

**Boosting Sponsorship
Revenue, Virtually**
A VirtualWall Case Study



More than a façade

TUAM Show is the premier automotive specialty products trade event in the world, attracting more than 70,000 domestic and international buyers. The show features 12 sections, a showcase for introducing around 3,000 new parts, tools and components, as well as seminars, product demonstrations, special events and networking opportunities. TUAM challenged us to customize our VirtualWall solution for the exterior of their building to help their sales team boost revenue by attracting more sponsors.

Sponsorships virtually guaranteed

The team from VirtualWall's local Floor Plan Division toured the perimeter of the building with the planning committee from TUAM and took detailed measurements of every magnetic opportunity on the building's facade. We then built a TUAM-branded website that let potential sponsors virtually tour the venue and view available sponsorships in real time. Our VirtualWall solution helped sponsors visualize exactly what they'd get for their investment, making their investment all the more likely.

Seeing. Believing. Investing.

Our approach made it much simpler for TUAM's 10-person sales team to show potential sponsors the opportunities available on the building exterior. It also helped the sales team collaborate with their potential sponsors on the opportunities that existed throughout the facility, allowing the salespeople to take ownership, and for VirtualWall to be the partner they are looking for to develop tools that allow their exhibitors and their sponsors to maximize their time at the show.

“Blowing past our goals”

“This is our biggest year selling sponsorships,” says Mac Henderson, VP, Events & Communications at TUAM. “When you have a show that is wall-to-wall, you can raise more money two ways. You can raise your prices, or you can sell more sponsorships. Being able to have tools that help us manage sponsorships and ultimately sell more sponsorships has been a big hit for us. VirtualWall helped TUAM blow past our goals.”





About VirtualWall

VirtualWall is a brand experience company. We deliver incredible brand experiences using groundbreaking design and cutting-edge technology, resulting in accolades & industry awards for our clients.

