



Campaign and Event Management



Computers in Manufacturing Exhibition and the SAP Channel

Anderson Baillie continued its supplier relationship with SAP and partners, and in consecutive years from 1994 to 1998, ran CIM integrated marketing programmes to support SAP and partner's attendance at the exhibition.

These followed the strategy of positioning SAP alongside its partners. In the later CIM years Anderson Baillie introduced SAP's various Solution Providers to the manufacturing sector.

Anderson Baillie's work for SAP at CIM has won acclaim via the organisers CIM Awards. In consecutive years Anderson Baillie's work has won Best Stand, Best Integrated Campaign and Best Advertising Campaign awards.



Integrated Marketing Communications
 SAP and partners managed campaign programme.

For a full overview of our event capability visit www.andersonbaillie.com/projects