

50 THE FAB CASE STUDY



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CAMPAIGN: DANA GLOBAL
CLIENT: DANA CORPORATION
EXHIBIT BUILDER: EEI GLOBAL

CRAFTING EXCELLENCE FOR DANA CORPORATION

EEI Global has lived with our clients' customers for over 35 years. Our combination of customer insight, design, production and unparalleled cutaway craftsmanship have all been brought to bear on behalf of the Dana Corporation.



For an audience involved with all manner of powered vehicles and machinery, world leader Dana called on EEI GLOBAL to provide a compelling story about how its highly-engineered solutions can improve efficiency, performance, and sustainability. Dana relies on several layers of EEI's expertise to tell its story to various audiences at trade shows across the globe.



EEI Global is known for our skill at design display and fabrication. For Dana, that covers everything from the IAA, the world's leading trade show transport, logistics and mobility in Hanover, Germany, to shows like Agritechnica, which is geared toward agricultural technology. To MATS, the Mid-America Trucking Show, for members of the heavy-duty trucking industry. To the new North American Commercial Vehicle (NACV) show, inaugurated in 2017, which is targeted to fleet owners.



We've even been entrusted to create an environment to engage the broadest array of audiences at Dana's headquarters in Maumee, OH. The EEI-designed engagement not only strikes a triumphant tone for visiting dignitaries as it engenders employee pride, it also enables practical demonstrations of particular solutions for individual customers.

