

Case Study



It all started with the idea of flip-flops. One of our consultants presented the idea and their whole tradeshow planning group latched on to it and the show was on.....

What: Tradeshow

When: April 2011

Where: Florida

How: They gave away flip-flops in Adult and Children's sizes, sand pails and mini shovels, Hush Puppies in reusable cups and lid and beach towels. They had a sand artist at the event sculpting one of their trucks out of sand and used a sand box to demonstrate how the flip-flops that they were giving away left a "custom foot print of the Jerr-Dan logo". A rented machine made the slush puppies and they gave them away in customized reusable cups with lids. For the beach towels, there was a station where the kids could color the trucks on their beach towels.





Pictures from
the Show

