-to-face marketing tactics and now all national shows fall under my charge. Prior to having one owner, Brady's presence at national shows often consisted of a series of banner stands or pop-ups and a table top showcase of unrelated products. From one show to another the exhibits did not look cohesive. It confused attendees and affected the perception of the overall brand.

Displays are now comprised of thoughtful, branded solution vignettes using a modular set of exhibit properties allowing for flexibility across all audience segments and exhibit footprints making Brady immediately recognizable when attendees enter the exhibit hall at any trade show.



Figure 12 - SFID Visual Workplace display



Figure 13 - PWID Wire Identification display

### Developing the Annual Calendar

The entire planning process for trade shows has evolved as well. Admittedly, the annual calendar of shows doesn't change much from year to year. That is not by chance, however. All shows in the rotation and those that are in the universe for future consideration are evaluated to determine their potential value before being confirmed.

There are two methods that I have used to develop the final list of shows Brady participates in each year. The first method calculates the potential value of the trade show. It was learned in **Session 10818 – How to Measure the Value of Trade Show Participation Part 1: Basic Concepts**. In this method you determine the estimated revenue, the total cost savings and promotional value and divide that total by your actual show investment. It then leaves you with a potential value for every dollar you invest in that event. This method requires a strong understanding of your organization's sales process as the calculation utilizes the average value of a sale, the company's average close rate and the cost of a typical offsite sales call.

The second approach uses an alternate set of data points based on the five step method taught in **Session 20117 – Selecting the Right Shows: The Critical Decision**. In this process I work with colleagues in product marketing and sales to identify their goals, to understand changes in industry trends and with the competition and to gather references for events that each feel would be appropriate for their target.

I also utilize customer feedback gathered by our internal research team to understand which shows best serve their needs as well as review industry associations and publications to gather a complete list from which to select from each year. As you can imagine this is an ever-evolving list of events and a necessary reference tool.

Before developing the final calendar, I speak with organizers at a select set of events to gather the additional data needed to make my decision. Data points collected include, audience demographics, attendee product interest, competitive analysis and show history to understand if there's growth or decline.

## **Understanding Objectives**

Dinner is no longer the most important objective for the Brady team. Months prior to any event I distribute a version of the Stakeholder Questionnaire shared by Kim Burkus and Felicia Kaban in **Session 32218 – No Exhibit is an Island**. This questionnaire is sent to a wide variety of associates including marketing communications, channel management, product management, sales leadership and executive leadership to gather a complete view of the priorities from each area within the organization. Once received the collective data is reviewed, compiled and shared back during a Stakeholder Review Meeting. This process, also picked up as a result of attending **Session 32218 – No Exhibit is an Island**, has helped to ensure that competing priorities are eliminated and a clear strategy has been identified and agreed upon by entire planning team.

## **Exhibit Design**

Once the objectives and strategy have been identified the exhibit house is brought into the conversation. Our partners at 3D Exhibits are a trusted part of the team and an extension of the Brady Brand. The design process has improved significantly since bringing them in at an early stage in the discussion. This differs from previous processes in that the internal and external design teams collaborate to develop the best solution to meet the identified objectives rather than Brady turning over a finished design on which the

exhibit house would execute. This was a key point in Errol Ahearn's **Session 62017 - The @show Experience: Understand the Essentials of Exhibit Design**. The new process results in a more efficient use of our space, it minimizes expense where it can and generally provides a consistent environment in which to meet established show goals.

## **Booth Staffing**

Team training is another key improvement that has been implemented since I took over the Brady trade show program. Approximately one month prior to a show opening I hold a kickoff meeting for everyone in the organization who will be participating in that event. This is not exclusive to those staffing the booth. It includes any representative from the organization that will be onsite during the event. Other representatives typically include colleagues from product management, executive leadership and channel management. During this discussion I share the overall strategy with the team including the objectives and the tactics that will be employed to accomplish them. Messaging, product focus, 'boothmanship' and logistics are also shared.

The preshow meeting is supported by an onsite meeting in the booth, which generally occurs about one hour before attendees arrive. During this meeting I go over the messaging and objectives again, and walk the team through each area of the exhibit as well as the functionality of the lead retrieval system. Additional onsite meetings occur each day after the close of the show in the form of a post-mortem of the day. We discuss successes, areas for improvement and I provide a status update as it relates to objectives when possible.

These team meetings support the learnings from **Session 20417 - Don't Skip the Meetings - Pre, At- and Post-**. They have helped Brady's product experts focus on the right objectives and audiences, understand how to facilitate cold conversations, close unqualified discussions without wasting time and to take the exhibit program seriously. Show traffic, qualified leads and the meeting of established objectives continue to rise year over year.

## **Reporting**

One of the largest improvements made, or maybe the most important improvement has changed the visibility of shows within the organization. I have created a post-show newsletter that is distributed to all of the organization's leadership, the show staff and the key stakeholders surveyed during the planning stages including the exhibit house. This newsletter was an idea that was sparked by Kimberly Kee in **Session 20317 - The Nuts and Bolts of Budgeting for Results**. This robust newsletter provides an overview of the show, Brady's objectives versus results, and recommendations for improvement. It also includes information regarding the competition when available.

# **Section III**

## **Introduction to Show of Focus / Measurable Objectives**

# Introduction to Show of Focus / Measurable Objectives

## Show Overview

When deciding which show to feature I considered the calendar, the audience, the tactical mix and the stakeholders related to each event. The Fastenal Customer Expo stood out as the perfect candidate with unique challenges that would allow me to showcase the skills acquired at the Exhibitor FastTrak events I've attended over the last two years. Some of the unique challenges include a business owner with 'outside the box', although passionate ideas on how to connect with this audience. See the images below highlighting her creative use of Brady absorbents as part of her wardrobe.



Figures 14 and 15 – Fastenal Channel Manager featuring Brady Absorbent Solutions as part of wardrobe.

This event is held annually at the Gaylord Opryland in Nashville, TN during the month of April. It is hosted by Fastenal, one of Brady's key distribution partners. Show organizers invite a targeted segment of their customer base – those with an immediate buying need according to their sales representatives. Those customers are invited to spend one day at the conference to find solutions to their individual business initiative. Each customer typically walks the show floor with their sales representative and attends educational sessions to gather as much information as they can before the next day's customers arrive. This unique formula works well for Brady as both the distributor seller and customer contact are important audiences for us.

There is not a formal exhibitor prospectus nor public facing website featuring show data. Instead I receive email communication and word documents from the show organizer outlining the important statistics I need to formulate strategy and ultimately make the decision on participation and at what level.

According to an email received from show organizers, approximately 5500 customers from a variety of industries including oil and gas, light and heavy manufacturing, food and beverage and construction make their way through the exhibit hall during this three-day event. Fastenal did extend special invitations to its top 250 construction customers as the company looks to expand market share in that space.

Brady's audience includes each of these market segments making the Fastenal Customer Expo a perfect match for our Safety and Identification solutions. When at this show and other safety focused events we seek to engage facility maintenance, Environment, Health and Safety and operations professionals with buying influence or decision-making authority.

The show program identifies 247 vendors that participate in the annual event. All of the competitors in the SFID segment mentioned in Section I – Vital Statistics attend this event. Because of the competition and Brady's strategic relationship with Fastenal this event is one that is on the calendar annually. This event would remain on the calendar despite the existing relationship and competitor participation as it continues to provide strong results year over year.

## Planning and Preparation

Planning for The Fastenal Customer Expo event began only four months prior to the show with the survey of stakeholders to identify top priorities. The priorities identified include the following -

- Introduction of Brady's Safety Services offering to this audience
- Showcase a current product with a new focus (the BBP85 Sign and Label printer)
- Connect Brady to Fastenal Vending program

The overarching objective was defined as the following -

- Promote Brady as a premier partner, a one-stop, non-PPE (personal protection equipment) safety partner.

Based on these priorities the skill set and skill mix were identified along with the total number of staff needed to interact with our target audience. The formulas (shown below) shared during **Session 20117 – Selecting the Right Shows: The Critical Decision** were utilized to determine the appropriate staffing level to achieve objectives.

