



Welcome
to ABB
Customer
World

CONNECT.
COLLABORATE.
OUTPERFORM.

A power and automation company uses innovative signs and graphics to electrify their event



"The FedEx Office team brought us new ideas on how to expand branding throughout the venue and even beyond."

—Katie Reintgen, ABB Brand Manager for the U.S.



ABB is a global technology leader that works with utility, industry, transportation and infrastructure customers to write the future of industrial digitalization.

ABB Customer World at a glance



A biennial event that brings together industry professionals so they can share new ideas, trends and technologies



Attracts **8,000+ attendees**



Printing needs

- Collaboration with print experts who provide best practices and bring new ideas
- Production capabilities to service 500K+ square feet of event space
- 100+ printed signs
- Innovative, large-scale signs and graphics

Challenges



Planning a large, complex event



Creating a consistent brand experience for attendees throughout the venue



Managing the timing and logistics for printing and installation of signs



Ensuring a sense of excitement and motivation for thousands of attendees



Minimizing the need for multiple vendors

Solutions



Collaboration from the start

ABB engaged FedEx Office print experts who work on the property early and often in the planning process, with initial meetings and hands-on walkthroughs.



Project management

From consultation to completion, ABB worked with a FedEx Office team that provided detail-oriented project management for a seamless event-planning experience.



Innovation and ideation

Bold, unique solutions were used to display ABB branding throughout the venue, such as escalator wraps, wall graphics and clings on glass surfaces.



Last-minute resources

With a FedEx Office on location, ABB was able to swiftly respond to print needs or changes during the event and without disruption, even overnight.



"My FedEx Office team and their cell phones could do anything."

—Katie Reintgen, ABB Brand Manager for the U.S.

Results



Efficient time and project management



Sign placement and installation expertise



Reduced printing costs compared to previous events



Eye-catching, impactful signage



Consistent brand representation



Invigorated and informed attendees

Ready to bring more energy to your next event?
To get creative, go to [fedex.com/conventions](https://www.fedex.com/conventions).

