

DRIVING MOMENTUM AS AN FDIC EXHIBITOR

How Clarion Events Fire & Rescue Group helped Bullard achieve success as an FDIC International exhibitor through the utilization of multiple digital channels.

ABOUT FDIC INTERNATIONAL

FDIC International offers thousands of Fire & Rescue professionals from around the world, quality world-class instructors, classrooms, workshops, H.O.T. evolutions and the most innovative products and services available to the industry displayed by **over 800 exhibiting companies**.

CHALLENGE

How does an exhibitor stand out among the competition and ensure success?



GOALS

1. Generate & increase **brand awareness**
2. **Lead generation** for new products
3. **Drive traffic** to their booth at FDIC International



SOLUTION

Drive traffic to your booth at FDIC by communicating with FDIC attendees via a multi-channel marketing campaign leading up to the event.



Bullard drove traffic to their booth by advertising and reaching out to FDIC registrants, to make sure attendees would know that:

- they would be at FDIC (bonus points for advertising their booth #!)
- they would be debuting THREE new products
- they remained top-of-mind by participating in the show's daily newsletter

“Bullard has a long history of collaborating with Clarion to create dynamic messaging and useful content in order to tell our brand story and connect with our perspective users in a meaningful way.

This partnership has been critical in sharing our new products that we carefully develop to advance human safety to enable long, healthy, productive lives through innovative solutions. With Clarion we get the data we need in order to get to the right audience.”

— ERIN E. HIGGINS, AMERICAS ER MARKETING MANAGER, BULLARD

APPROACH



TIMELINE

JULY		AUGUST	
NEWSLETTERS • FDIC	FACEBOOK BOOST • FDIC • Fire Engineering • Firefighter Nation	FACEBOOK BOOST • Firefighter Nation • FDIC	TARGETED EMAIL • FDIC



RESULTS

Through this marketing campaign, Bullard achieved their goals by increasing brand awareness & driving traffic to their booth at FDIC, allowing them to generate leads for their products & services.



310K+ SOCIAL IMPRESSIONS | **55K+** PEOPLE REACHED THROUGH NEWSLETTERS | **800** PEOPLE REACHED THROUGH EMAIL SENDS