

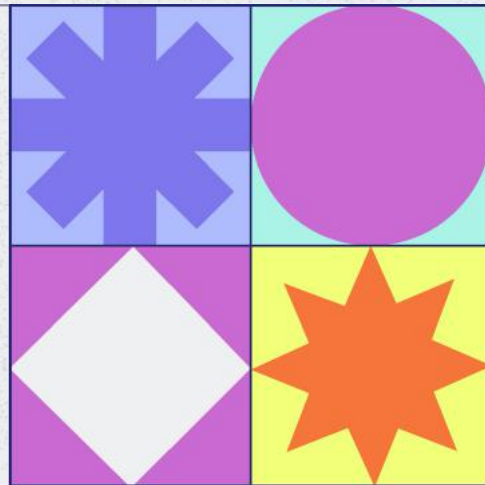
CUSTOMER SPOTLIGHT

# FMX's Playbook for Regional Field Marketing That Resonates



**Abigail Haberski**

Sr. Field Marketing Manager





# Field Marketing with FMX

- ✳ FMX provides Facility Management solutions that are purpose-built for K-12 schools.
- ✳ We've hosted and/or attended 240 events in 2025
- ✳ Our 2025 budget is set to \$1.4 million
- ✳ Our 2025 pipeline goal is \$6.3 million





## Designing Strategic-State Field Events

Tailor events to each region and audience to drive higher attendance.

## Blending Field Marketing with ABM for Higher Impact

Work closely with sales to target top accounts and turn roadshows into pipeline opportunities.

## Creating Flexible Event Experiences to Shift Slow Season to Busy Season

Offer multiple ways to engage (*learning labs, onsite visits, and pop-ins*) to boost attendance.



## FMX Roadshow: Summer of Solutions (*a flexible experience*)



### Learning Lab

Presentation to a group of ~25 hosted by a current customer.



### Onsite Visit

Scheduled prior to the event; meet them where they are with lunch and a presentation.



### Pop-In

Weirdly successful, just knock on their door with donuts.



## **FMX is coming to Illinois: Tuesday, August 5th - Friday, August 8th**

This summer, the FMX team is hitting the road—and we want to see you! The FMX Roadshow: *Summer of Solutions* is your chance to connect with our team, explore the FMX platform in action, and meet peers in your area. Whether you're a current customer or just curious about what FMX can do, there's something for everyone. **Be sure to click the events below to see more details on the locations, dates, agendas, and registration.**

Can't make either Learning Lab? Let us know by filling out the [Onsite Request Form](#) above and we'll reach out to book a meeting.



## Tell me more:

What events are coming to my area? —



**EAST AURORA**  
SCHOOL DISTRICT 131

**East Aurora School District 131:  
FMX Learning Lab**

Tuesday, August 5th 10:00am

[Tell me more!](#) →



**Sign up for FMX to come meet you and your  
team onsite**

August 6-7th: Pick your time!

[Sign me up!](#) →



**Rockford Public Schools:  
FMX Learning Lab**

Friday, August 8th 10:00am

[Tell me more!](#) →  
👤

What are FMX Labs? +

What does a quick overview of the schedule look like? +

Please contact Abigail Haberski at [abigail.haberski@gofmx.com](mailto:abigail.haberski@gofmx.com) if you have any questions.



## FMX Learning Labs: What do YOU want to discuss?

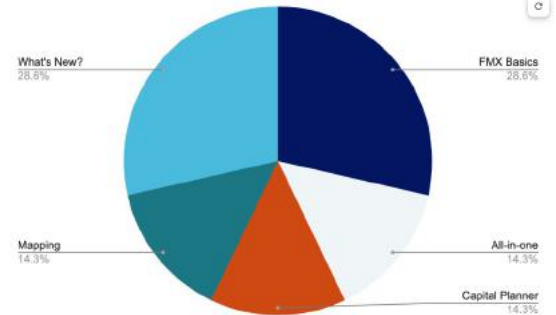
We're looking forward to seeing you soon at the **Rockford Public Schools & FMX Learning Lab!**

To make the most of our time together, we'd love to hear from you in advance—what's your top priority or main goal for this event? A specific topic you'd like to discuss or questions you want answered?

Let us know what's on your mind so we can come prepared and to focus on what matters most to you.

[Tell us your hot topics](#)

### You asked, we're here to answer!



# Email Invitations

Revamping and adding love to our email invitations

## Roadshow Marketing Invite

All the standard details

Excitement/urgency

Event branding

Sent to all contacts

## Bounty List Emails (ABX)

Focus on onsite visits

Intimacy

Personalized

Bounty list of <50





## FMX is heading to Illinois!

We're hitting the road! **FMX is coming to Illinois from August 5–8**, and we'd love to connect with you during our **FMX Roadshow: Summer of Solutions**.

This is your chance to connect with our team, explore the FMX platform in action, and meet peers in your area.

Whether you're a current customer or just exploring solutions, there's something for everyone!

**Join us in one of two ways:**

◆ **We'll Come to You!**

**Wednesday, August 6 - Thursday, August 7** – [Choose a time that works for your team](#)

◆ **Attend a Learning Lab Near You**

**Tuesday, August 5 @ 10:00 AM** – [East Aurora School District](#)  
**Friday, August 8 @ 10:00 AM** – [Rockford Public Schools](#)

We're excited to meet you and share how FMX is helping organizations near you.

**Tell me more!**

Don't see something that works for you? Keep an eye on "[where in the world is FMX?](#)"

If you no longer want to receive emails from us please [unsubscribe here](#)



**Abigail Haberski**

to me ▾

2:34 PM (5 minutes ago)



Hi Steve,

I hope you've been doing well! The FMX team is hitting the road across Illinois this Summer, and we'd love the chance to see you and your team while we're in the area. Below I've attached a few details about upcoming FMX Learning Labs near you.

