

## Case Study

# EMS travels across Europe and the Middle East with global roadshow contract



### Testimonial

"We've been taking our products on the road since 2007 - getting face-to-face with our target audience via a sophisticated exhibition vehicle. It's been a huge success, EMS have created a truly 'mobile' engaging experience that has the real wow factor. They have helped us travel huge distances across Europe and the Middle East, there is no substitute - our customers love it!"

**Lucy Avens, Marketing co-ordinator, Parker Hannifin**

### The Brief

Leading global instrumentation manufacturer Parker Hannifin required a giant, state-of-the-art exhibition vehicle to showcase its products across Europe and the Middle East, touring Parker offices, resellers, distributors and major exhibitions during a three-year rolling programme.

### Our Response

The vehicle was designed and fitted out by EMS, and also kitted out with Parker's market-leading range of instrumentation products - including tube fittings, valves and manifolds - the vehicle currently targets customers in the oil and gas, power generation, process analytical and alternate fuels markets.

### Delivering the Campaign

- The dual-podded exhibition trailer is capable of being set up in less than an hour by one person
- The vehicle provides an internal floor space of 8.5m x 6.3m
- To support this major project, EMS purchased a brand new Euro 5 tractor unit - the lowest emission towing vehicle on the market - which will be used for the duration of the roadshow

### At a glance...

#### Tour

Parker Instrumentation Roadshow

#### Client

Parker Hannifin Ltd - Instrumentation Products Division Europe

#### Vehicle

16.5m Vehicle

#### Dates

3 Year Tour (2007-2009)

#### Locations

UK, Europe & Middle East

### Results 2007 - 2008

- Parker and EMS have to date delivered over 156 successful show days across 14 countries
- The roadshow has travelled over 32,000 miles across Europe and the Middle East
- Reached more than 5000 Parker employees, distributors and customers