

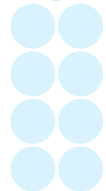
who?

Forsythe Technology

fusion^{b2b}



why?



A leading national IT infrastructure integrator, Forsythe serves many Fortune 1000 companies as a single technology resource, providing everything from assessment and design to products, financing, and portfolio management. Forsythe sought to “steal the show” from competitors with equally grandiose objectives.

how?



FUSION complied by first considering a number of exciting themes, and then marrying themes to strategic messaging that reinforces key customer benefits. Auto racing was selected for its excitement and potential to relate to performance and teamwork.

Exhibit elements included high impact exhibit graphics, a pre-show “Pit Pass” mailer, at-show promotions with a formula race car and photo opportunities. A contest to win racing apparel encouraged registrations. The program was rounded out by multi-media presentations and a post-show follow-up program.

Yes, Forsythe won the race for customers at the major industry event.