



Pedilay is a German-based medical device company that manufactures in Germany and recently launched products and distribution in the United States. Pedilay did a soft launch to the US market in the fall of 2021 while attending the SAWC 2021 fall conference in Las Vegas, NV.

With the creation of their US office and a successful soft launch in the fall of 2021, the Pedilay U.S. team was ready to make a splash at the SAWC 2022 spring conference. Expectations from corporate for this event were that it would yield 50 – 60 strong leads and significantly improve brand awareness due to their latest company expansion, new product launch, and new US brand campaign.

With time against them, Pedilay turned to MLC to develop and execute a trade show plan that would meet their lead generation expectations and deliver on improving brand awareness.

### Project Challenges and Goals

Without a marketing team driving the initiative and timelines, Pedilay was faced with four trade show execution issues:

- > Lack of marketing and logistic support to establish a booth presence
- > No corporate marketing resources to drive new product initiatives
- > No demand generation campaign to drive foot traffic to Pedilay
- > Less than 5 weeks to plan and execute

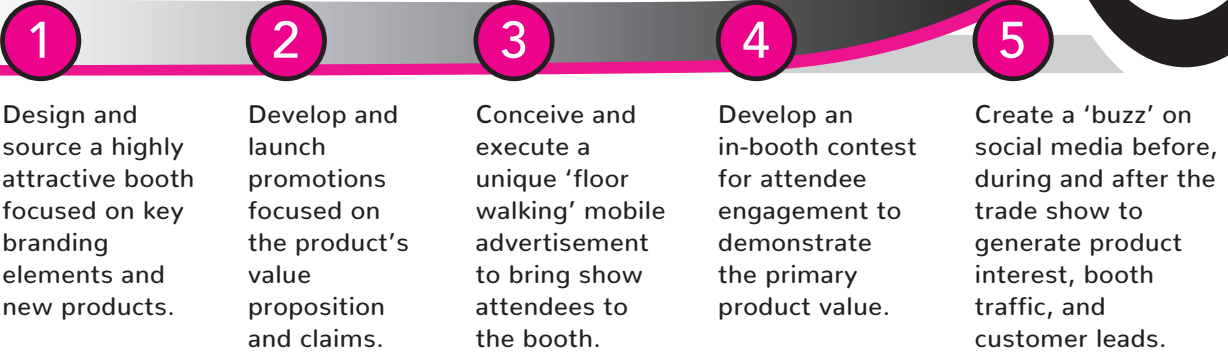
With their focus on driving lead generation and brand awareness, MLC's challenge was to develop a unique customer experience that would captivate the target audience and drive foot traffic to the booth.

After reviewing the timeline, budget, and goals, MLC determined Pedilay was a perfect fit for their

**Rapid Intervention Team Program™ ▶ (RITP)**

# Rapid Intervention Team Program™ (RITP)

This comprehensive program was designed to maximize trade show presence, drive foot traffic, and create lead-generation opportunities using the following approach:



**The next step was to develop a robust execution plan within Pedilay's aggressive timeline to guide quick business decisions and budget allocation related to the show.**

## Developing the RITP project plan

To ensure successful customer engagement, MLC's team worked closely with the client to develop a plan based on key business objectives, resource constraints, budget, and timeline.

By using the RITP program outline below, MLC captured all details needed to build brand awareness, drive booth traffic, and generate leads within an aggressive timeframe:

Project scope —● Resource allocation (team) —● Project budget  
—● Goals and objectives —● Timeline

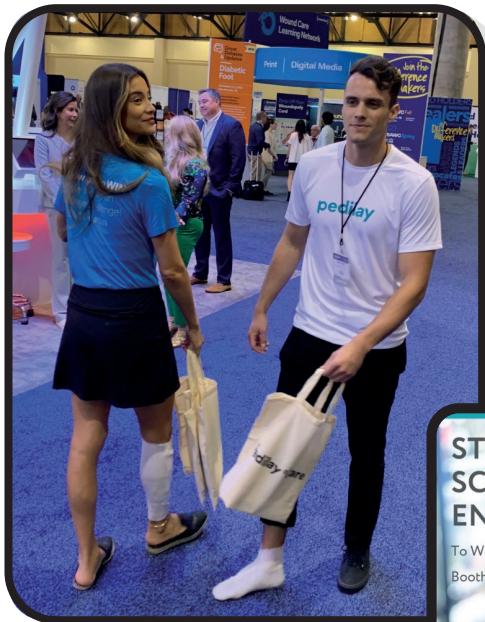
## Bringing the Plan to Life: Execution

With the trade show plan as the foundation and MLC's RITP as the execution engine, the following plan of attack was developed:



### Booth design, fabrication, and setup

- All client branding guidelines were gathered.
- MLC managed all booth-fabrication vendor research, selection, and purchasing based on quality and ability to meet tight deadlines.
- MLC coordinated all booth shipments, electrical, flooring, etc., within show guidelines and timelines, providing the client with a detailed write-up related to all logistics.
- The on-site setup was managed by the client.



### Floor walkers and spotlight contest event

- MLC sourced two models to walk the exhibit hall wearing the product and T-shirts encouraging attendees to 'follow them' to the booth.
- MLC created the Pedilay Challenge to demonstrate the time saved using the Pedilay slip-on dressing vs. the current standard of care.
- MLC created a digital opportunity for attendees to scan to win an iPad.



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## Brand awareness social media campaign

- Before and during the trade show, the social media plan utilized both static and video posts to encourage wound care professionals to stop by the Pedilay Care booth to participate in various activities:
  - Complete a survey to enter the drawing for an iPad
  - Participate in the Pedilay Slip-On Challenge
  - Meet the “Poster” presenter
- Post-show social posts reviewed the success of the conference, the winners of the Slip-on Bandage Challenge, and the grand prize winner of the iPad.

**MLC executed each element against the social media 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 lead generation goals.**

## Assessing Results & Building a Continued Partnership

With MLC’s years of experience in event planning, project management, and budget allocation the project delivered 80 leads, meeting the goals for the show.