(Brady's potential audience was identified as 10% of the target audience for this event)

Average number of visitors per hour (36) = Potential audience (550) / Total show hours (15) (this was adjusted to accommodate for slow periods and drag on last day)

Number of staff needed (7) = Average number of visitors per hour (36) / Salesperson conversation rate per hour (5)

Eight total representatives were sent to Nashville along with 2 members of the channel management team and myself to manage the exhibit. While this is more than was identified as the optimal level, additional associates were included to cover periods when meetings were scheduled or presentations were being given.

## Objectives

Established strategy for this event was to promote Brady as "The one-stop, non-PPE safety partner."

Objective	Tactic	Assessment Method	Measurable Goal
Promote Brady as premier partner, a one-stop, non-PPE safety partner	Light Box Graphic	Calculate estimated value of gross impressions	Value more than cost to create.
	Prearranged meetings in exhibit	Identify number of meetings scheduled	30 scheduled meetings
	Personal Email to Fastenal Sellers	Calculate number of replies	65% response rate
	Phone calls to Regional Managers	Calculate number of Sales Representatives from each region that stop by booth	220 Sales representative conversations recorded
	Meals with preferred sellers	Team to schedule 3 targeted meals / meetings each day	Hold 6 meetings
	Collateral distribution	Difference between items ordered and items remaining post show	Give away 75%
	Breadth of product displayed to represent one-stop shop	Review increase in traffic year over year	Increase traffic over previous year. Hold 500 conversations
Showcase Brady BBP®85 Industrial Printer using new entry to market	Custom signs	Difference between items ordered and items remaining post show	Give away 85%
	Custom breakfast sandwich rigid sign (not part of original plan)	Calculate estimated value of gross impressions	Value more than cost to create.
	Brady difference video	Calculate estimated value of gross impressions	Value more than cost to create.
	Collateral distribution	Difference between items ordered and items remaining post show	Give away 90%
Introduce Brady's Safety Services offering	Host Educational Session - 6 Steps to an Effective Lockout Program	Number of attendees	100 attendees
	Co-host Educational Session - Lean Operations	Number of attendees	100 attendees
	Co-host Educational Session - Introduction to Safety Specialists	Number of attendees	100 attendees
	Air compressor VLOP Demonstration	Number of interactions recorded	50 conversations
Support Fastenal objective to increase vending business and connect Brady more deeply to the program	Display Fastenal vending machine in exhibit	Calculate estimated value of gross impressions	Value more than cost to create
	Breakfast sandwich giveaway (last minute addition to plan)	Difference between items ordered and items remaining post show	Give away 95%
	Premium distribution - giveaway select Brady products appropriate for in-house vending	Difference between items ordered and items remaining post show	Give away 85%

## **Exhibit Manager Role at Fastenal Employee Expo**

I traveled to Nashville to supervise the installation of the exhibit two days prior to the show opening. During the set-up process I sent frequent communications to the team to get them excited about being on the show floor and to remind them why Brady was there. These messages were supported by the business owner and worked well to keep the team motivated and focused.

Each day, I held a team discussion prior to the show opening and again at the close of the show. These meetings served as opportunities to refocus and to incent the team to meet the objectives. Little incentives like gift cards and a promise of 'jeans day' worked well to keep this team moving in the right direction. I plan to continue to employ these tactics at future shows when possible.

# **Section IV**

## **Management of Exhibit / Production**

# Management of Exhibit / Production

## Partnership

The need for a new exhibit was not necessary for the Fastenal Customer Expo. Nor was there a need to identify new partnerships as I have a trusted relationship with my current exhibit house. In fact, when I inherited Brady's trade show program I quickly realized that the incumbent supplier was not able to meet the needs of the evolving program. Having worked with 3D Exhibits in the past, I eventually moved the custom properties from the current supplier to 3D. Something to note, in an effort to maintain the long-standing relationship between Brady and the incumbent vendor, the portable program remains under their care. Keeping these properties in place also eliminated the need for the Brady sales team to learn how to utilize a new exhibit portal.

3D Exhibits was originally selected as a trusted partner when I was with another organization. I learned early on that the service levels with the 3D team were unmatched. The agency takes accountability for every touch point they have with your exhibit program. I find that they are an extension of the organization and truly understand the Brady brand, our objectives and our challenges.

Beyond the top-notch service provided by 3D, they also provide creative solutions to my most pressing situations, from overall design and exhibit functionality to those last minute, unexpected situations. They are a partner who is always there to help me succeed.

## Process

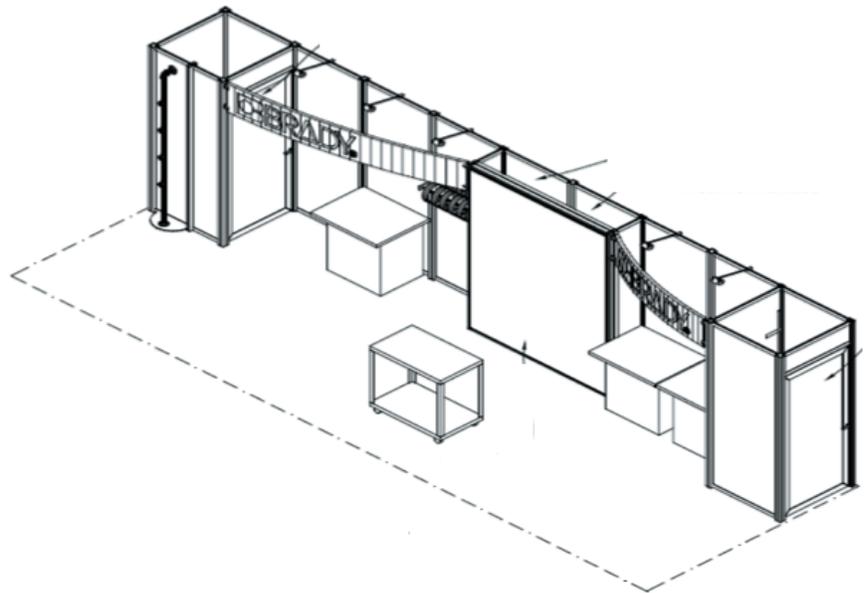
When beginning the design process for the Fastenal Expo I created a list of the needs based on the established strategy (promoting Brady as one-stop, non-PPE safety partner) and the individual objectives. This list of needs was sent to 3D and was discussed during a meeting with Brady's account and project managers. The list of needs for this show included:

- Properties that will fit in 10'x30' inline footprint
- Lockable closet for storage
- Area to showcase Brady Difference videos
- Demonstration area for benchtop printers
- Space to develop product vignettes for identified solution sets
  - Benchtop printers
  - Absorbents
  - Lockout Tagout
  - Services / Visual Lockout Procedures
  - Brady / Fastenal vending connection
- Area to demonstrate granular absorbent
- Strong brand identification
- Bold area for messaging
- Areas for literature distribution
- An exhibit that has a familiar feel to the attendee. A place that will put the attendee at ease.
- Include shipping
- Include I&D (all other show services and logistics are managed internally)

The exhibit house was given 2 months and a budget of \$XX.XX to meet the identified needs. The timeline for production would normally begin at least 4 months prior to the show, but in this case I knew it wasn't necessary to build as Brady already owns all of the pieces to develop this unique configuration. The production was simply a matter of identifying the right properties and organizing them to meet the need. Weekly calls were held with the account manager at 3D to ensure all details were managed and they had all of the information needed to keep the project moving forward to meet the timeline.

The exhibit design shown in the rendering below highlights how the exhibit house accommodated all of the requests. What is difficult to identify from the drawing is the placement of two monitors – one that allowed for demonstration of our VLOP (Visual Lockout Procedure) software and another that displayed the looping Brady Difference videos. Monitors were placed strategically to coordinate with product lines of focus. For example, the sixty-five inch monitor was hung on the wall directly above the printer display to reinforce printer ease of use.

Figure 16 - Rendering of Brady 10'x30' exhibit at Fastenal Customer Expo



## Exhibit Elements



Figure 17 - Lockout Tagout display shown at left side of photo



Figure 18 - Benchtop printer display using 'workbench' with Brady Difference video shown in the background



Figure 19 - Fastenal's vending solution displayed in exhibit with Brady product (giveaways) included. Attendees were invited to open the machine to retrieve giveaway to gain understanding on the ease of use and to see variety of Brady solutions appropriate for vending offering.

