



Micro Focus Government
Solutions Master Supplier

May the Focus Be With You

Promotional Exhibit Hall Booth Experience

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Goal

The COVID-19 pandemic events of 2020 placed an enormous strain on brand awareness for MFGS, Inc., and like many companies in the B2G industry, webinar fatigue for customers had grown apparent. As 2021 saw the reopening of onsite events, MFGS, Inc. wanted to raise the bar to go bigger and more creatively whenever possible at all of our events.

The Air Force Association's (now Air & Space Forces Association) Fall 2021 Air, Space & Cyber Conference was anticipated as one of the season's largest returning onsite events, in part due to their proactive measures to provide a safe, sanitary environment attendees would feel secure in with required masks and proof of vaccination as well as online options. The U.S. Air Force is also one of MFGS, Inc.'s largest customers in the Department of Defense.

The primary goal for this campaign was to create a unique booth experience that would generate buzz and substantial booth traffic during the conference to raise awareness of Micro Focus' extensive portfolio of solutions that support the U.S. Air Force's mission-critical objectives, and significantly increase qualified lead opportunities.

Objectives

- Drive booth traffic and brand awareness, expanding MFGS, Inc.'s average onsite audience reach.
- Generate a minimum of 200 qualified leads

Results

- The MFGS, Inc. Booth had over 800+ visitors.
 - Compared with typically 200-300 visitors on average (a 167% increase)
- The MFGS, Inc. booth generated over 450+ potential qualified leads.
 - Compared with typically 150-200 leads on average (a 125% increase)
- The MFGS, Inc. Booth obtained a 11.42% visibility share of AFA's 7,000+ onsite attendees.
- The Booth team was commended with two different challenge coins, and a special unit patch for their creativity and effort.
- The Booth saw every imaginable type and level of attendee, ranging from JROTC cadets, to several two and three star generals, and foreign counterparts.

Strategy & Program Details

One of Micro Focus' most utilized tools within the Air Force is it's Fortify vulnerability analysis software, deployed successfully by more than 500 Defense Department and Air Force commands, groups, and contractors for more than eight years. As a preeminent tool for the Department's Platform One, we were also in the midst of announcing our most recent approval and inclusion to its Iron Bank repository, supporting the DoD's Enterprise DevSecOps Initiative with a press release and all-new case study.

To celebrate this announcement, we decided to have fun by creating a promotional parody booth experience, tied to Platform One's cleverly beloved parody character of "Baby Yoda."

To do this we launched our "May the Focus Be with You" experience theme, a play on words from STAR WARS' most well-known valediction, "May the Force be with you" that instead borrowed from the "Focus" in Micro Focus.

This booth experience included unique giveaways, free t-shirts, and backdrop and special appearances from a certain bounty hunter and green friend. Upon visiting our booth, Sales and Engineer members would share more details about our recent inclusion and history with Platform One and share more about our solutions.



Audience & Legal Research

Aside from the immediate connection with the Platform One logo, definitive research proved that various DoD programs are frequently named after iconic pop culture references (Kobayashi Maru, Kessel Run, SKYNET, etc.), often referencing notable science fiction characters, places, etc. With this in mind, our team determined that this special booth experience would likely be well received among general audiences.

We also worked with MFGS, Inc.'s legal team to ensure this event wouldn't infringe on any copyright concerns.

Promotion & Tactics

As noted above, this booth experience included free t-shirts, a themed backdrop and special appearances from a very "in character" bounty hunter and green friend. A special postcard was also designed for our sales team members to hand out to potential visitors to encourage booth traffic. Each day of the conference, the team would draw a raffle prize winner for each of our unique giveaway items. Learn more about each of the aforementioned tactics on the next couple of pages.

Bounty Hunter and Little Green Friend: Getting into Character

During all three days of the conference, our bounty hunter and his remote controlled animatronic green friend would spend time at the booth doing various posed photo opps with attendees. Often, the booth would experience continuous lines of 4-11 air service members, waiting to take photographs with the bounty hunter.

At times when sessions were taking place, these two would tour the exhibit hall, visiting and engaging with various Micro Focus partners (AWS, Microsoft, Lockheed Martin, etc.) and nonprofit organizations (Wounded Warrior Project) on the exhibit floor.

This character was portrayed and made possible as a volunteer effort by MFGS, Inc.'s then assistant director of marketing and digital media. In true character to the bounty hunter he parodied, he almost never took his helmet off unless behind curtains or at the end of the day, working extensive 55-minute shifts (with 5-minute breaks) to keep up with demand and interest in the character.

