



EXAMPLES OF OUR WORK:

MITAS GRAND OPENING



-  DESIGN
-  PRINT & PREPRESS
-  MAILING
-  EVENT MANAGEMENT



[Local impact, international attendees]

Overview:

Mitas is one of the leading European manufacturers of agricultural and industrial tires. The company built a new manufacturing site in Charles City, Iowa, in order to appeal to more farmers who place an emphasis on products that are locally made. As Mitas prepared to celebrate their new Iowa facility, they were looking for a stateside partner to assist them in the Grand Opening event.

Mitas selected Sigler to help coordinate the Grand Opening ceremony, plant tour, luncheon, VIP musical session and press conference.



Highlights

- Because of the economic impact of the new facility, Sigler helped coordinate the attendance of dignitaries from the Mitas headquarters in Prague, Czechoslovakia, as well as the Governor, Lt. Governor and Director of Economic Development from the State of Iowa.
- Sigler provided design, print and production for various event marketing materials and signage.
- To help welcome attendees, including a large contingent coming in from overseas, we arranged for customized Heart of Iowa gift baskets for VIP guests in their hotel rooms.
- Our team also helped secure attention and placement with several media outlets.

Results

The Mitas grand opening had nearly 200 guests and 100 Mitas employees in attendance, which included many media, business and civic leaders. News and footage of the Grand Opening was featured in several local news sources, radio and trade publications. According to Mitas' Andrew Mabin, Sigler's work on the Grand Opening event was a success. "We commend the team's contribution for achieving prominent press coverage, flawless planning and execution of the festivities, creativity and the team's design and production capabilities.

Start YOUR project today. **CALL US AT (800) 750-6997!**

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