

Challenge:

Getting noticed in a sea of activity at an industry conference with an impressive event that reinforces the message of the branding initiative.

Solution:

Take a lackluster, after-hours party and turn it into an "A list" event that makes attendees feel appreciated and that is talked about for days and months to come.

Case Study:

One of Kansas City's leading financial investment companies, with the help of Wellington Promotions, found the perfect way to be the life of the party at an industry business conference in Miami. The company hosted a special-invite party ... South Beach style! With attendees receiving flashing, blinking giveaways at the party, the company was the talk of the town during the conference.

The main goal in using promotional products at this special event – with the theme "Miami: A Night Out" – was to enhance the feel of the often-talked-about nightlife in Miami. The company wanted to use bright, neon colors on giveaway items that would bring the local atmosphere to life. They found what they were looking for with Wellington Promotions and brightly colored, motion-oriented items such as necklaces, buttons, sunglasses and scrolling name badges programmed with a custom event message. Plus, the company handed out hats to be self-decorated by attendees at the party with sparkling and glittery accents.

These products generated instant excitement at the themed event, but they also carried the company's message forward. That's because promotional products boosting something out of the ordinary (in this case items featuring motion) gets the attention of anyone that comes in view of the item.

Wellington Promotions gets the party started with creativity and innovation.



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