Our little green friend was not only holdable by attendees, but could also animatronicly wander the exhibit hall floor on his own via a hidden remote control system on the bounty hunter's belt. This truly delighted attendees who would interact with him.



Logo Design, Booth Backdrop and T-shirts

A simple but familiar font type was used to create an attention-grabbing logo for the experience's primary pull up banner as well as t-shirt designs. The shirt featured the logo as well as additional star specks and a copy of MFGS, Inc.'s logo on the back collar.

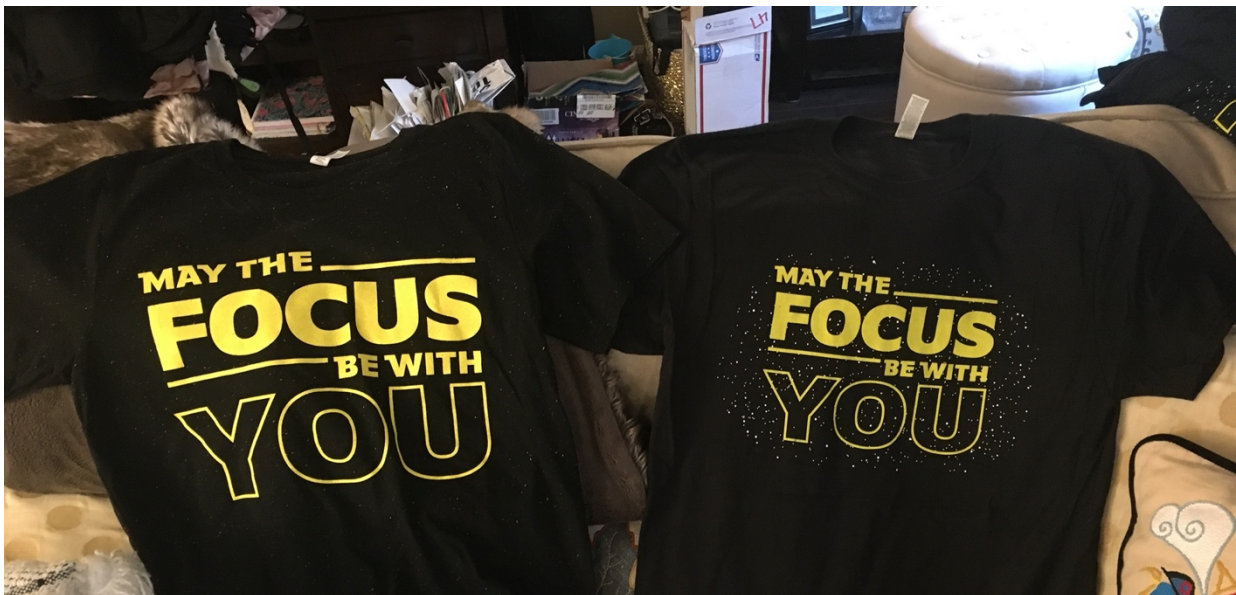
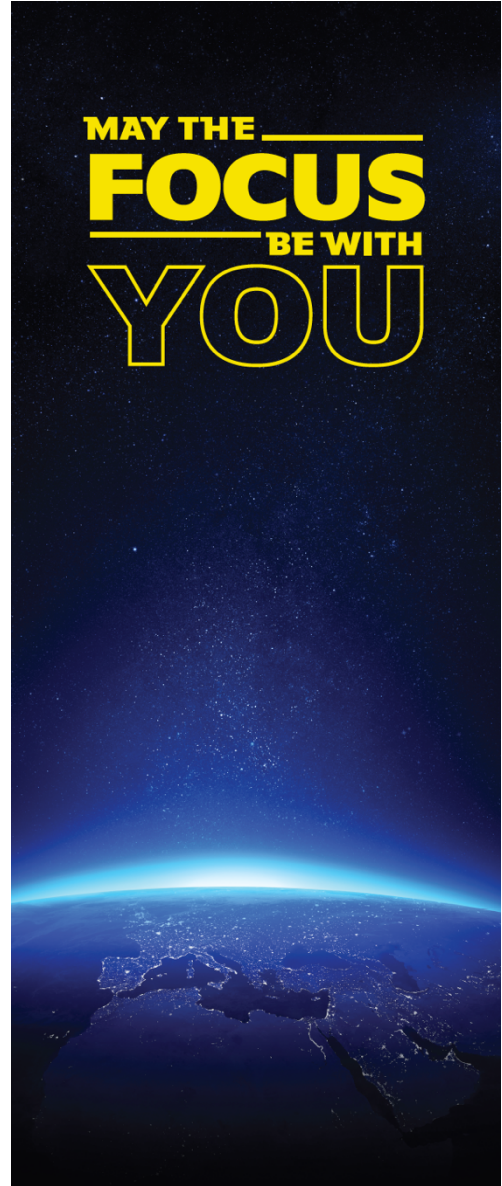
More than 500 t-shirts were made for the event and all 500 were given out before midday on Day 2 of the conference.



