



DRIVING TRAFFIC TO EXHIBIT BOOTHS

The Boston Convention Center needed a way to drive traffic to their exhibit at industry trade shows. We did our homework and discovered that a majority of convention and meeting planners thought of Boston's world-class philharmonic. We created this 3D mailer featuring the conductor's baton and one of 2 full-color violins. Copy points tied the Convention Center's features in a classical music voice. Recipients were invited to stop by the booth to match their violin with those on display. The promotion yielded an 87% attendance rate.

So, next time you're looking for a unique promotion to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

Creative Marketing Services, Inc.

P > 888.681.8600

john@mysalespromotion.com

www.mysalespromotion.com