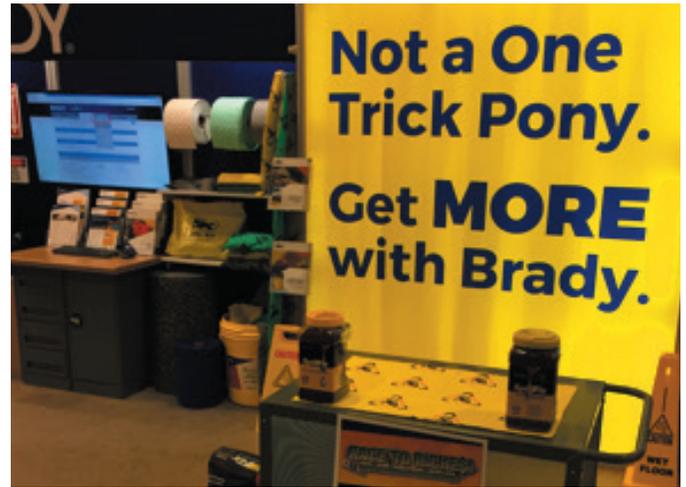


Figure 20 - Granular absorbent (SpillFix) demonstration area with new messaging shown on light box in background.



Figure 21 - Display of Brady's absorbent material solutions.



Figure 22 - Software demonstration area with one of two branded headers.



Figure 23 - The complete 10'x30' exhibit. Notice vinyl flooring and use of industrial-like fixtures as display properties. These were strategically selected to put the attendee at ease in a familiar environment

# **Section V**

## **Management of Integrated Marketing Communications**

# Management of Integrated Marketing Communications

## Developing the Communication Plan

When planning the communication strategy for the Fastenal Customer Expo, or any channel managed event Brady utilizes as part of the overall marketing mix, there are always extra challenges. Broad reach communication tactics like social media, trade publication advertising and press releases are not considered as part of the strategy in an effort to protect the relationships with all distribution partners. Brady feels that utilizing public-facing tactics could compromise other distributor relationships by showing favoritism toward one partner over another.

Distributor shows are closed events, meaning they are not public-facing and they do not offer access to an attendee list prior to the event. They traditionally offer very little promotional opportunity, limiting how we communicate with our target audiences.

Additional challenges were also considered when identifying the most appropriate communication mix to accomplish the objectives for this event. Traditionally there has been a lack of internal cooperation and understanding about the importance digital tactics play in the overall plans for trade shows. Using skills learned in Dan Lumpkin's **Session 72118 Negotiating Skills to Win** I am slowly changing the mindset of that team by providing mutual and individual benefits. Now I am able to utilize email, social and additional digital platforms for events outside the distribution realm.

Cost is always a factor when selecting communication methods for any trade show. Limited budgets and hard cost investments provide little room for creative adjustments in the budget to make room for integrated promotional efforts.

Given these challenges the best approach for pre-show communication to the identified target audience was personal outreach to key sales contacts within the Fastenal organization. We leveraged the key Fastenal sales contacts to relay our message and bring traffic (their customers) to the Brady exhibit.

## Communication Plan for Fastenal Customer Expo

<b>Objective: Promote Brady as premier partner, a one-stop, non-PPE safety partner</b>					
<b>Comm. Method</b>	<b>Rationale for Choice</b>	<b>Target Audience</b>	<b>Metrics</b>	<b>Actual</b>	<b>Recommendations</b>
Light Box Graphic	Cost effective, highly-visual, broad communication of message	Customers, prospects and Fastenal Sales Team	Evaluate value based on estimated number of gross impressions	Estimated value - \$5500	Continue to utilize large scale visual ensuring message is understandable.
Personal email to Fastenal Sellers	Cost effective, targeted message	Fastenal Safety Specialists	Email responses, 65% response rate	49% response rate	Continue to utilize this tactic.
Personal calls to District Managers	Cost effective, targeted message	Fastenal Regional Mangers	Calculate number of Sales Representatives from each region that stop by booth. Recorded 220 conversations.	316 sales representative recorded conversations. 143% of goal.	Look for opportunity to scale this tactic for other distributor hosted events.
Delivery of message	Simple training of team to create many messengers	Customers, prospects and Fastenal Sales Team	Increase number of leads from previous year. Generate 365 leads.	Recorded 520 qualified leads. 142% of goal.	Staff training is key to success.
RSS (Regional Sales Specialists) follow up	Personal connection with qualified lead to address immediate need	Attendees that had interest and immediate need	100% follow up rate	100% of leads were contacted using an established cadence of one phone call and 2 emails	Work with RSS team management to improve process.
<b>Objective: Showcase Brady BBP85 Industrial Printer using new entry to market</b>					
Custom signs 'funny' signs	Easy way to get product in attendee hands and keep Brady top of mind	End-user attendees with need for industrial signage	Give away 95%	Gave away 71%	Continue to utilize this tactic where 'do it yourself' signage is relevant.
Custom breakfast sandwich rigid sign promotion (last minute addition by business owner. Not part of original plan.)	Opportunity to showcase how quickly and easily Brady printer can be used to create in-house signage.	All attendees	Metrics were not established prior to event	NA	NA
Brady difference video	Educate viewers. Share how Brady Sign and Label printers are superior to competition.	Customers, prospects and Fastenal Sales Team	Evaluate value based on estimated number of gross impressions	Estimated value - \$5500	Continue to utilize this educational tactic giving the team ability to use it as an educational tool during printer discussions.
<b>Objective: Introduce Brady's Safety Services offering</b>					
Air Compressor VLOP (Visual Lockout Procedure) take away	Reinforce benefits and features observed in demonstration	Customers, prospects and Fastenal team members with customers needing VLOP writing assistance	Give away 95%	Gave away 100% and had to print 50 additional copies onsite	Create additional examples of the VLOP hand out and demonstration.
<b>Objective: Support Fastenal objective to increase vending business and connect Brady more deeply to the program</b>					
Premium distribution - giveaway select Brady products appropriate for Fastenal's in-house vending solution	Cost-effective, hands-on opportunity to see Brady products in actual vending setting	Fastenal customers considering in-house vending solution	Give away 95%	Gave away 88% of items ordered	Be more thoughtful in the type and number of Brady products used for this tactic should opportunity present itself again.

# Visuals



Figure 24 - Fastenal vending solution prepared with custom Brady signage and product for give away

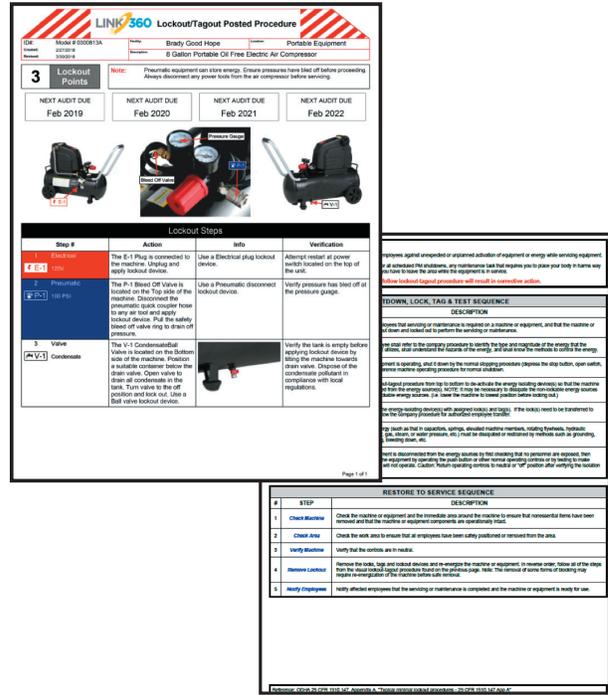


Figure 25 - Air Compressor Visual Lockout Procedure Handout

Hello Ryan –

I hope you are well. Haven't talked to you since last month's Fastenal Bowling Challenge in Winona. I wanted to reach out to let you know that Brady would like to support your conversations with your key customers at the upcoming expo in Nashville.

We are planning to hold one-on-one meetings with each of the targets you would like to bring by the booth. Brady will create a set of custom materials for your customer to support the conversation. We will have an assigned staff person ready to greet you and your customer when you arrive. They will have an understand of the business need and will be prepared to discuss solutions for their unique situation.

