



Meet our client

Amann Girschbach (AG), an Austrian-based medical device company, has attended the LMT Lab Day trade show for the last five years. With the departure of their senior-level marketing manager, AG's North American (AGNA) team was left without leadership for their number one US event. Needing to meet corporate expectations of incremental revenue and improved brand awareness, AGNA reached out to MLC for trade show execution support.



Project challenges

- 1 Execute a unique customer experience to captivate AGNA's target audience
- 2 Minimal corporate and NA resources to finalize the showroom master plan and promotions
- 3 Limited demand generation campaign to drive foot traffic
- 4 Less than 6 weeks to finalize the plan and execute



Our strategy

After reviewing the timeline, budget, and goals, we determined AGNA was a perfect fit for our Rapid Intervention Team Program™ (RITP). This comprehensive program was designed to maximize trade show presence, drive foot traffic, and create lead-generation opportunities by managing the following:

- 1 **On-site planning and booth setup**
- 2 **Event-branded promotional merchandise sourcing**
- 3 **On-site event supplier and vendor communication and coordination**

The next step was to develop a robust execution plan with aggressive timelines to guide business decisions and budget allocation.

“At any level, big or small, MLC has the right people to get the job done — I would HIGHLY recommend their services to anyone.”

Jakob H. - Marketing Coordinator



Sweet success

Our team executed each element against the plan and ensured a consistent experience across all touchpoints. The “call to action” led foot traffic to the booth and delivered on the brand objectives and top-line revenue goals.

Success by the numbers

- 6 weeks to plan and execute
- 2 successful receptions
- 400 reception attendees
- 4M generated in product quotes