



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).

