

UE SYSTEMS INC.

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www.uesystems.com
Client since: May 2001

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Gary Mohr,
Vice President of Sales & Operation
for UE Systems Inc.

Company Profile

UE Systems Inc., manufacturer of the famous Ultraprobe instruments, produces portable and online ultrasonic instruments for leak detection, mechanical analysis and electrical inspection. Used in energy conservation, predictive maintenance, safety and quality assurance programs around the world, they help all types of companies, large and small, become more productive. Typical applications for UE Systems' instruments include: leak detection; vacuum and pressure, including compressed air leaks; hatch leaks and bulk-head leaks in ships; wind noise and water leaks in cars and trucks; cabin pressure leaks in aircraft. They detect electrical discharges such as corona, tracking and arcing, identify faulty valves and steam traps, trend mechanical operations, including bearings, to failure and help prevent under and over-lubrication conditions in bearings.

Marketing Goals & Strategy

“We wanted to see if we could introduce UE Systems to a marketplace we were unable to reach before and to generate new contacts and leads,” says Gary Mohr, Vice President of Sales & Operations for UE Systems.

The IHS GlobalSpec Solution

“We have done pretty well with GlobalSpec in other venues,” Mohr says. “So when GlobalSpec came up with this online trade show, it sounded really interesting. The truth is that interest in real trade shows has been fading, and print media has almost gone away. When our rep showed us this online event, it seemed like a perfect fit for us.”

Based on UE Systems' previous experience with GlobalSpec, Mohr had a high level of confidence that GlobalSpec would deliver the right audience. As a result, he committed UE Systems to exhibit, to provide a sponsored speaker, and to sponsor the networking lounge. “We've done a lot of physical trade shows, and we wanted to maximize our presence and have our best shot at drawing people in,” he says. “We had a vested interest in trying to make this as successful as possible.”

Mohr is enthusiastic about the support UE Systems received in preparing for the event. “The customer care, training, and assistance that GlobalSpec provided to our company were really excellent. The GlobalSpec team worked with our marketing people to get our booth looking the way it should. The training was as much as we needed, and when it was time for us to operate in the event, we were ready to go.”

To support UE Systems, Mohr employed another useful strategy. “Coming into the event, we encouraged several other companies to also participate so that we could get some cross-marketing going between us. It's helpful to have known allies at a show, and that's exactly what we did.”

Overall, Mohr is pleased with the impact of the GlobalSpec event. “We've seen both contacts and brand awareness as a result, and we hit the number of contacts that we thought we would.” He added, “We have a fairly long sales cycle – based on the numbers and the contacts, a GlobalSpec event is an efficient way to be out in front of the world. You don't have to be really smart to figure out that this is a good deal. We've already signed up for the next one.”