

## ACE CONTROLS, INC

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[www.acecontrols.com](http://www.acecontrols.com)  
Client since: December 2005

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**Bob Kulka,**  
Marketing Manager for  
ACE Controls

### Company Profile

ACE Controls Inc. is the world leader in deceleration technology. For more than 40 years, ACE Controls has provided superior deceleration products to meet the needs of the automotive, robotics, material handling, packaging, steel, machine tool, lumber, amusement, medical, and other industries. ACE Controls manufactures industrial and safety shock absorbers, velocity and feed controls, and offers gas springs, hydraulic dampers, rotary dampers, and a unique vibration sensor for process monitoring.

### Marketing Goals & Strategy

“We are always looking for high quality contacts,” Bob Kulka, Marketing Manager for ACE Controls, says. “That is what we have come to expect from GlobalSpec, and we saw the Online Trade Show + Event as another opportunity to obtain them.”

He adds, “About 10 years ago, there were high quality trade publications attempting to put on virtual trade shows, but the timing was not right. But when GlobalSpec came along with their Online Trade Shows + Events, backed by a subscriber base of over five million, I thought ‘this might be the right time.’”

### The IHS GlobalSpec Solution

ACE Controls had participated in GlobalSpec for over five years before signing up for the online event. “Right off the top, a key consideration was my working history with GlobalSpec and the professional people who work there. These are great people that I have the utmost respect for, and they always deliver,” Kulka says. “The proof is in the contact quality that we get from GlobalSpec. The results are there. GlobalSpec has marketing strength that others don’t.”

Kulka notes that the cost factors are enormous for a trade show. “By comparison, the pricing for an online event is extremely reasonable. Nevertheless, I reserved my optimism until it was all over.”

“It was a very worthwhile event, from both a quality of contact and cost-effectiveness standpoint,” Kulka says. “We received 300 high quality contacts. Contrast that with another physical trade show we attended recently. It cost ACE nearly \$30,000 to generate only 100 contacts. You could tell that GlobalSpec really took their time to get it right before they brought it to market,” Kulka says. He adds, “Everything that GlobalSpec told us we would get, we got!”

“Without question, it was worth doing,” Kulka concludes.