

## MARTIN THOMAS, INC.

### Case History

# Best of Show

## Client: GLS Corporation

**Problem:** Typically, companies just show up at trade shows without doing any homework to attract visitors to their booths..

**Solution:** GLS Corporation really listened and both they and we are glad.

After many years of going to shows and hearing our prodding about doing pre-show promotions, GLS mailed out advance fliers, with some success. While there was an increase in booth traffic and leads, the "pull" was not as strong as the firm wanted. But they worked, despite being essentially little more than an invitation to the booth.

Then we asked, "What's a new customer worth?" and we challenged GLS to allow us to develop a dimensional mailer (in a round or square container that stood out from the flat pieces) that included a real incentive to the addresses to visit the GLS booth. We inherited special giveaways that had already been purchased - a combination flashlight/screwdriver that featured GLS TPE materials on the handle.

Our idea? We all know how products are supplied without batteries, right? So we suggested to GLS that we send a battery, and a special flyer, which told recipients if they wanted the product, they had to visit the booth (and also get a valuable free design guide). So, thousands of rattling 12" tubes later (we considered the rattle necessary and allowed the battery to bounce around the tube) and a lot of curious people opening them, GLS called us before the show to say, "The tube is really work-



ing - we got some 15 calls before the show by people telling us they couldn't attend, but wanted the product and information on our company." But wait: there's more. It seems this was one of GLS' best shows ever. While attendance at the show was extremely light (right after 9/11), some 66 of the 150+ leads GLS got at the show were from new companies contacted directly with the mailings.

Oh, and our getting GLS extensive show coverage with the magazines and on the cover of the show daily newspaper was another feather in their cap. Even in the face of a national tragedy that put a big stop to lots of business travel, GLS now is a true believer about doing pre-show homework.