

big red



SPONSOR & EXHIBIT SALES

DRIVING EVENT GROWTH THROUGH DEDICATED SALES SUPPORT

→ A CONCISE CASE STUDY



SOLID WASTE ASSOCIATION OF NORTH AMERICA

AT A GLANCE

CHALLENGES

- Fragmented, unsustainable exhibit and sponsorship sales process spread across departments.
- Inconsistent exhibitor experience due to lack of dedicated sales focus.
- Declining customer service and weakened relationships with key partners.
- Limited internal capacity, with no justification for hiring new full-time staff.

BENEFITS

- **\$574,600 in total revenue** booked to date, on pace to exceed 2024 exhibit sales.
- **118 exhibitors booked**, with **82 rebookings** from 2024 and 36 new exhibitors.
- Revitalized event portfolio with new exhibitors and expanded trucks/equipment presence.
- Freed SWANA staff to focus on strategy while Big Red M managed sales outreach.

OBJECTIVES

Before working with Big Red M, SWANA faced an overwhelming challenge: sales responsibilities were scattered across multiple departments, leaving no single person fully accountable for exhibitor and sponsor outreach. The result was a disjointed process, uneven customer service, and difficulty building long-term exhibitor relationships.

The organization recognized the need to improve sales consistency and professionalism while ensuring exhibitors felt valued and supported. At the same time, SWANA wanted to expand its exhibitor base, attract long-targeted companies, and increase the presence of trucks and equipment to strengthen the event experience for attendees.

Most importantly, SWANA needed a scalable, cost-effective solution that would bring expert sales capacity without the overhead of hiring additional in-house staff.

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SWANA

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If you need dedicated, skilled salespeople who require minimal training and deliver results, Big Red M is a great solution.

MELISSA PLACE

Director of Meetings & Events at SWANA

SOLUTIONS

SWANA engaged Big Red M as a trusted fractional sales partner, bringing in a dedicated sales representative to focus entirely on **exhibit and sponsorship growth**. Instead of relying on fragmented outreach, SWANA gained a consistent, relationship-driven approach that exhibitors immediately noticed.

Big Red M built a robust sales pipeline by leveraging both internal lists and fresh external research. This proactive strategy generated **118 exhibitors booked**, including **82 rebooked** exhibitors from 2024 and 36 brand-new exhibitors. Importantly, the outreach avoided misaligned leads and focused on industry-relevant companies that strengthened SWANA's shows.

The financial impact was clear: **\$574,600 in revenue booked to date**, putting SWANA on pace to exceed its 2024 exhibit sales. On the show floor, Big Red M expanded the presence of trucks and equipment—key experiential features for attendees—creating a more engaging and industry-representative event. As Melissa Place shared, *"William is constantly finding new prospects—even ones I didn't give him—and he's retaining key relationship history I didn't expect someone externally to know."*

By shifting sales to Big Red M, SWANA staff were able to reallocate their time toward strategy and programming, confident in the measurable results delivered by a specialized team.