This is what we need to make this happen:

- Customer's company name
- Customer contact name and title
- Customer business need
- Any unique circumstances that Brady should be aware of
- Preferred meeting day and time

Don't delay. Preferred meeting times will go quickly!

Ryan, if you have questions please don't hesitate to contact me. I can be reached via email or phone at xxx-xxx-xxx. I look forward to seeing you in Nashville.

Regards,

Chris

Chris Zlevor  
National Sales Program Manager  
Brady Corporation  
Office: 414-358-6655  
Cell : 920-915-7882  
[www.bradyid.com](http://www.bradyid.com)

Figure 26 - Personalized Email / Phone Call (template)



Figure 27 - Clip from "The Brady Difference" Video

## Visuals



Figure 28 - Light Box Graphic



Figure 29 - Custom Rigid Signs

## Assessment of Results

When reviewing the return on objectives and overall results generated from the Fastenal Customer Expo it is apparent that the selected mix of tactics utilized was generally successful. The sheer number of conversations that occurred was evidence that the strategy resonated with the target audience. There is room for improvement and fine-tuning, and I will continue to search for solutions to communicate to Brady's target audience at distributor hosted events using a mix of platforms.

In the meantime, I would recommend Brady continues to utilize many of the communication platforms selected for future distributor-hosted events. The 'One Trick Pony' visual and 'Brady Difference' video were excellent conversation starters and because of the effective staff training, the team was able to convert curious attendees into qualified conversations.

Automated reporting wasn't an option for assessing the results for the tactics selected for this show. As such, manual methods were the only option. Those methods are time consuming and potentially leave room for error.

Showcasing Fastenal's Vending Solution was an effective way to manage the giveaway process and tie into a partnership objective. However, we need to be more thoughtful in the type and number of Brady products used for this tactic should opportunity present itself again. Additionally, custom signs developed as a premium should be reviewed by Marketing Communications prior to printing to ensure the humor and message is appropriate for the Brady brand and target audience.

Leads currently flow from the show via the Eloqua marketing automation platform into Brady's CRM - Salesforce where they are placed into a queue for the team. Prior to making those leads available to the team, expectations are delivered along with talking points and timeline for completion during a short team meeting.

While 100% of leads were contacted post event using a three-touch cadence of email - phone call - email, there is still a need to make updates to the process. Brady needs to improve the connection rate between RSS (Regional Sales Specialists) and potential customers.

# **Section VI**

## **Management of Results Reporting**

# Management of Results Reporting

## Data Analysis and Reporting Process

I'm one of those unique marketing professionals who truly enjoys the data analysis aspect of my role. I look forward to wrapping a show so I can begin to assemble the information necessary to identify the successes and opportunities that will help to evolve the Brady trade show program. Using personal observations collected throughout the event, anecdotal data from daily stand-up meetings, the event budget, information logged via the lead retrieval system, the return on established objectives and feedback collected from the onsite team I am able to compile my post-event report.

Feedback from the onsite team is especially valuable and important to collect in a timely manner. I generally send out the post-show survey within a couple hours of the close of any event to capture information from the team while it is still fresh in their minds. I limit the number of questions on the survey to gather only the most crucial data and to ensure the team is not discouraged from responding to a lengthy inquiry. My goal for the survey is a 75% response rate which has been the approximate average this fiscal year.

QUESTIONS    RESPONSES 3

### Fastenal Customer Expo 2018

Team evaluation of show

Exhibit Functionality: Please rate the location of the Brady booth on the show floor.

1 2 3 4 5

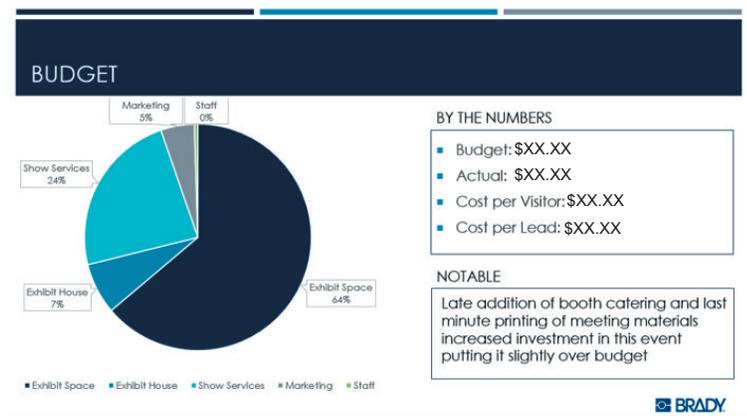
Poor                        Excellent

Exhibit Functionality: Were the right product lines represented to support the objective - 'Promote Brady as premier partner, one-stop, non-PPE safety partner'?

Long answer text

Figure 30 – Example of post-show survey. See full survey with response in appendix (page 38).

Figure 31 – Selection from post-show report for Fastenal Customer Expo. See full report in appendix (page 38).



Once compiled, the post-show report is sent to all stakeholders involved in the planning of the show. Stakeholders for Brady events include executive leadership, sales and marketing leadership, product marketing, business development, the marketing communications and digital teams that assist in the execution of events, and Brady's exhibit house. Unfortunately, budget data is often slow to arrive delaying the delivery of the report to the team. Frequently, this report is sent 10-12 weeks after the close of the show.

## Return on Objectives

Objective	Tactic	Assessment Method	Measurable Goal	Results	Recommendation
Promote Brady as premier partner, a one-stop, non-PPE safety partner	Light Box Graphic	Calculate estimated value of gross impressions	Value more than cost to create.	Estimated value - \$5500	Continue to utilize this option. Good visibility. Cost effective.
	Prearranged meetings in exhibit	Identify number of meetings scheduled	30 scheduled meetings	66 scheduled, 22 attended	Explore ways to increase attendance. Identify best confirmation tactics prior to leaving for show. Set the bar higher next year.
	Personal Email to Fastenal Sellers	Calculate number of replies	65% response rate	49% response rate	Continue to utilize this tactic. While response rate was lower than expected we heard anecdotally that the message was received.
	Phone calls to Regional Managers	Calculate number of Sales Representatives from each region that stop by booth	220 Sales representative conversations recorded	316 sales representative recorded conversations	Utilize this tactic for other distributor-hosted events.
	Meals with preferred sellers	Team to schedule 3 targeted meals / meetings each day	Hold 6 meetings	7 meetings held	Utilize this tactic for other distributor-hosted events.
	Collateral distribution	Difference between items ordered and items remaining post show	Give away 75%	Gave away 63%	Look for ways to continue reduction of collateral taken to shows. Consider distributing more electronically.
	Breadth of product displayed to represent one-stop shop	Review increase in traffic year over year	Increase traffic over previous year. Hold 500 conversations	Held 801 conversations	Utilize this tactic for other distributor-hosted events.
Showcase Brady BBP85 Industrial Printer using new entry to market	Custom signs	Difference between items ordered and items remaining post show	Give away 85%	Gave away 71%	Review message on custom sign. It should be relevant and appropriate.
	Custom breakfast sandwich rigid sign (not part of original plan)	Calculate estimated value of gross impressions	Value more than cost to create.	Na	na
	Brady difference video	Calculate estimated value of gross impressions	Value more than cost to create.	Estimated value - \$5500	Utilize this tactic for other distributor-hosted events.
	Collateral distribution	Difference between items ordered and items remaining post show	Give away 90%	Gave away 53%	Look for ways to continue reduction of collateral taken to shows. Consider distributing more electronically.
Introduce Brady's Safety Services offering	Host Educational Session - 6 Steps to an Effective Lockout Program	Number of attendees	100 attendees	65 attendees	Excellent tactic. Look for ways to promote Brady hosted sessions to improve attendance.
	Co-host Educational Session - Lean Operations	Number of attendees	100 attendees	202 attendees	Utilize this tactic for other distributor-hosted events when available.
	Co-host Educational Session - Introduction to Safety Specialists	Number of attendees	100 attendees	120 attendees	Utilize this tactic for other distributor-hosted events when available.
	Air compressor VLOP Demonstration	Number of interactions recorded	50 conversations	37 conversations	Was good support to education session. Need to identify opportunities to increase conversation. Perhaps move to front of exhibit.
Support Fastenal objective to increase vending business and connect Brady more deeply to the program	Display Fastenal vending machine in exhibit	Calculate estimated value of gross impressions	Value more than cost to create.	Estimated value - \$5500	Good conversation starter. Repeat tactic if available.
	Breakfast sandwich giveaway (last minute addition to plan)	Difference between items ordered and items remaining post show	Give away 95%	Gave away 35%	While this looks like it was a success, it was not. There was a lot of waste and disruption. Do not utilize catering, at least not as an after-thought.
	Premium distribution - giveaway select Brady products appropriate for in-house vending	Difference between items ordered and items remaining post show	Give away 85%	Gave away 88% of items ordered	Good idea, fair execution. Need to review products offered as part of give away. Ensure they are meaningful to attendee.

