



## MULTI-DAY TECH CONFERENCE

Coterie Spark produced a technology conference for 1,700+ trucking fleet and service providers.

### AT A GLANCE



Outdoor Venue



Committee Management



Entertainment

*“Coterie Spark is an integrated part of our team during all phases of the conference planning and execution. Their leadership, insights, and industry relationships are valuable resources.”*

### THE PROJECT

Trimble’s in.sight user conference + expo is one of the largest tech conferences in the transportation industry, bringing together 1,700 service providers and fleet operations professionals together. The event spans over four days and consists of educational sessions, general sessions featuring Trimble’s executives and keynote speakers, award ceremony, exhibit hall and a combination of onsite and offsite networking events.

During the planning process, Coterie Spark served as an extension of the client’s team to ensure that every aspect of the conference was consistent with the set goals and objectives. With a continued focus on budget, Coterie Spark negotiated each vendor’s contract to minimize expenditures without compromising the quality of the attendee experience. During the planning process detailed signage plans were created to help guests navigate the space and 300+ breakouts which required detailed room diagrams. Coterie Spark also assisted with answering attendee emails and the conference hotel room blocks.

While onsite, each producer was responsible for managing a designated area such as the exhibit hall, breakouts, transportation, general session, and offsite events. Food & beverage such as breakfast, breaks and lunches were held in the exhibit hall to create increased exposure and interaction for both exhibitors and attendees. The conference as a whole produced enthusiastic reviews and we are proud to continue to work with this client.