

INTEROP

Exhibitor	Netreo
Exhibitor Description	A small, US based IT company that offers a full line of web-enabled network management and decision support solutions.
Exhibitor Need	As a growing company that strategically spends their marketing dollars, their goal is to make sure that their marketing efforts, specifically print and event marketing, provide them with brand exposure and generate quality leads. They are looking for compelling and cost-effective methods to deliver their company and product information to a large number of potential clients.
Solution	Industry tradeshow play a significant role in Netreo's marketing strategy, and as the largest most comprehensive business technology event, Interop plays a key role. Over the past three years, Interop has provided a direct method of presenting key messages about Netreo's products through face-to-face meetings and onsite product demonstrations to numerous senior level IT executives, potential buyers and channel sellers. Netreo's target market includes the Enterprise and SMB sectors, and with 80% of Interop attendees in these sectors, Interop is an ideal solution.
Results	The large number of potential buyers Netreo's sales representatives spoke with at Interop far exceeded their expectations and they are confident they will hit their ROI goal within a few months of the event. Interop allows Netreo to increase their brand exposure and in addition, provides a great source of leads that will help increase their business. Infact, Netreo keeps growing their booth space moving from a 10x10 booth in 2006 to a 10x20 booth in 2007. Netreo's continued positive experience and impressive results at Interop, were key factors in their decision to exhibit again in 2008.

"Interop gave us incredible return on our investment. Our booth traffic increased 300% from the previous year, giving us the opportunity to generate a large number of qualified leads and at the same time raise our brand awareness among our target markets."

—Kevin Kinsey, CEO, Netreo