

HOTEL TRADESHOW

THE OBJECTIVE:

Develop a fun and exciting activity for salespeople to use on the tradeshow floor. It needed to engage salespeople and prospects in conversations, as well as, replicate the atmosphere and energy a visitor of their resort could expect.

THE PLAN:

All visitors to the tradeshow booth are challenged to "Toss Your Cookie" into a basket. Successful tosses into the basket result in special prizes such as a Free Night Stay, Dinner for two at the hotel restaurant, and gift certificates. All participants take home a branded plush gingerbread man with the resort's name on it.

THE RESULT:

A line formed at the tradeshow booth with people waiting to participate in the fun and for a chance to win a prize. As people waited, they completed interest cards and engaged in conversation about the resort and activities available. This concept was so successful that over 1,000 toys were given to participants at the tradeshow and other similar themes were developed using plush toys in future years. (i.e. Seal the Deal)

