



PROFILE

EEI Global
www.eeiglobal.com
Revenues: Approx. \$40 million
HQ: Rochester Hills, Mich.
Employees: 125
Products: Experiential marketing
Derek Gentile, president and CEO: “We quickly earned a reputation of excellent technical and tactical expertise.”

EEI Global specializes in experiential marketing for a wide variety of industries, including healthcare and automotive.

MARKETING ON THE GO

Specializing in marketing with roots in the automotive industry, Michigan-based EEI Global takes its technical expertise on the road.

by Kelly McCabe

EEEI Global President and CEO Derek Gentile says the event marketing firm has been on the road to success since his father, Dave, founded the company in 1981. “We quickly earned a reputation of excellent technical expertise and tactical expertise,” he says. “And we really follow our company’s motto of ‘Conception to Perception.’”

The Michigan-based company specializes in “experiential marketing” for the advanced manufacturing, automotive, healthcare and technology industries. Gentile says that every one of EEI Global’s event solutions

begin in its Design Lab process – which entails conversation with the customer and industry research – and results in environmental, mobile and technology strategies.

“‘Environments’ include award-winning, engaging spaces for trade shows, museums and customer centers,” Gentile explains. The company uses animated displays, custom cut-away models and graphics to create interactive environments. “EEI Global creates immersive environments that can transform a space, transcend a structure or transport a state of mind,” Gentile says.

Mobile marketing refers to trailer exhibitions, road shows and tours, Gentile says. For example, the company fabricated

the Coors Light Silver Bullet train, which “includes a short brewery tour, Coors brand history and a nightclub on ice.

“The Coors Light Silver Bullet Train mobile marketing tractor and trailer were completely unique custom builds, from the axles up,” he continues. The vehicles have walk-in coolers that fit more than 200 cases of Coors Light – sampled by patrons in the “ice lounge” – high-tech audio and video systems, and a carbon dioxide system that delivers a cold “steam shot” when the doors open.

Gentile says his company’s Design Lab process is a huge advantage to clients because it allows them to “converse, collaborate and connect.” For example, ABB Robotics wanted to change the game in how it marketed high-end robotic equipment to a variety of manufacturing clients, so EEI Global applied the Design Lab methodology to develop a targeted marketing program that included mobile and tradeshow based customer experiences. The process identified key touch points that could be applied to existing

and new marketing initiatives, Gentile explains. The results created an award-winning program that has yielded a rapid return on investment for the client. “It is the approach we take and the pulse that beats throughout our process,” he says.

FLAIR FOR TECHNOLOGY

“We pride ourselves on leading our industry in design technology,” Gentile says. “We’ve been able to integrate a variety of technologies in our event strategies.”

EEI Global’s event strategies allow clients to efficiently manage an event from beginning to end. “In early 2000, we created an event management system that lets our customers operate in a paperless environment,” he explains. “Major customers like Chrysler are managing their event schedules – which, in some cases, include hundreds of events – in our Web-based work-flow application.”

AUTOMOTIVE STRENGTH

Seventy-five percent of EEI Global’s business is for automotive companies, such as BMW, General Motors, Chrysler, Mini

GLOBAL MARKETS

EEI Global services agency and brand-side clients in a variety of markets, including:

- Automotive
- Sports and leisure
- Consumer products
- Museums
- Healthcare
- Advanced manufacturing

and Rolls Royce, Gentile says. Advanced manufacturers of automotive technologies also are key clients, including Delphi, American Axle, Eaton and Federal Mogul. “It is for these companies that develop the ‘intel-inside’ automobiles where EEI Global has earned a reputation for demystifying complex technical stories through event marketing,” Gentile says. “In fact, EEI Global now leverages this ability to break down high-tech concepts and relate them to the customer for a broad section of industries, outside of automotive.” *USBJ*

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Design Lab is our unique, holistic approach to understanding your needs, working with you to develop relevant solutions, and connecting customers with your brand.

Offering full circle capabilities including strategy, design, engineering, fabrication, tramping, warehousing, and technology, EEI Global continues to lead its clientele into the future of dimensional and experiential marketing.

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