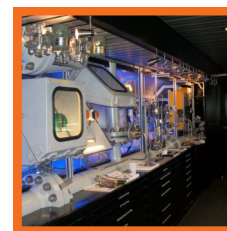
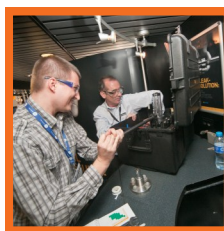
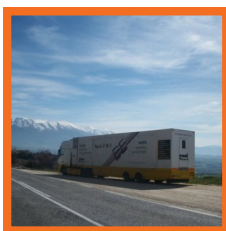


TAKE
YOUR
PRODUCTS

DIRECT
TO YOUR
CUSTOMERS



AT A GLANCE

Tour
Parker Hannifin Roadshow

Dates
2007 - 2012

Locations
Europe and the Middle East

Vehicle
13.6m Vehicle

- Results**
- Parker and EMS have to date delivered over 300 successful show days across 18 countries
 - The B2B roadshow has travelled across Europe and the Middle East to showcase their latest products
 - Reached more than 7,000 Parker employees, distributors and customers

THE STORY

The brief
Parker Hannifin required a giant, state-of-the-art exhibition vehicle to showcase its products across Europe and the Middle East, touring Parker stores, resellers, distributors and major exhibitions.

In their own words
“This tour has continued to create a high impact innovative experience for Parker in our marketplace, as well as allowing us to engage face to face with key customers and distributors in a time efficient manner. EMS continues to offer its international knowledge and experience to ensure everything runs smoothly, and the lead generation service supports our sales team to the max in following up every potential customer.”
Sheldon Banks - European Sales & Marketing Manager, Parker

- Delivering the campaign**
- The dual podded exhibition trailer can be set up in less than an hour by one person
 - The unit provided internal floor space of 8.5m x 6.3m
 - To support this major project, EMS purchased a brand new Euro 5 tractor unit - the lowest emission towing vehicle on the market - which will be used for the duration of the roadshow



ONE TO ONE, TO THE WORLD