# **Section VII**

## **Conclusion**

# Conclusion

## Show of Focus: Results Assessment

The overarching objective for the Fastenal Customer Expo was to promote Brady as a premier partner, a one-stop, non-PPE (personal protection equipment) safety partner. This year's show was successful in achieving exactly that. Using a mix of tactics and a subset of objectives, the number of conversations with the target audience and the conversion of those conversations to qualified leads exceeded the team's expectations. The subset of objectives, however produced some mixed results.

Introducing Brady's Safety Services offering was an important part of Brady's overall sales strategy in FY18. Supporting that objective at the Fastenal Expo made sense as it allowed us to educate the two target audiences simultaneously - the end-user (Fastenal Customer) and the distribution channel (Fastenal sellers). Introducing Safety Services through educational sessions worked well, however improvements can be made. **We should continue to seek ways to promote sessions prior to any event to ensure we have consistent attendance.** We also missed an opportunity to handout collateral in each of the three educational sessions we participated in. Those pieces may have helped to drive traffic to the booth and ultimately, the Air Compressor VLOP demonstration improving the results achieved for that tactic.

An attempt to expand use of a current Brady solution, the BBP85 Sign and Label printer, was planned for the targeted attendees at this event. The Brady Difference comparison videos supported the objective by highlighting the quality of the Brady printing systems as compared to the competition. This was a well-received tactic and has recently been expanded to include additional videos comparing Brady's portable printing solutions.

Other methods selected to support this objective had mixed results and leave room for improvements. Utilizing Brady rigid sign material to create a premium for distribution to attendees was the right approach however the messages utilized did not always resonate with the audience. Changes to the internal process for development of the messages needs to occur. **I recommend all messages pass through the exhibit manager or Marketing Communications team to ensure they are appropriate for the company brand and consistent with the messaging developed for that particular event.**

Connecting Brady to the Fastenal Vending program was a unique way to support the partnership by promoting both organization's objectives. **I would consider utilizing this strategy moving forward improving the execution.** Utilizing Brady product as a premium to incent attendees to utilize the vending system was effective in highlighting ease of use as well as the breadth of product that can be managed by means of the vending program. Brady's selection of products highlighted however, was not well thought out. In the future we need to consider the physical properties of the item and the usefulness to the individual as attendees are not typically interested in items too large to carry onto a plane. That lack of desire heightens when the premium isn't appealing to the individual. The distribution of breakfast sandwiches was an ineffective utilization of the small communications budget allotted for this event. It was not an approved tactic and was a

last minute addition by the business owner causing the show to go over budget. It was an attempt to attract attendees who had been out late the night before and needed a pick-me-up to begin their day. Meals were included in the attendee registration and were hosted in ballroom near the exhibit hall. Those attendees that were on the show floor in the morning had already consumed their meal and were not interested in a breakfast sandwich. More than half of the catering ordered was turned away or was thrown away. **This is not a tactic I would recommend for future events. In-booth catering needs to be well thought out making sure it's aligned to the objectives.** An attendee that was out late the previous evening, who isn't focused on learning about solutions to their business needs and is potentially 'under the weather' is not a quality conversation and it detracts the team from other conversations that will support the overall goals for the show.

## Trade Show Program Recommendations

Many improvements have been made to the Brady trade show program using the skills acquired from my EXHIBITOR CTSM experience. One significant change was to the process utilized to order and route Brady solutions to individual shows. Learnings from **Session LSS Lean Six Sigma Orange Belt** workshop were applied to reduce waste by addressing the inventory and motion needed to get products organized for every show. The time savings realized by the marketing operations team has allowed them to shift focus away from repetitive tasks and onto other areas that impact Brady's bottom line. Lean is not a 'one and done' process. I recommend that reviews to the processes involved in planning and executing trade shows happen annually. These reviews should drive incremental change that will continue to eliminate waste.

Marc Goldberg mentioned in **Session 452 ALS: Become Strategic: Be Intrepreneurial** Exhibit Managers should not get caught up in the 'we've always done it that way' culture. It's easy to succumb to that notion, to keep things in motion without much effort or strategic planning. But the results that come from challenging the status quo are often very positive for the organization and the feeling of true accomplishment. The theory of moving away from the 'this is the way we've always done it' culture, resonated with me and is the foundation for my continual efforts to improve the trade show program.

Driving change is not easy. I need to continue explore all opportunities for growth and improvement even in an industry where budgets shrink rather than grow. I believe there are creative ways to reduce hard costs. **One recommendation is working with Brady's exhibit houses to reduce the number of properties in storage and to reorganize how they are stored.** This change could reduce not only the cost of storage but also the time needed to prepare for shows. It could also eliminate the need to send more product than necessary affecting the investment in shipping, drayage, and installation and dismantle.

The dollars saved from those hard-cost investments can be allocated to expand the pre-, at-, and post-show communications to improve traffic and ensure Brady is reaching its target audience, and to continue the conversation keeping Brady top of mind as a go-to resource for identification needs.

## **CTSM Experience**

The EXHIBITOR CTSM educational sessions have given me the permission to slow down, to focus and spend more time analyzing the data to develop the best performing strategies. They've given me confidence to question vague objectives and tactics that might not be in alignment with the desired end result and they've shown the importance of recording all of the data and reporting that to an audience greater than the Marketing Communications leadership.

Utilizing the EXHIBITOR FastTrak platform was an effective way to attend the required and elective sessions while managing an already busy travel calendar. Attending sessions over the course of two years was instrumental in making incremental change to Brady's trade show program. It allowed me to make small change with each passing event without a complete upheaval that may not have been well-received by stakeholders and staffers alike.

The growth and improvements in Brady's event program have gained visibility and recognition within the organization. Trust in the process, support for change and praise for the results and execution are some of the many driving forces that make me grateful that I get to do what I love every day.

## **Acknowledgment**

I would like to acknowledge the many people who have supported my journey to CTSM certification. I am appreciative of Brady's commitment to continuing education and the investment that is made in their employees allowing them to seek opportunity for career expansion. I am confident the skills I have gained will directly support Brady's goals for growth and the overall bottom line.

Of course the path to certification would not have been possible without the support of my internal and external colleagues. The list of associates is long and each played an import role. From management and the marketing communications team I work side by side with every day, to my team at Brady's exhibit house and without question, my CTSM advisor and all of the amazing CTSM candidates I had the pleasure to meet along the way. Thank you. Thank you for picking up the extra tasks allowing me to attend four EXHIBITOR FastTrak events to participate in required and elective sessions. Thank you for encouraging me when I was less than confident and for your patience as I asked question after question. And, thank you for recognizing my passion for trade shows and ensuring they are visible and considered an important part of the overall marketing strategy.

I would be remiss if I didn't take a moment to thank my family. Simply put, they are the foundation that allows me to do what I do, to learn, to grow and to share my experiences and passions. Thank you.

