



A NEW APPROACH TO TRADE SHOW PRESENCE MANAGEMENT

Challenge

Headquartered in Germany, Wincor Nixdorf provides innovative IT solutions to the retail and banking industries. Faced with the challenge of increasing U.S. market share in the wake of a global economic crisis, the U.S. retail division of Wincor Nixdorf engaged PetersGroup to raise national visibility and awareness. As part of a comprehensive public relations and marketing plan, our first initiative was to orchestrate the company's participation in the industry's largest retail conference: the 2011 National Retail Federation exposition in New York City.

Strategy and Action

With no exhibition booth reserved and just a few weeks to ramp up, PetersGroup developed a non-traditional tradeshow strategy to maximize the client's presence at NRF. We worked with the U.S. retail team to create a private Wincor Nixdorf branded area within the conference center to conduct industry analyst and media interviews. The area doubled as an intimate meeting space for customers and prospects seeking refuge from the insanity of the trade show floor. In addition to booking customer meetings and industry briefings, PetersGroup organized and managed an exclusive appreciation event for customers at the historic Campbell Apartment in Grand Central Terminal.



Results

In an otherwise crowded venue packed with thousands of retailers, Wincor Nixdorf was able to provide a unique one-on-one experience for customers, media and key industry influencers - at a fraction of the normal tradeshow exhibition cost. The exclusive customer appreciation event allowed Wincor Nixdorf employees to engage with over 300 customers and prospects in an intimate setting, breathing new life into existing customer relationships while simultaneously fostering new ones. Media and industry analysts appreciated the opportunity to engage with Wincor executives in a quiet, unhurried atmosphere where industry insights and opinions could be exchanged openly without the constant distractions and excess found on the trade show floor.

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