



# ABB wows attendees with innovative signs and graphics.

## How we helped



Provided onsite expertise



Reduced printing costs



Collaborated on innovative ideas

ABB is a technology leader that works with utility, industry, transportation and infrastructure customers to write the future of industrial digitalization and realize value. ABB recently hosted its biennial event, ABB Customer World, at the George R. Brown Convention Center in Houston, Texas. The event attracts more than 8,000 professionals from those industries to meet and experience new ideas, trends and technologies.

Because ABB Customer World is all about big ideas, they wanted to work with experts at FedEx Office who could also bring big ideas to the table. Katie Reintgen, ABB Brand Manager for the United States, said, "The FedEx Office team brought us new ideas on how to expand branding throughout the venue and even beyond."

## Challenges

When planning such a large and complex event, ABB knew they'd need to create a consistent brand experience for attendees throughout the venue with a huge number of signs, banners and graphics. And, of course, with any large event, timing and logistics for printing and installation are what keep planners awake at night — unless they've secured expert help and dedicated project management.

## Solutions

ABB engaged the print experts at FedEx Office early in the planning process. From initial meetings and onsite walkthroughs, FedEx Office collaborated with the team at ABB to identify innovative ways to use signage, such as escalator wraps, wall graphics and numerous clings on glass surfaces.

- **Provided detail-oriented project management** from consultation to completion
- **Created unique solutions** to extend branding throughout venue
- **Orchestrated a network of local printers** for last-minute, quick-turn projects during the event
- **Reduced cost of production** compared to previous years

## Results

ABB Customer World was a big success. The FedEx Office onsite at the convention center added to the accomplishment by delivering overnight support for both installation management and last-minute printing needs.

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

— Katie Reintgen, ABB Brand Manager for the United States

## By the numbers



## Connect to the possibilities

Find out how FedEx Office can help your next event. Go to [fedex.com/conventions](https://fedex.com/conventions)