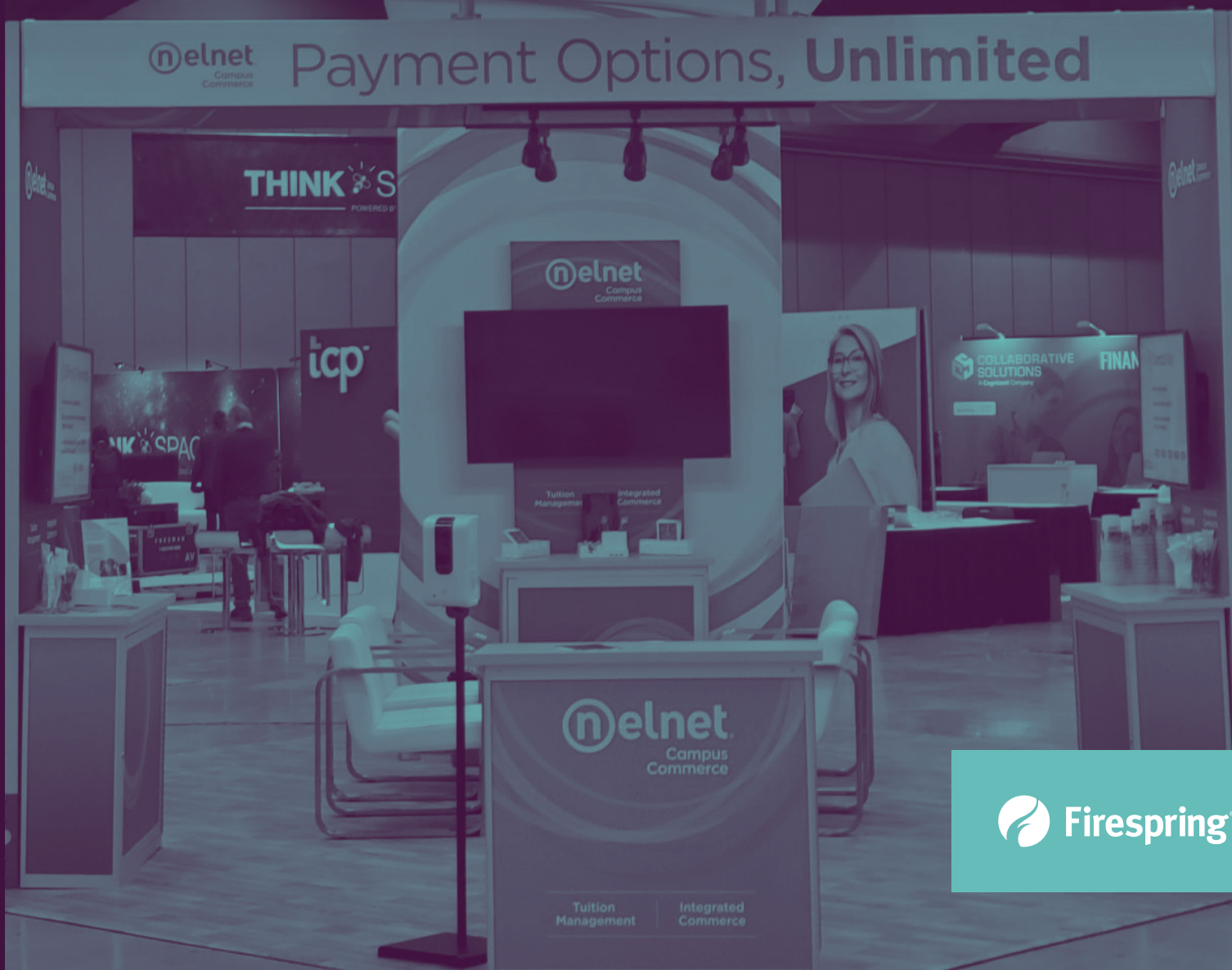


TRADE SHOW DISPLAY

NELNET CAMPUS COMMERCE



The Client

Nelnet Campus Commerce is a brand of Nelnet, a longtime leader in the higher education industry. They provide innovative, education-focused technologies and services to more than 1,300 campuses across the country. They service K-12 schools through FACTS Management and colleges and universities through Nelnet. They also offer online stores, in-store point-of-sale software, automated self-cashiering and an app for students to pay tuition, dining services, etc.

The Results

In March 2022, two years after the pandemic largely shut the country down, Nelnet Campus Commerce took their brand new trade show display to its first large conference—it was a 20x20 setup and a huge success. **They acquired over 40 qualified leads** (out of a total of 950 attendees) and countless compliments about their bright and colorful display from their sales team, executive leadership, clients and even competitors.

Testimonial

“Janet and the Firespring team are wonderful to work with for conference set-up and coordination. The detail in her work with confirmations, availability and follow-up with trade show companies has helped our team get back into trade shows with a bang in 2022. We have over 40 trade shows that we’re working on with Firespring from the beginning of 2022 through September, with even more after that. Having a great partner is crucial to the success of our shows, and Firespring is a proven partner.”

— **Jeralee Hahn**
Marketing Director
Nelnet Campus Commerce

The Summary

THE NEED

Nelnet Campus Commerce tapped us to create a stunning, brand new trade show display. After a two-year hiatus from in-person events, they needed an updated, eye-catching display to take to the expo hall, and because of our prior working relationship, they knew about our proven record in managing the trade show experience for our clients from start to finish.

