

THK AMERICA

200 East Commerce Drive
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www.thk.com/us/
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Carla Anello,
Lead Administrator
of THK America

Company Profile

THK America is the pioneer and world leader in linear motion technology. THK America offers a full product line including Linear Motion Guides, Curved Guides, Ball Screws, Ball Splines, Actuators, Linear Motors and Systems, Linear Bushings, Cross Roller Rings and Cam Followers. THK America has been growing since its inception in 1981 and now has seven regional offices that serve all of the U.S., Canada and Mexico.

Marketing Goals & Strategy

“Our main goals in participating in a GlobalSpec Online Trade Show + Event was to see how effective an online trade show could be and how many contacts we could generate,” says Carla Anello, Lead Administrator of THK America. “We had never done something like this before, and we were curious to see how this compares to participation in a physical trade show.”

The IHS GlobalSpec Solution

“We were attracted to the concept of the online event, because we felt that an online event could be far more cost effective; we could get a very good handle on how many people visited our virtual booth, and we are always looking for new ways to get more exposure for THK’s brand,” Anello says.

She adds, “Since THK already had a great working relationship with GlobalSpec and GlobalSpec already knew our products and our target industries, we were very confident that they would deliver the right people.”

Anello was particularly pleased with the effort the GlobalSpec team put forth to help THK America prepare for the event. “They did an excellent job. The lines of communication were open; any issues were resolved, and GlobalSpec was very good at supplying tools and instructions so that we were very well informed.”

On the day of the event, THK exhibited a virtual booth and made wealth of information available. “My trade show manager liked it,” Anello says. “It was something different, a change, and it was effective.”

“I think participating in a GlobalSpec event is definitely worthwhile,” Anello says. “Because businesses evolve and technology does too, visiting an online trade show like this is a great way to communicate new products and have customers become familiar with your company — without having to leave your computer. It was inexpensive for THK America to participate and free for customers to attend. It’s a win-win for everyone.”