

**BUILD  
AWARENESS  
CREATE  
EXCITEMENT  
INCREASE  
BOOTH  
TRAFFIC**

**GET MORE LEADS AND  
SALES WITH A GIANT  
PRIZE CONTEST FROM  
ODDS ON PROMOTIONS!**

Want bigger returns from your  
next trade show investment?

Give attendees a reason to head  
straight for your booth by offering  
the chance to win a life-changing  
prize, including brand new cars,  
all-expense paid vacations, free  
products and services or  
anything—up to a \$1,000,000.

And, when you have a big winner,  
we'll be there to pay for the prize!

# TOP TEN ways to drive TRADE SHOW TRAFFIC



**1**

## **GIVE AWAY THE ULTIMATE GETAWAY WITH "HOT SPOTS"**

Make your booth the star of the show by giving attendees the chance to win an all-expense paid vacation to an exotic tropical destination with "Hot Spots," one of Odds On's interactive Video Scratch and Win games! Advertise the chance to win the ultimate get-a-way (or any other giant prize), for merely stopping by your booth and playing "Hot Spots." Attendees simply unveil up to six matching symbols on the game's touchscreen grid to see what they've won. If a lucky attendee finds all six "Hot Spots," they'll pack their bags, and we'll be there to write the check! Award self-sponsored prizes for revealing fewer symbols in any frequency you wish.



**2**

## **GET ON A ROLL**

Talk about an ice-breaker! Imagine the response you'll get when you give attendees the chance to roll a custom set of 1", 4", 8" or 16" dice to win a prize valued up to \$1,000,000! If a lucky attendee can roll a winning combination of your company's logos, product images or letters (N-E-W-C-A-R, C-H-O-P-P-E-R, M-I-L-L-I-O-N, etc.), your winner will be dancing in the aisles, and Odds On will pick up the tab. Hand out auxiliary prizes based on fewer symbols and letters!



**3**

## **VAULT TO SUCCESS**

Here's a winning combination, your booth and our Prize Vault! Simply place a check, a large pile of cash or the keys to a brand new car, truck, or house inside our Plexiglas Prize Vault. Then, give every qualified attendee at the show a chance crack the code and win the prize inside. If one of your lucky visitors enters the winning combination, Odds On will be there to pay for the prize!



**4**

## **GET 'EM ZOOMING**

Ready to draw a crowd? Zoom Ball is a fast-paced, action packed game that will get attendees lining up for a chance to win big! Show-goers simply press a button, activating the ball blower, and then root for the orange balls to fill the Zoom Zone. If someone draws six balls, they walk away a winner, paid for by Odds On.



**5**

## **BE TWICE AS EFFECTIVE**

Looking for an affordable and effective way to give everyone at the show a reason to visit your booth and a chance at winning up to \$1,000,000? Odds On's Customizable Scratch & Win Cards, Easy Money and Fast Cash, can help you do just that and more. Not only is every card a potential winner, each one has a contact information form on the reverse, so you can build your database for post-show follow-up or run a second chance drawing at the close of the show.



**Odds On**  
PROMOTIONS

**888.827.2249** [www.oddsonpromotions.com](http://www.oddsonpromotions.com)

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# TOP TEN ways to drive TRADE SHOW TRAFFIC

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## PROMOTE IT AND THEY WILL COME

Make all your pre-show marketing pieces more effective by giving prospects the chance to win a brand new car or truck, simply for stopping by your booth. On all of your pre-show marketing pieces (mailer, email, broadcast fax or show insert), you'll incorporate a lucky number. Odds On will preselect a potential winner, and if that person stops by during show hours, they'll drive home a winner, and we'll pay for their prize.



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## HOLD A PUTTING CONTEST

One of our most popular show promotions! Not only is a putting contest a great conversation starter, anyone can sink a putt. Register attendees at your booth. At the end of each day, draw a name and post it on the wall. When the attendee returns to check for their name, give them the chance to sink a 50ft or longer putt for a big prize. Odds On can provide the indoor putting green, and we'll pay the prize when someone knocks it in.



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## THREE FOR THE MONEY

Imagine the attention you'll attract when you give a lucky attendee the chance to win up to \$1,000,000 in your very own prize-awarding game show! We'll send you a customized game board and 21 Lucky Envelopes each containing various symbols representing different prizes, including the \$1,000,000 grand prize. If a lucky show attendee can select the three envelopes containing the words—"million," "dollar," "match"—they'll win the cash, and Odds On picks up the tab. This game can be customized to suit whatever prizes or product you'd like to give away, and we even have more game themes to choose from.



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## PREDICT A WINNER

Offer the chance to win show-stopping prizes for swinging by your booth and making a prediction. Invite qualified attendees to tell you what the closing DOW will be, who will be the top five finishers of a specified NASCAR race or the winners of the Academy, Emmy or Country Music Awards – whatever appeals to your audience. And, when a show attendee can see into the future, we'll reward them with a giant prize!



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## FIND THE PERFECT MATCH

Are the attendees at your show born winners? In your preshow advertising, invite customers to visit your booth to see if either their Driver's License or Social Security Number matches the Serial Number on a giant check. If the last 5-7 digits are a perfect match, we'll be there to hand over the cash!



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