THE CHALLENGE

The COVID pandemic changed the higher education market, influencing thousands of incoming students to take a gap year or directly enter the job market rather than pursue a college or university education.

Enrollment is down or very competitive across the country, so institutions are changing how they work and recruit—this decreases the amount of tuition payment that Nelnet Campus Commerce helps to process. This presented them with an opportunity to expand to support payments all across campuses, within various departments.

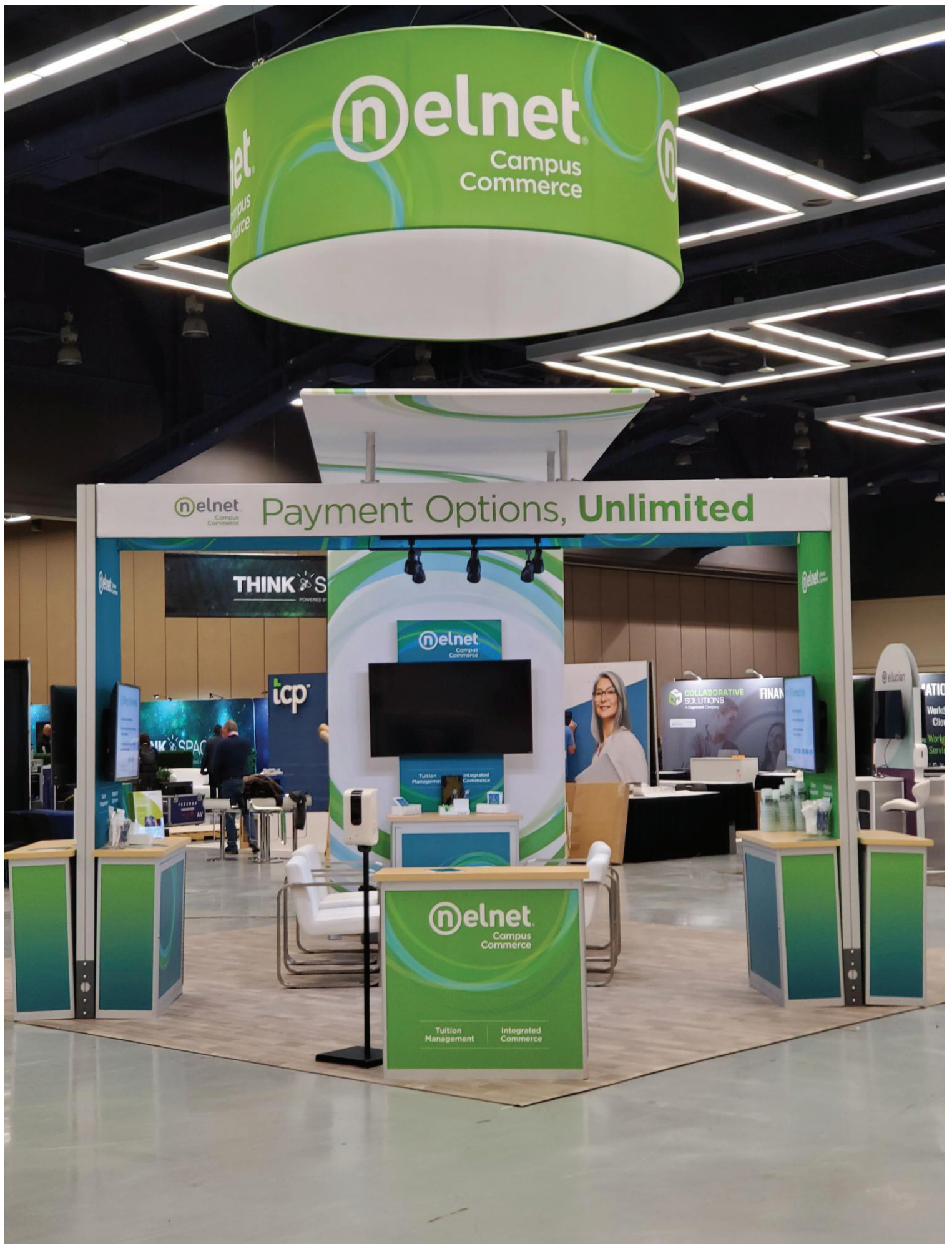
THE OBJECTIVE

Their overall goal was to get more schools to sign up to use their services, and in-person networking was one of their key strategies. They wanted to get back onto the expo floor with a trade show display that boosted brand awareness, helped them connect with professionals in higher education, share their brand story and stand out from their competition. After two years of little to no in-person networking and connecting, they wanted to make a knock-out impression and hit the ground running as they entered back into the trade show circuit.

THE STRATEGY AND SOLUTION

Firespring’s trade show and printing experts created two large booth designs and two modular booth designs, along with branded promo products and other display materials to help Nelnet Campus Commerce make their mark in the expo.


Their new display incorporated four working stations with TVs at each station and a large TV in the back that looped their video over and over—or they could run all TVs simultaneously, if they chose. According to Nelnet Campus Commerce, “The time savings with Firespring for our marketing team was amazing—having them coordinate our booth setup, cross-checking that everything was accounted for and ensuring that the booth goes to the next show.”



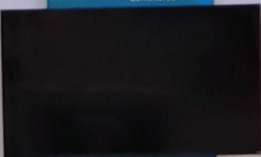
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