

Infra/IT Service Management Specialists

Product: PKS-361, Key & Lock Traffic Builder

Marketing Objective: A. Build Booth Traffic

B. Get attendees to listen to a 10 minute presentation

During registration at the computer services show each attendee received a plastic bag that included a show book, floor plan, schedule and a 6 3/4" x 4 3/4" card from Infra with a key skin packed to it.

Recipients were invited to stop by Booth 307 to try their key to open a pad locked treasure chest. One out of every ten keys opened the treasure chest where the winner received a belt pedometer.

Everyone that sat through a 10 minute presentation on Infra received a \$5.00 Starbucks gift card.

Attendance was great & education sessions played to full seats throughout the show.



chest on site

Let The Chest do fulfillment for you!



front side view



back side view