



## How do you measure an “I love you”?

How do you calculate the ROI of “Mommy, you’re the best”?  
Or a “See you definitely at the next show”?

### You don’t.

Emotions don’t need to be measured; they need to be experienced. At ET GLOBAL, we create live experiences for your brand that elevate the engagement between your customers and your business.

Get in touch: [experiencemore@etglobal.com](mailto:experiencemore@etglobal.com)



Engaging live experiences.  
[etglobalusa.com](http://etglobalusa.com)



EXECUTIVE Q&A



### Give us the quick version: How do you describe your company?

ET GLOBAL is an international exhibits and events company that creates and executes trade shows, events, and experiential marketing projects

in the Americas, Europe, Middle East, Africa, and Asia Pacific. We are brand experts creating unforgettable 3D experiences and crossover specialists that work on an interdisciplinary and international level. As partners, we work with our clients hand-in-hand to develop the right solutions for their needs – from scalable exhibit programs to complex individual projects. We see ourselves as an unconventional pioneer in our industry, constantly seeking out new ways to optimize processes and enhance the results, all while delivering world-class experiential marketing environments in the exhibit, event, and virtual space.

### How have you changed your offerings over the last few years?

For almost 60 years, ET GLOBAL has been a global leader in the physical exhibition space. From its origins as the creator of the proprietary C8 modular architectural system to the hybridization of this system with highly customized fabrication of uniquely branded exhibition components, ET GLOBAL has continued to evolve according to our clients’ diverse needs. The integration of virtual with environments has been a significant new development in our company offerings over the last two years, especially in the digital realm, during the COVID-19 shutdown of our industry in 2020.

### How would you describe the culture at your company?

As a multinational company, our organization combines many unique traits from around the globe however the most consistent cultural aspects are the overwhelming focus on our clients’ success coupled with the delivery precision inherent in our German parent company DNA.

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### What are the biggest mistakes clients make with their exhibit programs?

While budget and cost considerations are always important especially with the current inflationary pressures, many clients focus solely on the cost of exhibitions rather than the overall value of a results-based program. Too many exhibitors neglect the necessary pre-show tactics and post-show activities to drive audience engagement and measure project effectiveness.

### Describe some new or exciting design or fabrication techniques, technologies or materials that you’re incorporating in your work?

We continue to see sustainable, lightweight solutions that enhance our customers’ programs. The newer 3D printing technologies coupled with sustainable materials is an exciting development in our business and one that will continue to gain traction going forward. The lighter weight, environmentally sustainable materials and more uniquely customizable environments ultimately drives greater program value for our clients.

### How can event teams prepare for the changing economic climate?

The essential fundamentals of effective exhibiting remain the same. Start early, plan thoroughly and engage your exhibit partner in direct and transparent dialogue of desired outcomes with realistic budget parameters. There is no altering our current inflationary environment and its impact on exhibition budgets but failing to adhere to the fundamental approach of early planning and specific goal setting can yield surprisingly costly and unsatisfying marketing results. Waste exists where creative approaches are not totally understood or thoroughly communicated and where budget accountabilities are not clearly defined. Waste flourishes where short-term decision-making trumps the long view of outcome-driven objectives. At ET, we’ve developed processes that identifies those places where most value and money is lost. These “Points of Control” help us better serve our clients and empower real time synergistic decision-making. It’s been our clients’ experience that this approach enables them to maximize their resources toward marketing-driven expenses rather than logistical, non-marketing spend.