

## Closewood Air Conditioning gets a 220-1 return on investment at easyFairs® INTERIOR FIT-OUT

**Total Investment: £4,550<sup>1</sup>**

**Total sales to date: £1,000,000**

**ROI = £220 return on every £1 spent**

headshot  
or event

**Simon Anderton, Director,  
Closewood Air Conditioning**

*“For the price of the stand the return on investment is truly excellent. I’ve never exhibited at shows before, so it was a real breath of fresh air to be working with such a professional outfit.”*

Hampshire-based Closewood Air Conditioning Limited installs, maintains and repairs air conditioning systems. The company made a huge decision two years ago to move out of the construction market and focus activities on a completely new sector; office fit-out and retail.

This meant taking a completely different approach to its marketing.

At about the same time, Simon Anderton, Director of Closewood Air Conditioning, heard about the new **easyFairs® INTERIOR FIT-OUT** trade show. He comments, *“Moving into a completely new market space was a massive change for us, especially after working in the construction sector for 15 years. We were out of our comfort zone and needed to get ourselves known within the office fit-out and retail sector, and quickly. easyFairs® INTERIOR FIT-OUT seemed to be the ideal showcase, but as it was a launch event, I wasn’t too sure if easyFairs could deliver.”*

In fact, the launch edition in 2008 attracted almost 100 exhibitors and 1,100 visitors, quickly establishing itself as a key event for office fit-out and retail companies, shop-fitters, joiners, display specialists, and manufacturers of storage solutions, lighting, decorative glass, contemporary furniture and – of course – an air conditioning specialist.

**easyFairs® INTERIOR FIT-OUT** returned for a bigger and better second edition in April 2009, attracting 25% more visitors.

Simon comments: *“The first show alone brought in £300,000 worth of new business from 80 generated leads. This was fantastic for us, so it was a simple decision to exhibit at the 2009 show.”*

*“At easyFairs® INTERIOR FIT-OUT 2009 we came away with over 85 leads including 12 very hot ones. In fact, one of them turned into a project worth £520,000! Altogether, the 2009 show has already generated £1 million worth of new business and we are still in talks with people we met there. With figures like these you know straight away that you’re onto a winner.”*

Simon was very impressed by the support that the easyFairs team offered Closewood. He explains: *“easyFairs have been brilliant. They helped us with our own communications*

1. This covers the cost of the easyFairs stand (£3150+VAT), travel, accommodation, show-specific graphics and collateral.

strategy before the shows, working closely with us on our own marketing material. Whenever you phone easyFairs they are always ready to offer advice and point us in the right direction. The exhibitor says that they host are invaluable.”

He continues: “Obviously when you are at a trade show you have to make the most of it, and put the work in. For example, this means approaching people, talking to as many visitors as you can, collecting business cards and so on. But easyFairs attracts a good number of quality exhibitors and visitors, which helps immensely.”

### **Follow-up**

Simon and his team started setting up meetings immediately after the show, and compiled a database the next of leads the very next day. They sent a personal email to each person they met within four days, and followed up with a phone call a week later.

Simon concludes: “For the price of the stand the return on investment is truly excellent. I’ve never exhibited at shows before, so it was a real breath of fresh air to be working with such a professional outfit. easyFairs were always on hand to help and offer advice.

“Given the economic climate over the past two years it is very impressive that easyFairs has attracted such a strong number of exhibitors and visitors. We have already signed up for **easyFairs® INTERIOR FIT-OUT & RETAIL 2010**, and advise anyone serious about growing their business within this sector to do the same.”

