

## Greenscreens.ai

### 2025 TRAILBLAZER AWARD WINNER

#### ELEVATOR PITCH

I'm nominating the Greenscreens.ai Marketing Team for the 2025 Trailblazer Award for our innovative approach to event marketing and branding in the transportation and logistics industry. Since 2022, we've continuously evolved our brand presence, making a bigger impact at every show we attend. While our technology is sophisticated—leveraging AI and machine learning to empower freight brokers—we take a bold, fun, and engaging approach to our marketing, making complex technology feel a bit lighter.

As a small but mighty marketing team operating with a lean startup mindset, we've maximized our resources to create high-impact experiences that leave a lasting impression. Trade shows are a major investment for us, both in budget and return on investment, so we focus on standing out in a sea of exhibitors. From matching uniforms and vibrant Hawaiian shirts to catchy slogans and immersive booth experiences, every detail is intentional. We've infused personality and creativity into our event strategy, ensuring Greenscreens.ai remains memorable long after the show floor closes.

Beyond swag and neon signs, our secret weapon is collaboration. We cultivate a culture where "no idea is a bad idea," leveraging insights from across the company to inspire our campaigns. This cross-functional approach has been instrumental in strengthening our brand identity and driving business success.

As we step into an exciting new chapter with our pending acquisition by Triumph Financial, our foundation in bold, strategic, and innovative marketing will continue to set us apart. Greenscreens.ai has made a name for itself—not just as a leader in freight pricing technology, but as a brand that brings energy, creativity, and impact to everything we do.

This nomination is a testament to the team's hard work, ingenuity, and commitment to trailblazing the future of freight tech marketing.

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#### MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

Our goal was to elevate Greenscreens.ai's brand presence at industry events, making a memorable impact despite operating with a lean marketing team and startup-level resources. By focusing on bold, creative event marketing strategies, we successfully turned trade shows into high-ROI opportunities. By leveraging our unique event marketing approach, we saw a 30% increase in marketing-sourced lead generation from trade shows.

#### BLAZING A TRAIL

Greenscreens.ai stood out by making event marketing fun, bold, and engaging in an industry that's often serious. We used bright branding, matching outfits, neon signage, and creative swag to make a lasting impression. As a small but strategic team, we found unique ways to maximize impact and drive results. Our fresh approach has redefined how freight tech brands show up and connect with their audience.

VIDEO LINK

WATCH VIDEO



OTHER MATERIAL