

# BALLUFF INC.

8125 Holton Drive  
Florence, KY 41042

[www.balluff.com](http://www.balluff.com)  
Client since: 2002

*“We generated hundreds of contacts, promoted brand awareness, and introduced Balluff to a new market segment. Compare that to the \$30k-50k you would spend to attend a traditional trade show!”*

**Kelly Panko,**  
Marketing Communications  
Manager of Balluff Inc.

## COMPANY PROFILE

Balluff, founded in 1921, is one of the world’s leading sensor manufacturers, providing innovative and practical sensing solutions for a wide range of applications and industries. Balluff products include a complete line of sensors, transducers, ID systems, and connectivity products. The company’s sensor lines include photoelectric, inductive, capacitive and magnetic, as well as other more specialized sensor products to fit virtually any sensing application.

## ONLINE EVENT MARKETING GOALS & STRATEGY

“This year, with budget restrictions, we’ve had to limit our traditional trade shows,” says Kelly Panko, Marketing Communications Manager of Balluff Inc. “We had never participated in a virtual event before, so we wanted to try out a GlobalSpec Online Trade Show + Event to see what it was like and to see if it would be a useful tool for building brand awareness, generating leads, and introducing Balluff to a new market. The Alternative & Renewable Energy event seemed like a good place to start, since alternative energy is currently a hot topic.”

## THE GLOBALSPEC SOLUTION

Several factors attracted Panko to the GlobalSpec online event. “I thought that graphically the event looked really nice, the promotion was good, and that it would be better to work with GlobalSpec than a print magazine. It turns out I was right. GlobalSpec already has a huge audience and many e-newsletters, so we didn’t have to do much promotion on our own. That meant we could get our feet wet and see what the experience was like at a fraction of the cost of attending a traditional trade show.”

Panko had a very high level of confidence that GlobalSpec would deliver the right audience, based on Balluff’s partnership with GlobalSpec for the last several years and on the exemplary support that Balluff has received from their GlobalSpec representative. “We get a bunch of leads every week from GlobalSpec, and our rep has been outstanding, constantly interacting with us, offering ideas and suggestions, so I felt certain that his recommendation of an online event was solid,” she says.

The support she received during preparation for the event elicits high praise from Panko: “The GlobalSpec organizer was fantastic. She was on top of everything, sent us reminders and emails, provided guidelines and materials well in advance, helped us with run-throughs and offered lots of valuable suggestions on how to create our booth and what to do during the actual event.”

“It was a very enjoyable experience interacting with so many people at the actual event, and when you’re done, your feet aren’t worn out! We generated hundreds of contacts, promoted brand awareness, and introduced Balluff to a new market segment. Compare that to the \$30-50k you would spend to attend a traditional trade show!”

So would Panko recommend a GlobalSpec Online Trade Show + Event to a friend? “I’ve signed up to do two more next year,” she says.