

THREADING THE NEEDLE STRATEGICALLY

Beckman Coulter



PROGRAM GOALS

Make sure they are perceived as an innovative partner.

Ensure they maintain competitive edge against other brands on the show floor.

Use data to understand how to prioritize investments and design decisions across the trade show program.



Technology integration with immersive 3D product showcase



Holistic and consultative approach

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RESULTS

Performed 8 audits to date + 1 scheduled later this year.

As a result of information gleaned from audits, Beckman Coulter has:

- Updated physical exhibit properties to include more technology.
- Created a holistic experience within the booth versus static product displays featured by competitors.
- Instituted staff training to ensure booth staffers were fully aware of products in the booth and how to use lead tracking system.