

# EXPERIENCE



“ Fern has continually helped us adapt and keep the show fresh.”

# FERN

## A CONVERSATION WITH

KRIS KISER - President & CEO, OPEI

WARREN SELLERS - Show Director, GIE+EXPO



NSF: 953,000  
ATTENDANCE: 26,500

“ The ultimate goal is to get it done. No matter what it is Fern is a part of that success. Fern is a key part of the team that has made it happen year after year.”

### FERN:

Can you summarize why you think the relationship with Fern has been successful?

### OPEI/GIE+EXPO:

There are probably two or three different reasons. First, we have become really close with Fern as they have been with us since the beginning. With that comes a sense of pride that this is their show as well.

Two, Fern is a very service-oriented organization. And even though you're a big company, in the scheme of things, you've always given small business type attention to us and the exhibitors. The Fern team is very well respected, not just by us, but by the venue and the exhibitors.

Finally, your culture is personal and service-oriented. There is an absolute engagement and willingness to go the extra mile while always asking us 'what do you need, what do you want?'

# EXPERIENCE

# PARTNERSHIP



## FERN:

GIE+EXPO occurs annually in Louisville...there are certainly advantages to an event of this size and scope having an annual home; however, there is sometimes the challenge of keeping it engaging and exciting for the attendees. What has Fern done to help you with that?

## OPEI/GIE+EXPO:

I think the fact that you've asked the question and your acknowledgement of the issue nails it for me. You recognize that it is a challenge, and we get it as well. We deal with it every year. The fact that you've asked this lends credence to the fact that you understand the nature of the challenge and your team is amenable to it. That you're willing to modify, to change, to tackle new issues, to listen, and are always asking and pushing about what you can do to make it different, to make it special.

Because of your history and engagement with us and the event there is a knowledge you bring that helps us stay relevant and innovative. You work with us to make sure we are doing that latest and greatest while continually evolving. This keeps our attendees and exhibitors engaged and coming back.

“...there's nothing Fern won't tackle. Because of this attitude and partnership we can turn our exhibitors and our attendees wishes and desires into reality.”



## FERN:

So this might be the hardest question of the day. If you had to describe your working relationship with Fern in one word, what would it be?

## OPEI/GIE+EXPO:

For me, it's a team, it's teamwork, partnership, engagement and a real willingness to work with one another to create an experience for the attendees. Fern is a competent, capable contractor, but you're also part of our enterprise. I know you want our show to succeed, not just for Fern, but for us, for the exhibitors and for all of the stakeholders.