

# Class Notes

## Trade Shows And Exhibitions—Less Than \$10 Per Recipient



### Integrated Chipware

**Objective:** To generate booth traffic and introduce a new product.

**Strategy & Execution:** At a 1998 computer conference, Integrated Chipware not only wanted to introduce their new icWORKSHOP product, but also hoped to sign up customers who would perform ongoing beta testing. The invitations were handed out in the form of buttons portraying a futuristic man and the slogan, "I've Seen the Future." Stress- and boredom-relieving toys are long-time favorites of computer programmers and engineers, so those who viewed the demonstration were given thank you gifts of stress-relief juggling sets. Custom imprinted shirts, ties and earrings, worn by the booth staff, and custom mouse pads and screen savers displayed in the booth created a strong sense of visual reinforcement for all who stopped by.

**Results:** Of the 500 visitors to the booth, 300 completed a demonstration resulting in 281 qualified leads.