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Grainger Show

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Challenge

To serve as the Corporate Events Contractor for Grainger Show 2017, elevating the level of service and quality of experience for 12,500 customers, suppliers and Grainger team members.

Solution

A comprehensive plan that encompassed pinpointing what the Grainger team wanted, designing a strategy to achieve it, building quality properties to bring it to life and executing a sweeping experience to cover 450,000 square feet of event space.





We have worked with Grainger for many years, helping them design and build their displays within the annual Grainger Show. Our history with the company, along with our proven record of top-notch work and service, led to Grainger making us Corporate Events Contractor of the 2017 Grainger Show.

This was a promotion we took seriously. As such, we decided to take a different approach to the traditional Corporate Events Contractor role—focusing on quality, brand message and attendee experience in addition to the tactical side of executing a show of this magnitude.

We started by interviewing key Grainger Show team members to learn more about their budget and timeline, how they viewed the show, what brand message they wanted to convey and what they wanted visitors and vendors to walk away with. From there, we developed a strategy and design that incorporated all these elements.

We took a long-term view of the event, creating a quality foundation on which to build future shows.

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In addition to the Grainger display properties we usually oversee, as Corporate Events Contractor we were also responsible for the registration area, service desk, signage, drayage, show kit, call center, resource centers, concierge services and more.

We also managed preshow logistics and trapping of all inbound freight. In total, we received and managed more than 1 million pounds!

To accommodate 700+ exhibitors, our call center team—spread out over multiple time zones—answered questions via phone and email, monitored orders and ensured rules and regulations were followed. Our online “Snap Shot” show kit provided vendors with a quick fact sheet, order forms, show floor map and more through our online event system.

To deliver on our promise of providing exhibitors with superior support, we initiated a concierge service that provided immediate access to event solutions, form assistance, shipping options and more. Our event experts reached out regularly both before and during the show to make sure everything was running smoothly—and help resolve issues if they weren't.





The registration area was designed and installed using high-end rental properties. Grainger-branded wayfinders were strategically placed inside and outside the event to enhance navigation.

We also created entrance units, theaters, a company store and more to promote the show's message as well as Grainger's solution offerings.

The combination of strategy, creative services and guest support produced an experience that put the interests and needs of customers, suppliers and Grainger team members at its center.

We look forward to serving as the Grainger Show Corporate Events Contractor for many years to come.