



Reach. Grow. Protect.

Foster's Inc. Case Study

LAWN & GARDEN SUPPLIES



www.fosterinc.com

Executive summary

REACH

50% increase in attendance

GROW

30% increase in show sales

PROTECT

Overcame uncertainty for 2021

Cloud Show was spectacular. Vendors love it and have told other distributors that they should use Perenso next year.

Background

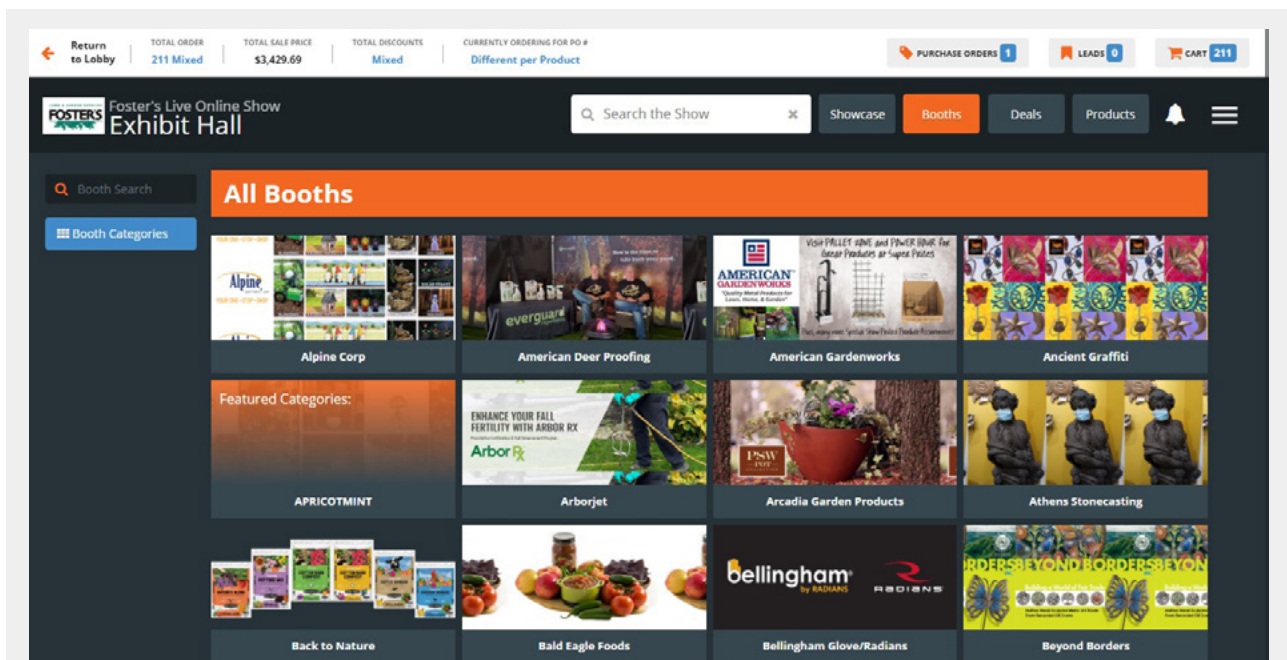
Serving thousands of retailers, turf professionals, landscapers and speciality food stores in the American Midwest, Foster's Inc offers retail and professional lawn, garden and landscape supplies and giftware. Foster's has hosted heavy ordering writing trade shows for over 25 years.

Challenges

It was critical for Foster's to rapidly pivot to a virtual show when their physical show had to be canceled due to the impact of COVID-19. "This event is so important to our success every year. Without this solution this year we'd have a really tough 2021", said Jeff Engel, President of Foster's inc.

Foster's needed a platform that provided a quick and easy ordering system that could handle complex ordering requirements. "There are some idiosyncrasies to our industry that you need to capture in the software, and Perenso got it right away" Mr Engel said.

...we saw a 50% increase in attendance.



The Exhibit Hall showcases vendors' booths.

The solution

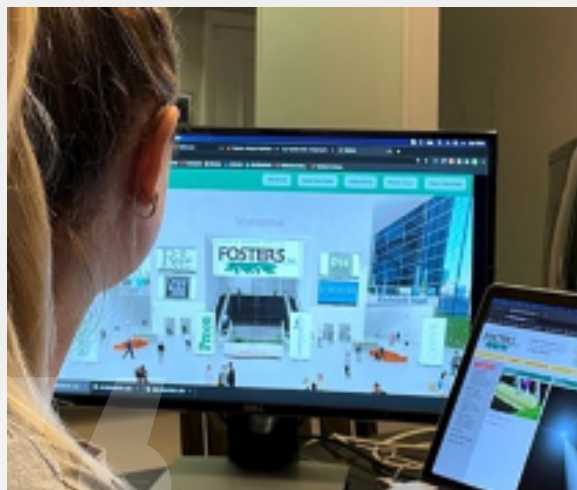
The virtual show resulted in much greater geographic reach for Foster's with people attending that never had before.

"With Cloud Show removing travel barriers and enabling people to login from the comfort of their store or home, we saw a 50% increase in attendance." This greater reach also resulted in additional revenue with Foster's seeing an increase of 30% in show sales.

Partnering with Perenso enabled Foster's to replicate its in-person show quickly in a challenging environment.

"Cloud Show was spectacular. Vendors love it and have told other distributors that they should use Perenso next year and the majority of customers loved it too. They don't have to travel, but still have someone to talk to, and it gets the job done."

Foster's would consider going online-only next year. I have that much confidence in the system, even in a non-COVID environment.



Customers can access the virtual trade show from the comfort of their work or home.

Future plans

"We're going to do virtual in some fashion no matter what moving forward. The first reason is due to the extra reach we achieved, and the second is as another form of catastrophic insurance."

Having worked with Perenso from its virtual trade show platform's infancy, to hosting a successful show on the platform, Jeff Engel is encouraged about what the product will become in a year's time. "Foster's would consider going online-only next year. I have that much confidence in the system, even in a non-COVID environment."