



Delta's Virtual Showcase at AHR 2022

Discover how Delta creates the future framework for an IoT-based sustainable city that combines smart buildings, smart manufacturing, and microgrid energy infrastructure solutions.



Socially Distanced Teamwork Beats COVID Challenges for AHR Expo 2022

By Adrian Sferle, Marketing and Communications Manager, Strategic Marketing

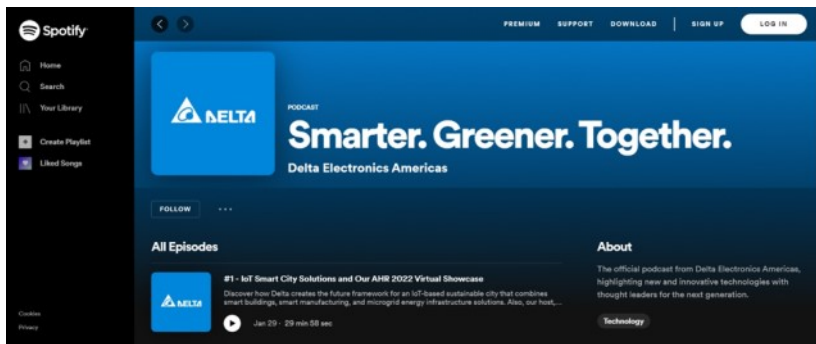
Digitizing the AHR experience with our [virtual showcase site](#)

When COVID canceled our attendance at the influential AHR Expo in Las Vegas, Delta team members found creative ways to market products to our customers.

With the COVID Omicron surge after the New Year, Delta had to quickly decide if a team would participate in-person at the influential International Air-Conditioning, Heating and Refrigerating (AHR) Expo in Las Vegas. Many companies opted-out of the Consumer Electronics Show (CES) earlier that month, and Delta employee safety was a key concern. In-person attendance at the AHR Expo would involve many people across five sales teams: Industrials vertical, Channel business, Delta Controls, Amerlux, LOYTEC and VIVOTEK. Team members had to readjust—instead of a tradeshow booth, Delta’s team had to find a new way to market products to AHR attendees—and fast—the AHR Expo opened in three weeks.

"There was a lot to do with very little time, and everyone in the Delta Group stepped up to make this project a success for the company," said Director of Strategic Marketing, Hailing Chang. "The effort in successfully pivoting to digital marketing—and creating the AHR 2022 virtual showcase—is a testament to the inspirational value of teamwork."

Within a three-week time frame, Strategic



Delta's "Smarter. Greener. Together." podcast available on [Spotify](#) and [Amazon Music](#).



Marketing worked around the clock to replace the AHR tradeshow booth with an online showcase. BMD and Corporate Communications also joined forces with the team—across four continents and six time zones—to create an experience consisting of an interactive microsite, the Delta “Greener. Smarter. Together.” podcast, unboxing videos and multiple PR media hits.

To support this project, the group worked with teams from VIVOTEK, Delta Controls, Amerlux, LOYTEC, Industrials vertical and Channel business to develop video and podcast content. Delta's brand and website development groups from Taiwan worked hand-in-hand with the Americas Strategic Marketing team—evening meetings were common to accommodate time zone differences. The pan-Pacific collaboration helped developers hit deadlines faster and designers illustrated our digital marketing aesthetic with an efficient virtuosity. Teamwork prevailed—the team finished a seemingly insurmountable task before the opening of AHR 2022 on January 31st.

"It really took a village for us to pivot from the in-person tradeshow presence to a digitally-centered AHR marketing plan," said Adrian Sferle, Marketing and Communications Manager in Strategic Marketing. "We couldn't have done it without our teammates in Taiwan, all the hardworking folks in the Delta Group family, and our team right here in Fremont—we're looking forward to the next collaboration."

[Visit Delta's AHR 2022 virtual showcase site at https://www.deltaww.com/ahr2022/](https://www.deltaww.com/ahr2022/) and subscribe to the "Greener. Smarter. Together." podcast on [Apple Music](#), [Spotify](#) and [Amazon Music](#).

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