# Session Reference

# Session Reference

Session	Title	Page #
31117	How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program	10
10818	How to Measure the Value of Trade Show Participation Part 1: Basic Concepts	11
20117	Selecting the Right Shows: The Critical Decision	11, 15
32218	No Exhibit is an Island	11
62017	The @Show Experience: Understand the Essentials of Exhibit Design	12
20417	Don't Skip the Meetings- Pre, At, and Post	12
20317	The Nuts and Bolts of Budgeting for Results	12
72118	Negotiating Skills to Win	24
LSS	Lean Six Sigma Orange Belt	33
452	ALS: Be Strategic: Be Intrepreneurial	33

# Appendix

# Appendix - Table of Contents

FY18 Regional Trade Show Calendar .....	39
Employee Post Show Survey Results.....	40
Post Show Newsletter / Report.....	45

# Appendix

## FY18 Regional Trade Show Calendar

Event Name	Date Start	Date End	Location City	Location State
2017 International Vendor Show - Sir Speedy	7/27/17	7/28/17	Long Beach	CA
TN Safety & Health Congress	7/30/17	8/1/17	Nashville	TN
BMW Trade Show	8/21/17	8/24/17	Greenville	SC
Brady Sales Meeting - BPS	8/28/17	8/31/17	Milwaukee	WI
Marcomm NASM	8/28/17	8/31/17	elkhart lake	WI
Grainger Commercial Summit	9/12/17	9/13/17	New Orleans	LA
Test	9/13/17	9/15/17	miami	FL
2017 AD NAM	9/18/17	9/20/17	Grapevine	TX
GOVERNORS SAFETY & HEALTH CONFERENCE 2017	9/19/17	9/20/17	Tacoma	WA
Graybar 2017 Fall National Training Conference	9/22/17	9/23/17	San Diego	CA
Maker Faire	9/23/17	9/24/17	Milwaukee	WI
fASTENAL	10/3/17	10/4/17	Albuquerque	NM
2017 Graybar Technology Showcase	10/5/17	10/5/17	Minneapolis	MN
Fastenal - Pittsburgh Construction and Safety Show	10/6/17	10/6/17	Pittsburgh	PA
TVA Show	10/19/17	10/19/17	Muscle Shoals	AL
SouthEastern Environmental Conference	10/30/17	10/31/17	Gulf Shore	AL
Motion NSM Nashville TN	11/1/17	11/3/17	Nashville	TN
TE Connectivity	11/7/17	11/7/17	Mooresville	NC
LSU / Grainger Vendor Show	11/9/17	11/9/17	Baton Rouge	LA
Northwest Pulp and Paper Show	11/28/17	11/30/17	Portland	OR
Dillon Supply Sales Summit	12/13/17	12/15/17	Raleigh	NC
VWR ASC	1/21/18	1/23/18	Orlando	FL
ORS Nasco Annual Leadership Summit	1/22/18	1/24/18	Tulsa	OK
IQPC West	1/29/18	1/31/18	San Francisco	CA
Bicsi	2/5/18	2/7/18	Orlando	FL
Fastenal Construction Summit	2/5/18	2/7/18	Charlotte	NC
Fastenal Construction Summit	2/5/18	2/7/18	Milwaukee	WI
Fisher scientific	2/11/18	2/14/18	INDIANAPOLIS	IN
Techni-Tool Annual Tradeshow	2/12/18	2/13/18	Los Angeles	CA

Event Name	Date Start	Date End	Location City	Location State
Wire Harness Association Meeting	2/13/18	2/16/18	Scottsdale	AZ
Blackhawk Summit	2/26/18	4/9/18	Tulsa	OK
Test Event	3/1/18	3/4/18	Milwaukee	WI
Electro Expo 2018	3/6/18	3/8/18	Cleveland	OH
Ohio Safety Congress & Expo	3/6/18	3/8/18	Columbus	OH
Test	3/7/18	3/8/18	Cleveland	OH
Hoosier Safety Show and Michigan Safety Show	3/12/18	4/18/18	INDIANAPOLIS	IN
WESCO Utility Sales Summit	3/15/18	3/15/18	St. Louis	MO
AD Spring Meeting	3/19/18	3/21/18	Tampa	FL
EIS Supplier Summit	3/27/18	3/28/18	Orlando	FL
IQPC Pharma Anti-Counterfeiting	3/27/18	3/28/18	Philadelphia	PA
Schaedler Yesco EXPO 2018	4/2/18	4/4/18	hershey	PA
RFID Journal Live	4/10/18	4/12/18	Orlando	FL
ISA Conference	4/14/18	4/16/18	Baltimore	MD
IEEE PES T&D 2018	4/17/18	4/19/18	Denver	CO
Upper Midwest Electrical Expo	4/18/18	4/19/18	Minneapolis	MN
ThyssenKrupp Safety Day	4/25/18	4/26/18	Milwaukee	WI
Graybar 2018 Spring National Training Conference	4/26/18	4/28/18	San Antonio	TX
Test	5/1/18	5/1/18	Pittsburgh	PA
Grainger Safety Summit	5/2/18	5/3/18	Phoenix	AZ
Graybar 2018 Tech Showcase - Chicago	5/3/18	5/3/18	Oakbrook Terrace	IL
Rockwell Automation on the Move	5/8/18	5/10/18	Akron	OH
AFPM NSC	5/14/18	5/16/18	San Antonio	TX
Catalent Pharma	5/15/18	5/17/18	Raleigh	NC
University of Chicago	5/17/18	5/17/18	Chicago	IL
Do-It-Best Spring Market	5/19/18	5/21/18	INDIANAPOLIS	IN
RTM Life Sciences Supply Chain Congress	5/20/18	5/22/18	Boston	MA
Total Filtration Services, Inc. - 2018 National Sales Meeting	5/23/18	5/24/18	Grapevine	TX
Petter Show	6/14/18	6/15/18		
Auto MOD show - Rexel	6/20/18	6/21/18	Tulsa	OK
FedEx Vendor Fair	6/28/18	6/29/18	Pittsburgh	PA
Global Industrial	7/25/18	7/26/18	Secaucus	NJ
RCR Racing	7/26/18	7/26/18	Mooresville	NC

# Employee Post Show Survey Results

8 responses



SUMMARY INDIVIDUAL

Accepting responses

Exhibit Functionality: Please rate the location of the Brady booth on the show floor.

8 responses

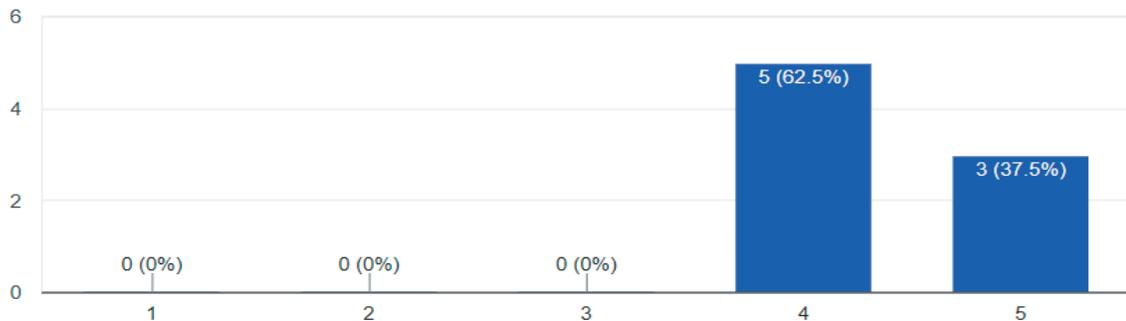


Exhibit Functionality: Were the right product lines represented to support the objective - 'Promote Brady as premier partner, one-stop, non-PPE safety partner'?

8 responses

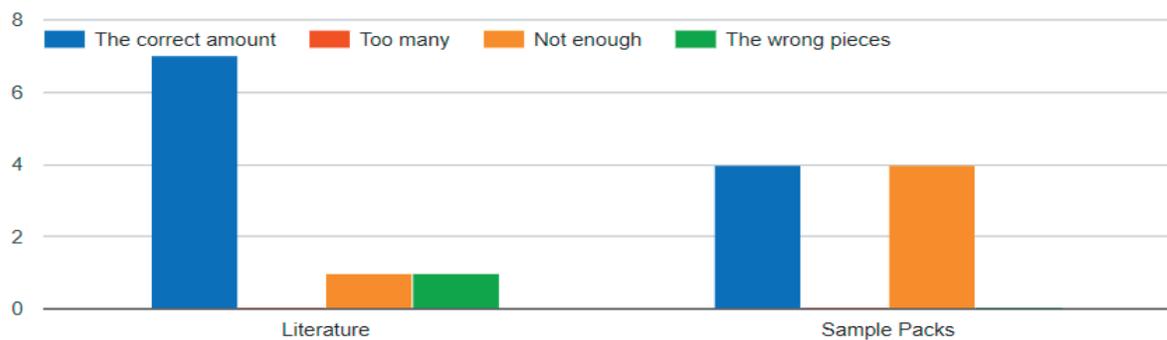
- Yes. (2)
  - I think so. Perhaps we could have had more identification products on display, such as pipe markers, wire markers, and SDS labels.
- Yes
  - Yes. The right product lines were represented.
  - Yes. The LINK360, Spillfix, and devices were all great
  - Yes - think it was a good balance of lockout, sorbents, and printers. Having the vending machine in the booth was by far the best conversation starter.
  - Yes - however Spill Fix tended to dominate because of the demo and front/center location.

