

Traffic Builder POP-100

NuTech National is an industrial security firm. To build traffic at their booth during the National Business Security Show, we produced a mailer utilizing the POP-100 Pop-Up Post Card.

The mailing went to all pre-registered firms attending the trade show. A simple plastic card was submitted and attached to the pop-up portion of the card. The card fit into wallets & purses and was easy for recipients to have on hand when they got to the show.

Out of the 2300 firms pre-registered, 1,622 showed up at their booth and presented their card. (just over 70%)

These attendees all received a lighted key chain. The grand prize was a portable, battery operated, infrared motion detector.

Plastic cards were sold by distributors and shipped directly to The Chest where they were spotted into Pop-Up cards and mailed.

The distributors order also included the sale of 2,500 lighted key tags.

