

NetApp— VMWorld Marketing & Sales Event – 1,400 attendees

Location:

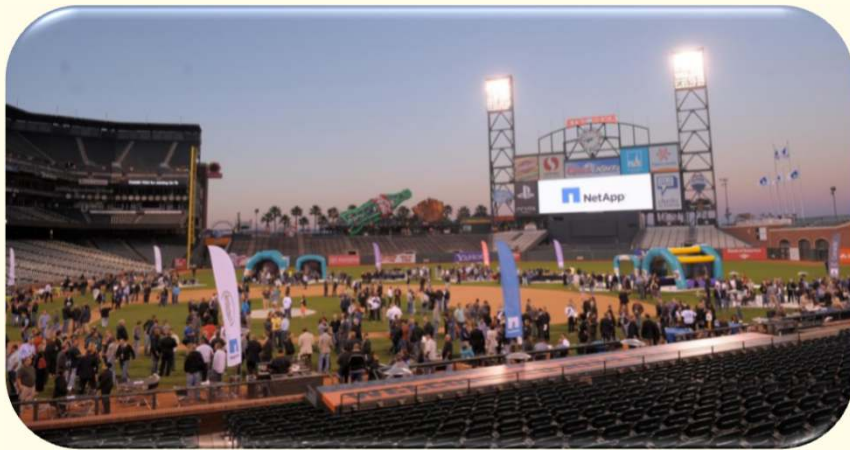
AT&T Park, San Francisco, CA

Date and Duration:

August 2012, One Day

Services Provided:

- Marketing Strategy
- Budget Management
- Site Selection & Surveys
- Scripting Consulting
- Presentation Consulting
- Entertainment Production
- Audio Visual Production
- Food & Beverage Selection
- Sustainability Initiatives
- On Site Logistics
- Graphic Design Implement
- Design and Décor Production
- Name Talent Selection
- Name Talent Management
- On Site Registration Services
- Transportation
- Tradeshow Entertainment
- Tradeshow Fulfillment
- Premium Fulfillment/Design
- Drawing Consultant
- Drawing Implement
- Risk Assessment
- Sponsor Management



This event was a new experience for the NetApp team as it stepped out onto the larger events stage for the very first time during VMWorld. Quoted by the CEO as the “best event” NetApp has produced, IGCE is proud to have been a strategic partner in putting NetApp “on the map” during VMWorld.

With a short runway of just four months, the combined NetApp/IGCE team worked through many conference calls and in person meetings to put together a broad consensus and internal base to bring large ROI. From the concept of a “Teams to the Plate” presentation for an on site show, to the VIP experience designed around well known San Francisco Giant’s players, each step was carefully considered from start to finish. Our approach ensured that a continual marketing “line” existed from the tradeshow floor to the transportation departures reinforcing the event through a replay of a custom made ending video put to “I Left My Heart in San Francisco” by Tony Bennett.

Being valued as the Good and right partner for NetApp for this milestone accomplishment, was an honor and privilege for the IGCE Team.