



case study: Tradeshow Productions Inc. VIDEO SCRATCH & WIN

SHOWS/EVENTS



WHO: Tradeshow Productions Incorporated

WHAT: Video Scratch & Win

WHERE: Dayton and Fort Wayne Bridal Shows

OBJECTIVE: Attract More Brides!

RESULTS: Increased Attendance and Excitement

Chad Mullins, Owner of Tradeshow Productions Incorporated, recently tapped Odds On to help bring additional punch to his advertising and increased excitement to two shows he recently produced.

Promotion of Choice

Mullins, who produces several shows, wanted a big promotion that would ensure that brides and grooms turned up for his big days: the Dayton Bride and the Fort Wayne Bride Wedding Faires. This 20-year show-planning veteran's traffic-booster of choice? Odds On's Video Scratch & Win promotion!

Money Match

Using Odds On's "Money Match" game, an appropriate choice for a bridal show, Mullins gave every bride who attended the chance to win \$25,000, paid for by Odds On, towards a purchase with any of the shows vendors, if attendees could unveil six matching symbols on the game's touch screen computer.

Great Gadgets & Cash

While no one won the grand prize, Mullins really made this show promotion a winner by handing over fabulous consolation prizes for brides who revealed fewer than six symbols. For example consolation prizes for brides who revealed five symbols included George Forman Grills, food processors and other home appliances. In other words, Mullins made his show a "not to be missed" event by offering the ideal consolation prizes for those soon-to-be newlyweds.

Improved Experience

According to Mullins, "We have used some of Odds On's other promotions in the past and we like to change things up a bit. We had increased attendance this year, and the promotion really helped add excitement to the event."

Ready to scratch up more booth and show traffic, at your bridal, antique, auto or trade show? Give Odds On a call!

The Perfect Match

Video Scratch & Win gets brides lining up in Ohio.



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