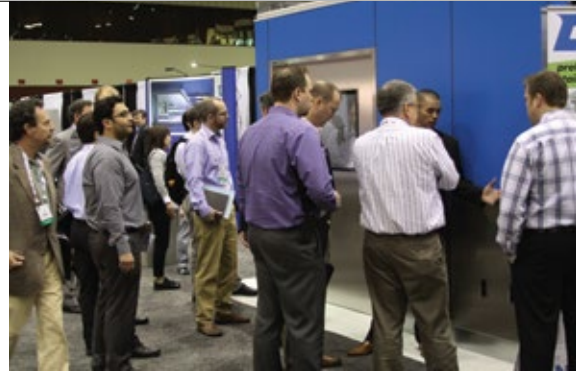


Case Study



**BE AWESOME
NOT AVERAGE™**



Featured Trade Show Initiative

The Client:

mfPHD, modular fabrication Per Hospital's Design, is the premier full-service provider of modular building products for the OR and SPD environment in North America.

The Challenge:

Generate qualified sales leads, direct traffic to the exhibit space and website.

The Solution:

A 20' display billboard entitled "Be Awesome, Not Average" – MRC Medical's team put the creative wheels in motion to transform an event venue into a dynamic, energized environment. From integrating the trademarked corporate theme throughout the Modular OR and in the sales presentation video; <http://vimeo.com/88221044>, creating a modular OR in the booth space and sales presentation video, exciting booth graphics, a successful lead generation campaign, collateral and unique stainless steel business cards; the initiative drew in an unprecedented amount of traffic.

The Results:

Waiting lines at the booth plus over 200 qualified sales leads during a 2 day show.

You can rely on MRC Medical Communications for medical marketing consultation, strategy, marketing communications, advertising and PR.



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