This is a generic garment to proof artwork on. May not reflect items ordered. This proof is a digital representation. Final size/ placement may vary depending on garment size.



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Giveaways

We chose three unique STAR WARS themed giveaways that would ultimately appeal to our audience. As honors and decorations are important to the traditions of our nation's Armed Forces, the first giveaway was a replica medal from the Battle of Yavin, as was presented to the heroes at the end of *A New Hope*. For our second item, we printed, and framed a one-of-a-kind poster for the Mandalorian series and even had it personally signed by actor Carl Weathers, who regularly appears in the series. For our final giveaway item, we chose a detailed replica hilt of Darth Vader's lightsaber.

All of our giveaway items were a hit when raffled at the end of each day, with our recipients excited to take them home.



MAY THE FOCUS BE WITH YOU

Win These Exciting Giveaways from a Galaxy Far, Far Away!

Visit our team for a chance to receive a raffle ticket to enter for a Battle of Yavin Hero Medal, Mandalorian poster signed by Carl Weathers, or a Darth Vader replica lightsaber. Drawings will take place Mon-Wed. at 3 p.m. You do not need to be present to win.

The AFA Air, Space and Cyber program is a widely attended event, with attendance open to an industry-wide general public audience. If you choose to be entered into the MFGS, Inc. raffle, please be aware that our prizes significantly exceeds the government-approved giveaway amount of \$20.

The approximate value of the Medal is \$90 (Mon), Autographed Poster (Tues) is \$100 and the Lightsaber (Wed) \$230.

It is your sole responsibility to obtain permission from your employer to enter the drawing for this raffle prize.

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Postcard Design

A special 5x7 postcard was designed to promote our booth experience as well as our giveaways and solutions Micro Focus provides. Like the above poster, the card continued to play with familiar phrases such as “a galaxy, far, far away” as well as “this is the way.”



Win These Exciting Giveaways from a Galaxy Far, Far Away!

Learn How We're Powering Digital Transformation!

Discover how integrated solutions from Micro Focus are solving the U.S. Air Force's current and future mission needs

Simplify Your IT Management with SPIC Shared Architecture	Strengthen Your Cyber Resilience with Security & Governance Solutions
Accelerate Your Application Delivery with Enterprise DevSecOps	Modernize Your Core Business Systems to Drive Business Transformation
Analyze Your Data in Time to Act with AI & Machine Learning	

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Campaign Success

Aside from the incredible traffic and lead results this campaign effort brought (featured on page 2), the greatest treasure, was the joy and appreciation the campaign brought to our target audience. On the last day of the event, we were presented with two challenge coins for our fun and creativity – one from AFA and another from Phoenix Spark (part of Travis Air Force Base).

We were also unexpectedly grateful and heartfelt to receive an honorary patch from a specific cyber unit of the Air Force that had dubbed themselves after the particularly related bounty hunter clan we were paying homage to.



One of the greatest measures of success we experienced was the reoccurring question after each meet and greet, “So what do you do?” Brand awareness in the most creative fashion was truly built that week.

Bonus: The Bounty Hunter Takes to the Skies (Virtually Speaking)!

Not only did our bounty hunter get to hop aboard a helicopter (page 4), but after visiting the Lookheed Martin booth, he and his little companion were invited to fly the company’s F-35 simulator with a successful take off, flight and landing!



Industry Recognition

2022 GAINER Award

Presented by Government Marketing University, the GAINER Awards have recognized excellence in government marketing for five years in categories like lead generation, social media, brand awareness, events, partner marketing, and innovation.

On Oct. 18, this campaign won a 2022 GAINER Award for the program's events category.



2022 MarCom Award

Administered by the Association of Marketing and Communication Professionals (AMCP) since its inception in 2004, the MarCom Awards honor excellence in marketing and communication by recognizing the creativity, hard work and generosity of industry professionals from across the globe.

In November of 2022, this campaign won a Gold Award in the competition's special events category.



More Photos

Additional photos and video footage available upon request.