Since Summer can be a hectic time with vacations and year-end projects, I wanted to personally offer to stop by your district office. We'll have **Matt Pace, Industry Practice Leader and former K-12 Facilities Director**, traveling with us, so it's a great opportunity to talk through **best practices, hot topics, or any challenges your team is navigating**. Or if you'd prefer, we can just catch up over some great local food of your choice!

Our schedule is filling up quickly, so if you'd like to meet, [pick the date/time that works best for your team](#) and we'll make it happen.

Looking forward to seeing you soon!

Best,

Abigail Haberski

Senior Field Marketing Manager, FMX

**Check out our learning labs!**

[East Aurora School District](#): Tuesday, August 5th

[Rockford Public Schools](#): Friday, August 8th

# 142%

Increase in open rates



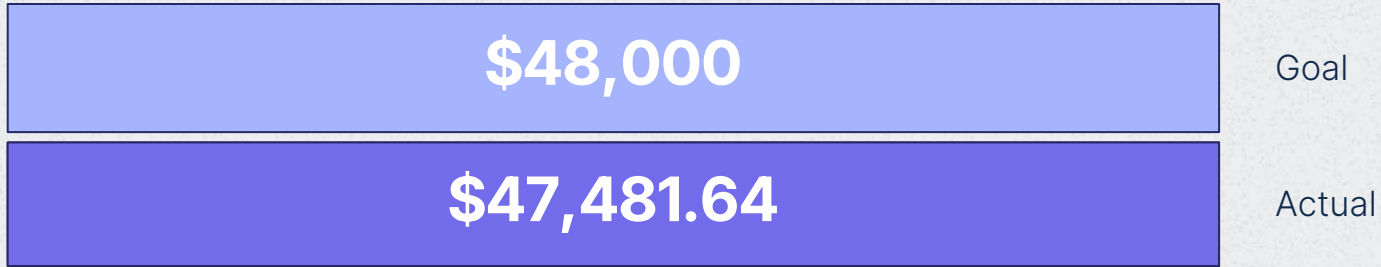
The background is a solid blue color. In the corners, there are faint, light blue geometric patterns. The top-right corner features a star-like shape formed by multiple overlapping triangles. The bottom-left corner contains a similar star-like pattern. The bottom-center area has a large, faint semi-circle or arc shape.

# 94%

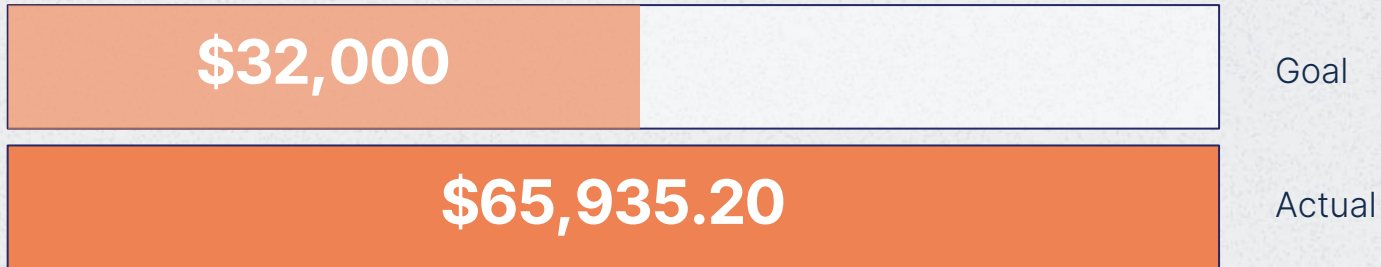
Increase in unique click rates

# Illinois Roadshow Results

## Learning Labs Pipeline



## Onsites/Pop-ins Pipeline

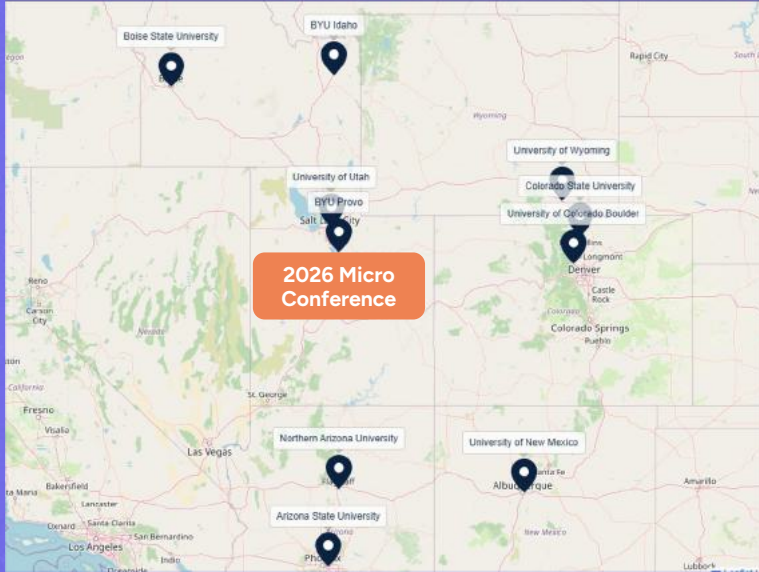


The background is a solid blue color. In the corners, there are faint, light blue geometric patterns. The top-right corner features a star-like shape formed by multiple overlapping triangles. The bottom-left corner contains a series of nested, right-angled triangles pointing inwards. The bottom-center area has a large, faint semi-circle.

# 14.8x

Return on Investment





## 2026 ABX Launch

After targeting strategic states in 2025 through event hubs, we are diving in deeper to target **10 specific accounts** where we will focus Field Marketing efforts through H1 2026.