



iJET Tradeshow Giveaway BRANDED PRODUCTS

"As an FYI – the WiFi Finders were the biggest hit of all. We had people flocking to the booth to pick them up (we had given out a postcard with giveaway info on it) and ran out after two hours

Thanks again – you really did a great job for us."

Laura Willoughby
Director of Marketing &
Communications
iJet Intelligent Risk Systems



THE CHALLENGE

A leader in business resiliency - helping multi-national corporations and government organizations monitor, protect against and respond to global threats - needed two give-a-ways that would draw attention to their booth and help them stand out from the crowd of exhibitors at the industry's largest and most well attended trade show.

THE QUINTAIN MARKETING

To grab the attention of iJET's prospective clients, Quintain Marketing provided items that would be useful for the recipient no matter where they are in the world and would underscore the firm's risk mitigation focus - sending the message that sometimes things are around that you can't see or feel. iJET selected an eco-friendly, hand-crank flashlight with USB power charger that does not require batteries to function and allows users to power phones, BlackBerrys, iPods and other devices whenever and wherever needed. In addition, they chose a compact WiFi network finder - a device able to confirm the availability of a wireless network within a 200 foot area.

MARKETING SUCCESS

The results were as expected - the iJET booth saw its highest level of traffic in recent history, allowing the company's employees to reach more potential clients than they had expected.

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