

# BUILDING TRAFFIC AT TRADESHOWS

## One 2 One Marketing Case Study

### The Situation:

Our client was planning to attend their major recruiting show. Their goal was to encourage conference attendees to visit their booth and spend quality time learning about employment opportunities at their company.

### The Solution:

- We created a unique branded product that encouraged and enticed attendees to visit the booth and engage in one-to-one conversations with our customer's representatives in the booth. The package included a Mystery Bag containing a Tangle Hub—a uniquely designed multi-colored USB—and star magnets with gems along with their literature.

### The Result:

- The draw of the giveaway greatly increased traffic through the booth and resulted in the opportunity to discuss employment opportunities with many college career service directors.

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*Literally the best response at a Tradeshow we have ever had...our team is BEYOND thrilled at the new opportunities this has opened up for our company. Thank you thank you THANK YOU!!*

*-Lisa E., Marketing Manager*

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