

## TRIAD MAGNETICS

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Client Since: June 2003

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**Bill Dull,**  
President of  
Triad Magnetics

### Company Profile

For over 60 years, consumer, commercial and industrial electronic devices have relied on innovative magnetics technology from Triad Magnetics. Triad offers solutions for power conversion, filtering, isolation and more. The company's products include a wide range of Triad magnetic components in advanced computers, telecommunication systems, automation controls, audio devices, and other equipment.

### Marketing Goals & Strategy

“When we participated in the first show, we wanted to see if we liked it or not. It was kind of an experiment to reach out to an audience of people without leaving the comfort of our office, to get our message out, and to see if we could generate some contacts that would turn into customers,” says Bill Dull, president of Triad Magnetics.

### The IHS GlobalSpec Solution

“Since we were already involved with GlobalSpec – we use GlobalSpec for our product finder on our Web site and take advantage of the GlobalSpec newsletter program – it seemed natural to try the Online Trade Shows + Events as another part of our integrated program with GlobalSpec.”

He adds, “We were pretty confident that GlobalSpec would deliver the right people, because GlobalSpec is very good at reaching specific niche audiences.”

Dull notes while it was fairly easy for Triad to load content for its event trade booth, “The support from GlobalSpec was fantastic. They were there 100% of the time, and they made it really easy. They also gave us advice on what to do to make the booth more appealing and interesting and it worked. During the event, GlobalSpec's support was great, timely, and comprehensive.”

During the first event, Triad manned its booth and tried to keep at least one person in the networking lounge. During the second event, Triad sponsored the networking lounge. “It definitely helped us with brand exposure and corporate image building.”

“After the show,” Dull says, “GlobalSpec provided us with all the booth activity and contacts. The impact has been greater brand awareness, additional leads, and we anticipate additional business as a result. All the feedback we got was positive.”

So would the President of Triad Magnetics recommend a GlobalSpec event to a friend? It says a lot that Triad has already participated in two GlobalSpec events and has signed up for a third.