## Exhibit Functionality: Were the right product lines on hand for the this audience?

8 responses

We missed the boat on Wire ID. Need to add this in going forward. (2)
Yes (2)
I believe so.
Yes.
Kinda. The printers were on hand, we were missing the materials. For the S3100 we did not have a brochure, they were not created at the time of the show. I would have liked to have examples of the various labels the printers are able to create. ToughWash materials would have been great to have on hand as well. Fastenal sellers primarily think of our SFID offering however there were a decent amount of customers that were interested in our PWID printers. I think we would benefit from having PWID materials on hand as well.
Yes the devices for LOTO was a good hands on and the spillfix was a great demo for the customers.

## Exhibit Functionality: Was there enough collateral on hand?



## Exhibit Functionality: Did the booth function well to meet our objectives and showcase Brady solutions? Please explain -

8 responses

Yes - I wanted to represent Brady as the premier non-ppe partner for Fastenal. We did this. (2)
The sorbent display was nice, and showcased the product well.
Allowing for visitors to actually create and print labels was also nice.
Yes the open floor plan was great and inviting to all of the customers.
Yes! the layout was spot on!
Yes, the customers were able to see the products and have our solutions applied to their current situations to improve their safety programs.
Compared to our competition I thought the Brady booth showed better than the alternatives (even if I take my bias out). Having over 900 attendees stop by supports that contention.
Generally yes.

## Exhibit Functionality: Please share your thoughts on the Brady branding in the exhibit hall.

8 responses

I wish there could be more. I will noodle how better to expand our reach w/o impacting our budget going forward. (2)

The large blue banners were a nice touch and displayed the brand well.

Overall the booth looked great!

Thoughts:  
Would it have been helpful to put the different services Brady offers in text on the central banner? LOTO, absorbent, etc.

What is our current brand perception? Do we need to change/improve it?

What is the advantage to have Brady as a premier safety partner?

na

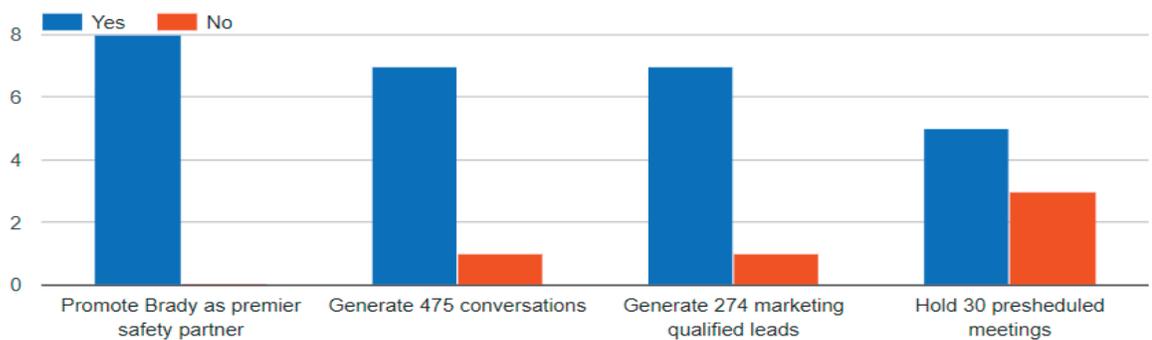
Our message was consistency throughout the booth.

Great, A few people said we had a great booth with our brand easy to see.

Without investing larger amounts I don't think we're going to get much more exposure. I would strongly support us using our connections in PeopleID to start paying for badge holders/lanyards at future shows. Seems like a simple path to greater awareness.

Brady logo was large, passersby knew who we were.

## Did we have the right objectives and goals for this event?



## Is there a better way to demonstrate or highlight Brady's software offerings at trade shows?

8 responses

Yes - but I don't know what it is. Our software offerings are confusing and diverse. We need a one stop quick sheet or way to explain this in 30 seconds. I don't believe we have that right now. (2)

I thought the large screens were useful. Perhaps a banner could present high level info, but I don't know that it would be more useful.

Maybe a sign over the LOTO display that reads "We can write procedures for you" or something to that effect

Sometimes just getting into a conversation is an effective way to communicate the offerings. For that reason, the demos and free giveaways (sandwiches) were a hit.

I thought having a software expert on hand and also the ability to demo it was perfect.

Having John on hand was awesome! Although the compressor was not used all that much during the demos having the software displayed drove the engagement.

Have a video playing all the software services that can be run when a demo isnt being shown. We had one but the sound of the different videos were not equal.

Tough proposition - think the the screen and subject matter expert are pretty effective.

Unsure at this point. Focusing on how one piece of software can improve productivity helps plant the seed for others.

## How did our competitors compare to Brady?

8 responses

MSA had the VR which was really cool.

MCR had a booth that was kind of open to the aisle which I really liked

Accuform - not much to be desired - more product on the tables but looked messy to me.

NPS - not much to be desired

Masterlock - to be honest, didn't even see them

We need a give away or something to drive traffic. I personally don't think these create valid leads but maybe I am wrong. (2)

I did not get a chance to compare many other booths. From what I did see, Brady's seemed to look more appealing.

There was no competition. Our corner position and open floor plan was on a an elite level that they could not tough. The only player that we should look into is EPSON. Their printer display was robust and the reps new about all of our equivalent printers.

They don't.

Not as close of a competition as I had thought. Masterlock's procedure writing service was minimal and the other competitors booths were small.

They did not appear as strong or significant as Brady

They fell short. Master was a small booth. NPS was small with limited products to display.

I would benchmark Brady against best in class versus our competition for continual improvement - possibly a 3M or other.

## Do you have anything else to share that would help to improve Brady's trade show efforts?

8 responses

A dress made out of Silica Signs.  
(2)

We had some items like different printer media and floor tape on the Fastenal machine; but it might be nice to have a shelf with a bunch of different colors and sizes for quick reference... Or perhaps even a display board with all the different styles of floor tape to point out to people.

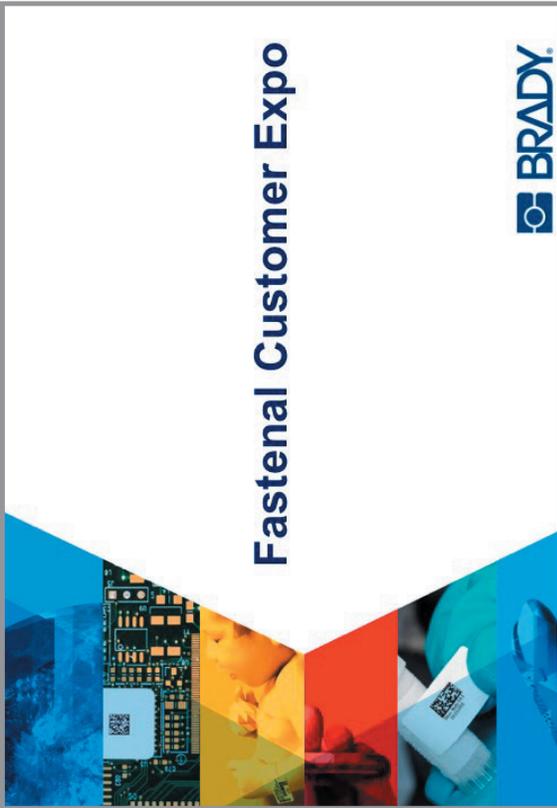
We need to make sure that we have more of the bench-top printer literature on hand and also a label portfolio display.

