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STORIES THAT MOVE

KUBOTA CONNECT



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Kubota Connect

MAKING CONNECTIONS COUNT

1 (800) 247-4302
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Challenge

To elevate the design and enhance the on-site experience as General Contractor for Kubota Connect—Kubota’s largest annual dealer meeting.

Solution

A high impact, high engagement experience for Kubota Connect attendees and dealers from beginning to end.

As General Contractor, we were Kubota's single point of contact for the event's management, which included organizing registration, customizing show kits, orchestrating the opening session, designing the exhibit hall and constructing the outdoor field demonstrations.

As the event's name would suggest, Kubota Connect is all about making connections. Our goal was to create an interactive environment that linked attendees with Kubota's people, products and culture, celebrated Kubota's dealers and customers and sparked excitement about the future of the Kubota brand.





The general session was infused with inspirational and motivational content to set the event's tone. That included boldly announcing the launch of a new Kubota ATV by driving it directly on stage during the presentation.

Following the general session, participants were invited to explore the show floor. A strategic four-zone approach with wayfinding signage allowed dealers and attendees to easily and intuitively navigate the event—from culture and business to partnership and exhibitors.

After passing through the welcome area, guests entered the show floor through the business zone, which featured Kubota's four business sectors: construction, RTV, tractors and turf. Here we brought the outdoors in with high-quality outdoor graphics, allowing attendees to learn about and interact with Kubota's products in a space reflecting the landscape where they are used every day.

From the business zone, attendees made their way to the culture or partnership zones. The culture zone featured a connect lounge and genius bar where guests could have conversations, ask questions and troubleshoot issues. The culture zone also featured meeting rooms to conduct business in.

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To generate excitement about the Kubota brand and its future, the partnership zone consisted of exhibits, partner stages and innovation theaters to showcase new products as well as closing stations for the Kubota sales team to close deals.

Kubota branding and graphics were extended into the hallways, registration and entry areas for a cohesive look and feel as guests entered and exited the show floor.

Proving that Kubota Connect is about more than a show floor, an outdoor demo area was constructed to showcase Kubota’s equipment in action. The action was captured by drones and broadcasted in the general session area throughout the event.

The Czarnowski and Kubota teams worked seamlessly together, with our team serving as Kubota’s single point of contact before, during and after the show—improving communication and simplifying the overall process.

“What impressed me the most about working with Czarnowski on this event is their level of professionalism and their ability to anticipate our needs before we’re even aware of them. These guys are experienced, responsive and creative.”

– Theresa Duncan, Senior Corporate Events Manager, Kubota



Say hello.

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