

## Case Study

### Objective

Derema Group, a national marine & RV sales and marketing agency based in West Chester, Pa., needed a way to host their annual Trade Show to prepare their dealers for the spring season. When the pandemic hit in March of 2020, they knew they would not be able to have a traditional trade show event and instead started planning for a virtual event.

### AVT Solution

In September 2020, Derema Group worked with AVT Creative Services to accomplish its first virtual event, SHOWUP2020 LIVE!. AVTCS was responsible for live streaming this 6 hour event across the country, as well as creating a full broadcast package. The multi-media format showcased top marine and RV brands and was designed to prepare dealers for the spring. The virtual event included one-on-one appointments, booth chat rooms and general sessions. The entire Derema Hall show floor was also available in 3D and included tags for additional details on key product. The event was broadcast live from the Kimberton Conference Center over the course of multiple days.

### Results

The event was a huge success and hailed as “groundbreaking” and “setting a new standard for shows in the future.” The broadcast had over 1,100 views and additional general sessions had over 2,200 sign-ups. Upon the conclusion of the event, Derema Group was recognized as a Top 14 “Most Innovative Company” by Soundings Trade Only.

“We have been preparing for the Sept. 23rd virtual event since May when the pandemic took away our ability to conduct business traditionally.”

“We executed on a plan to combine a virtual event with a live-streaming broadcast, and we are pleased with our trade partners’ assessment of the showcase.”

**Kurt Forsman, President of Derema Group**

