



SIGNAGE PDF

Sun MicroSystems
CHANNEL PARTNER FAIRS

mission

- Entice Sun Channel Partners to participate
- Offer incentives for Sun Sales Reps to attend
- Achieve maximum interaction between Sun Channel Partners and Sales Reps

creative strategy

- Develop the theme "Chances with Partners"
- Create Invitation Package for Sun Channel Partners and Sales Reps
- Devise the Incentive Game
- Create Channel Partner Directories
- Set-up creative components to generate on-site "Fair" atmosphere

implementation

- Establish event deliverables, budget, timeline and milestones
- Produce direct mail containing invitations, event information, registration, accommodations, and incentive game information
- Compile information on participating Channel Partners
- Produce Channel Partner Directories
- Produce and manage logistics for incentive game including prize acquisitions
- Manage all registration and confirmation processes
- Manage pre-event and on-site operations: site determination, hotel arrangements, catering, AV requirements, theme decorations and signage

results

The Partner Fairs were considered a great success by Sun Microsystems and their Channel Partners. The "Chances with Partners" promotion produced greater product awareness and led to increased interaction between Sun Sales Reps and the Channel Partners.