

## FLSMIDTH Inc .

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[www.flsmidth.com](http://www.flsmidth.com)  
Client Since: October 2006

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**Glenn Lunger,**  
Market Manager for  
Power Industries FLSmidth Inc.

### Company Profile

FLSmidth is the leading supplier of equipment and services to the global cement and minerals industries. FLSmidth is a worldwide leader in pneumatic bulk conveying for the process and materials handling industries. The company offers innovative technology and broad experience in all aspects of material handling systems. Since the company began in 1926, its pneumatic conveying systems have moved millions of tons of dry bulk solids in numerous applications.

### Marketing Goals & Strategy

"Frankly, we were curious about how an online trade show worked," says Glenn Lunger, Market Manager for Power Industries. "The main goal was to see how the Online Trade Show + Event format would work for us. An online trade show seemed like a logical step forward in a chat-type format to connect with potential customers."

### The IHS GlobalSpec Solution

"FLSmidth has a standing relationship with GlobalSpec to support our marketing efforts, and we have many contacts that come in through GlobalSpec," Lunger says. "So we really believed in GlobalSpec's ability to draw the right people."

"GlobalSpec helped us make sure we had everything we needed in our booth. During the practice training, GlobalSpec was very helpful in giving us tips and pointers to help us get the most out of the event."

When it came time for the actual event, Mother Nature pointed out one of the advantages of an online event over a physical trade show. "The day of the event, we were in the middle of a blizzard," Lunger says. "Everybody manned the booth from their kitchens on their laptops. If it had been a physical trade show, the snow would have stopped us from getting there."

Lunger is positive about the GlobalSpec Online Trade Show + Event. "I would definitely recommend it to a friend. It was a great experience and benefit. I see it as a useful tool."