

PERCIVAL SCIENTIFIC, INC.

505 Research Drive
Perry, IA 50220

www.percival-scientific.com
Client since: 2009

“We were able to reach out and touch a great deal more people without leaving the office. We connected with new customers from companies that we wouldn’t traditionally reach.”

Joni Campidilli,
Vice President of Sales and
Marketing, Percival Scientific

Company Profile

Percival Scientific builds growth chambers, biological incubators and specific application chambers for the superior control of temperature, humidity and lighting for scientific research at universities, colleges, government institutions and businesses domestically and internationally.

Marketing Goals & Strategy

Out-innovate the competition. Percival Scientific was interested in the multi-faceted benefits of GlobalSpec Events, especially the ability to showcase their company’s thought leadership. “My initial goal was to do something different from what my competitors might be doing,” says Joni Campidilli, Vice President of Sales and Marketing for Percival Scientific.

Extend reach and educate. Always on the lookout for new ways to reach their target market, Percival Scientific was also seeking to communicate the depth and breadth of their technology. “It’s an innovative way to get in front of targeted prospects,” Campidilli says.

Support the sales process. GlobalSpec Events allow exhibitors to display a library of multimedia marketing pieces that they can instantly share with booth visitors. Percival Scientific included specification sheets, product catalogs, presentations and technical articles. Campidilli says, “Another goal was to generate sales contacts that we could pass on to our representatives and distributors.”

The IHS GlobalSpec Solution

More reach with less travel. “Thanks to the GlobalSpec pre-show publicity, there were roughly 1,400 people that attended the GlobalSpec Defense & Security online trade show and event. It really helps that GlobalSpec has an enormous group of registered users that they can reach out to. In the end, some 250 people visited our booth. That’s not just a great result, but the best response we’ve gotten from any trade show,” Wagner says.

Wagner notes, “I would go to the lobby when someone signed in to the event and let them know that we were there. It was like standing at the door of a trade show and inviting people just to your booth, and it worked!”

Increased exposure, really fast. Participating in the GlobalSpec Event presented Percival Scientific with significant brand exposure and qualified contacts. “Through the online event, we tripled our exposure and did it really quickly,” she says. “We also obtained a number of sales contacts for our reps and our distributors to connect with and nurture.”

Overall, Campidilli said that her team was impressed. “We walked away saying, ‘This is a good use of our time and definitely beneficial to us.’” Because of the positive experience that the company had at their first GlobalSpec event, they added two more to their marketing mix, exhibiting at the Alternative & Renewable Energy and Quality, Test & Management events.