I think having a PWID rep on hand for the next show would go a long way. First it would expose the Fastenal sellers mainly national accounts to our PWID line of printers, they are already entrenched in those accounts. Also there is a huge opp with the customers the Fastenal construction team brought in. Mainly electrical contractors they play in the datacomm and wire termination space.

None

Keep it up - to repeat the earlier comment I think it's a miss that we don't make show badges for events like this. We should be leveraging those capabilities more. Otherwise we continue to see our presence and impact improve with every show so I say keep up the good work!

Well attended show, staffing seemed appropriate, key products represented.



## Fastenal Customer Expo



### OVERVIEW

- Fastenal's customer facing expo is held annually in the spring. Targeted customers with a buying need are invited to spend one day at the conference to find solutions to their business needs. They can walk the show floor and attend educational sessions to gather information before the next day's customers arrive. Approximately 5500 customers and sellers make their way through the exhibit hall during this three day event.
- Special invitations were extended to Fastenal's 250 top tier construction customers as the company looks to expand market share in that space. Brady was recommended as a preferred supplier to this audience.
- Brady exhibited in a 10'x30' inline booth.
- Eight (8) Brady representatives attended this show.



### OBJECTIVES AND RESULTS

OBJECTIVE: Promote Brady as a premiere partner, a one-stop, non-PPE safety partner

Traffic and Awareness	
Goal	475 conversations
Actual	801 conversations

Lead Generation	
Goal	274 marketing qualified leads
Actual	520 marketing qualified leads

Lead Generation	
Goal	30 scheduled customer meetings
Actual	66 meetings scheduled 22 meetings held



### OBSERVATIONS

- Excellent booth location on the main aisle at the entrance to the anchor exhibitor area
- The VLOP air compressor, SpillFix and Vending demos increased booth traffic
- The Brady Difference videos were displayed on a 65" monitor behind the SFID printers
- Existing relationships between Brady channel management, Brady sellers and Fastenal team members made Brady exhibit a destination
- The full line of SFID solutions were on display including LOTO and Safety Services, Link360, visual workplace, printers and absorbents
- Brady's John Robinson conducted an educational presentation on the opening day of the expo
- Custom meeting folders were developed to support scheduled conversations with customers and their Fastenal seller
- Most of the competition utilized small footprint, inline exhibits
- Not a One-Trick Pony light box supported overall show objective
- Team member had family emergency leaving the exhibit short-staffed. The remaining team members did a superior job in filling in the gaps to ensure attendee needs were met



## RECOMMENDATIONS

- Ensure booth activities are aligned with objectives
- Maintain exhibit footprint and staffing plan
- Seek additional opportunity to engage attendees through educational presentations
- Continue to hold preshow conversations, schedule meetings
- Consider adding WID to the mix of solutions featured



## BUDGET

**BY THE NUMBERS**

- Budget: \$XX.XX
- Actual: \$XX.XX
- Cost per Visitor: \$XX.XX
- Cost per Lead: \$XX.XX

**NOTABLE**

Late addition of booth catering and last minute printing of meeting materials increased investment in this event putting it slightly over budget.

■ Exhibit Space   
 ■ Exhibit House   
 ■ Show Services   
 ■ Marketing   
 ■ Staff



## EXHIBIT PHOTOS

Fastenal vending machine displaying a variety of Brady solutions work within the machine.

Custom signs developed for this event were utilized as giveaways to provide hands-on experience.

SFID Printer area featuring 65" monitor with looping "Brady Difference" videos.



"One trick pony" light box supporting objective and message.

Spillie demonstration area at the booth to attract passers-by.





Lockout Tagout wall with VLOP / air compressor demo.



## EXHIBIT PHOTOS



Attendees interacting with booth staff and LOTO hand-on display.



On the second day of the show Brady provided attendees an opportunity to interact with our staff and demonstrate how Brady SFID products work in the Fastenal vending solution. Booth staff utilized Brady printers to create signs to promote this offering.



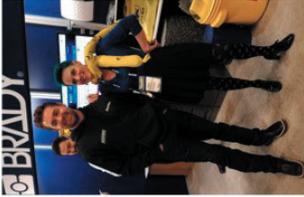

## EXHIBIT PHOTOS




On the second day of the show Brady provided breakfast sandwiches to attendees to attract them to the vending area to learn how Brady 3FD products work in the manufacturing environment. Booth staff utilized Brady printers to create signs to promote the offering.

## SPONSORSHIP





Brady is a sponsor of the annual 'Bounty' program supporting the Fastenal car driven by Ricky Steinhouse Jr.

Brady competitors are not sponsors of the 'Bounty' program.

The Brady brand is displayed on the car (not shown here), on signage and advertising throughout the conference facility.

Steinhouse Jr. makes an appearance in the Brady booth increasing activity and ultimately traffic as a result.

## ATTENDEE EDUCATION

- John Robinson presented "6 Steps to an Effective Lockout Program" on Tuesday, April 17
  - 134 attendees registered for this session
  - 65 attendees participated in this session
  - Having an SME at this event helped to build credibility and drive additional traffic to the exhibit.



## ATTENDEE EDUCATION

- Fastenal-led Lean Operations presentation on Wednesday, April 18
  - Gene Humes – Director Lean Implementations
  - Matt Horbath – Lean Solutions Implementation Lead
  - Approximately 200 attendees
  - Fastenal identified Brady as a strategic Lean partner. They utilized images for signs, floor marking pulled from Brady Library in the presentation and recommended attendees visit the Brady exhibit for additional detail.
  - FUN FACT: Fastenal's lean SMEs are referred to as Blue Belts





## ATTENDEE EDUCATION

- Fastenal-led introduction to Safety Specialists Program held on Wednesday, April 18
  - Brent Roeder – Global Director, Safety & Metal Working
  - Joe Solheid – Director, Safety Solutions
  - Approximately 120 attendees
  - Brady identified in this session as strategic safety partner. Recommendation to attendees to visit Brady booth after the presentation.



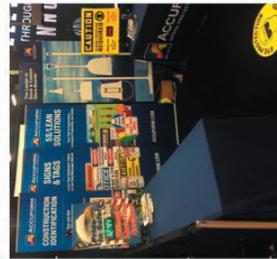
## COMPETITOR EXHIBITS

- Epson
  - 10x10 inline pop-up
  - Product heavy focus and very cluttered
- Avery
  - 10x10 inline
  - Banner stands and table top displays of product offering



## COMPETITOR EXHIBITS

- Accuform
  - 10x10 inline
  - The usual display cluttered with product (although not shown in the image at left)
- MasterLock
  - 10x20 inline
  - Meeting space only, no products featured or displayed



## COMPETITOR EXHIBITS

- OIDri
  - 10x10 inline
  - Banner stand highlighting brand and product displayed throughout
- SpillFyter
  - 10x10 inline
  - Exhibit featured two light boxes with application images
  - SpillFyter ran 1/2 page ad in conference program



### TEAM FEEDBACK

- Were the right product lines on hand for this audience?
  - We missed the boat on WID. Need to add this going forward.
  - Fontanel sellers primarily think of our STDs offering however there were a decent amount of customers that were interested in our PVID printers. I think we would benefit from having PVID materials on hand as well.
- Did the booth function well to meet our objectives and showcase Brady solutions?
  - Yes, the customers were able to see the products and have our solutions applied to their current situations to improve their safety programs.
  - Compared to our competition I thought the Brady booth showed better than the alternatives (even if I take my bias out).



### TEAM FEEDBACK

- How did competitors compare to Brady?
  - Not as close of a competition as I had thought. Masterflex's procedure writing service was minimal and the other competitors booths were small.
  - There was no competition. Our corner position and open floor plan was on an elite level that they could not touch. The only player that we should look into is EPSON. Their printer display was robust and the reps new about all of our equivalent printers.
- Do you have anything else to share that would help to improve Brady's trade show efforts?
  - I think having a PVID rep on hand for the next show would go a long way. First, it would expose the Fontanel sellers mainly national accounts to our PVID line of printers, they are already entrenched in those accounts. Also there is a huge gap with the customers the Fontanel construction team brought in. Many electrical contractors they play in the datacomm and wire termination space.
  - Keep it up - to repeat the earlier comment I think it's a miss that we don't make show badges for events like this. We should be leveraging those capabilities more. Otherwise we continue to see our presence and impact improve with every show so I say keep up the good work!