



CASE STUDY

ICE ENERGY / ICE-Q



CLIENT

Ice Energy, Boulder, CO

Leading provider of smart-grid enabled, distributed energy storage solutions to the utility industry.

PROJECT

Awareness and Engagement Campaign

CHALLENGE

To successfully attract prospects from the utility industry to the Ice Energy booth, capture qualified leads and fully engage in the sales process. Also, to create a dynamic distinction between Ice Energy and all other exhibitors at DistribuTECH, a major industry event.

SOLUTION

“What’s your Ice-Q?”

In the spirit of education, lab-coated, pocket-protected professor types walked the aisles of DistribuTECH, challenging attendees from the utility industry to test their Ice-Qs. Participants took the test on the spot: Questions were designed to pique interest and jumpstart the energy storage conversation. All test-takers were directed to the *Ice-Q Test Scoring Station* – at the company’s booth – to get their “test results.” Upon the swiping of the badge, the professor/actor rewarded the participant with a branded “cubed” T-Shirt and handed him or her off to an Ice Energy representative for further tutoring.

RESULTS

Over the top. Unprecedented traffic was driven to Ice Energy’s booth and – 428 badges were swiped, totalling 428 qualified leads.



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1. Campaign Logo 2. Campaign Props & Cube-Shape T-Shirt (participant reward)



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What's Your Ice-Q?

There's more to distributed energy storage than meets the eye when it comes to understanding its full value to energy system efficiency and utility operations.

Learn about the benefits of Ice Energy's energy storage solution and how these distributed resources can be aggregated and managed in real time to meet your business objectives.

Attending DistribuTECH?
See us in Booth 733

Take the Ice-Q test and see how well you score.

If you're attending DistribuTECH, be on the lookout for certain lab-coat-wearing professor types walking the aisles with clipboard in hand. These are official Ice Energy Ice-Q Test Administrators, each one eager to administer your Ice-Q test.

Feel free to walk right up to one of our Ice-Q professors and ask to have your Ice-Q tested. Then take your completed test to Booth 733 for scoring.

You may be surprised by the results.

Be cool.

Once your test is scored, you'll be referred to an Ice Energy representative whose job it is to help improve your Ice-Q (unless, of course, you're already an expert!). You'll have the opportunity to brush up on the best ways to apply simulation and financial models, explore thermal dynamics on a working Ice Bear® energy storage device, or study the inner workings of our CoolData® control platform.

No matter what your Ice-Q score, you'll receive a special reward just for participating. So take a moment right now to study up, and learn more about our distributed energy storage technology and what it can do for you. [Start here.](#)

We'll see you in San Diego at DistribuTECH.

Booth 733

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Photos from DistribuTECH – the Ice Energy trade show booth including the Ice-Q professors and the Ice-Q scoring station