

EEI Global Backgrounder

While a healthy client roster, multiple industry awards and a proven reputation for great work may seem to be lofty business objectives, at EEI Global, they were only the beginning. Through the development of its Design Lab™ approach, and backed by its impressive depth of capabilities, EEI Global has become an innovative force in the global event marketing industry. Today, as a result, EEI Global is the choice for leading brands and their agencies around the globe. When it was founded as Exhibit Productions, Inc. (better known as EPI) by David Gentile in 1981, the company earned a reputation for tactical excellence. It turned out some pretty dazzling displays for companies like Detroit Edison at the Detroit Builder's show and Ford's Electrical and Electronics Division.

Ford was so happy that it began calling on EPI for trade-show exhibits, and the company earned a special reputation for its animated cut-away engines. By 1984, EPI had won its first auto-show contract from Chrysler Corporation, building the Dodge brand exhibit at the Detroit Auto Show. The company continued to add clients and in addition to traditional auto shows and tradeshow, began to support its clients at other events. The company became Exhibit Enterprises, Inc. (EEI) in 1991 to acknowledge its work with events as well as exhibits, and by 1999, its annual revenues had reached \$28 million.

In 2001, EEI launched DCXevents.com for DaimlerChrysler, an expression of the company's acumen in using technology to manage event solutions. The browser-based system is a comprehensive event management system where all aspects of an event can be coordinated and managed. The system grew to support as many as 1,100 events globally.

The fallout from 9/11 was hard on the industry as companies cut back significantly on travel to trade shows and conferences. But the brains behind EEI realized that, over the long term, the company could move beyond shows based in convention halls to evolving venues like touring events and the integrated marketing scene where an event, a show, an ad campaign and a community program all could be wrapped into an experience that promotes interaction, sparks emotion and evokes action.

By 2003, EEI's revenue had reached \$45 million, and it began investing in accelerating its capabilities for mobile marketing. The mobile momentum moved mountains in 2007, as EEI brought the frost of the Colorado Rockies and computer-generated Coors Light Silver Bullet Train to life. From the axles up, the design and resulting buildout delivered on the client's need to have a vehicle that was equally iconic while rolling down the highway as it was fully activated at an event site. The project was a feat of agility (75 days from design to deployment) and cool brand immersion (a nightclub on ice, 200 cases of beer and an A/V system to rival the hottest nightclubs). The Silver Bullet blitz won EEI a gold award from *Event Design* magazine as the best mobile marketing design, along with an Ex Award from *Event Marketer* magazine for best vehicle design.

No sooner had that train left the station than EEI earned the right to toot its own horn again by achieving certification as a member of the Octanorm Service Partner International network. Through OSPI, with its group of 165 exceptional exhibition contractors in 55 countries, EEI now could offer its high standards of service to clients of OSPI partner agencies in North America, as well as extend the same level of service to its own clientele globally.

By 2008 EEI had evolved into such a bright business that the necessary shift from high-quality producer to strategic experience creator was well underway. The outcome was the organization's transformation into EEI Global. While the "Global" part of the name does reflect the company's work internationally—even running simultaneous events for a client in multiple countries—in essence it signifies the holistic view that the company brings to its programs. Today, EEI Global is an experiential marketing firm that offers full-circle capabilities from conception through perception. EEI Global translates customer needs and messages into creative and effective marketing solutions based on integrated offerings.

EEI Global operates with four specialized competencies:

- EEI Design Lab™ transforms strategy and creative vision into integrated experiential marketing programs that deliver results.
- EEI Environments, which creates experiential environments that bind customers with brands at events or inside permanent installations throughout North America and around the globe.
- EEI Mobile, which manages mobile-marketing tours, from end to end, for programs of all sizes.
- EEI Technology, which develops and supports enabling technologies to maximize ROI on event marketing programs.

Recognition flowed to EEI Global with the speed of inspiration when, in May of 2008, EEI Global was named the silver winner for *Event Marketer's* 2008 Ex Award in the category of best business-to business mobile marketing program for its work on behalf of ABB Robotics, the second time in as many years it had been recognized in this category. For ABB, EEI Global created the world's first traveling industrial robot exhibit. Outfitting a 48-foot double-expandable trailer with fully operational robot cells and an interactive theater to present ABB products, EEI Global delivered the project in a sleepless 10 weeks. During eight months in 2007, the "Robotics on the Move" program traveled more than 25,000 miles to 25 events across North America, resulting in \$16 million in new sales for ABB.

Similar awards for its touring programs for GM and Saab have added even more shine to EEI Global's showcase in recent months.

Today, the brains of EEI Global gather morning and night at the company's Rochester Hills, Mich. headquarters, where it's easy to see that the thinking marketers' experiential firm has grown to become the smart choice of thriving brands around the world.