

# The “Secret Weapon” that will maximize your booth traffic

It's as easy as 1 - 2 - 3!

1. Provide **TWO** door prizes and write them on your box.

- There is no minimum prize value, and the prize may be tied to a purchase.  
(Example: \$50 toward the purchase of...)
- For best results, place your prize box in the **back** of your booth.

2. Attendees stop at your booth and drop a numbered ticket in your box.

3. Draw your winning numbers and write them on your box.

- Attendees return to see if they are a winner. This gives you a **second chance** to connect with them.
- When a winner claims their prize, verify that they have the winning number by checking the front of their show program.
- Give the winner their prize or let them know how to claim it.

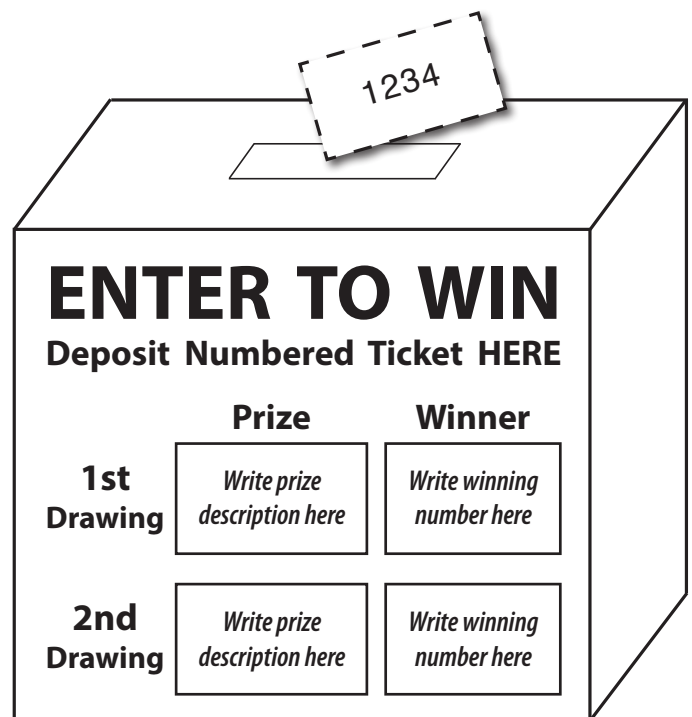
Each attendee receives a unique number. Your attendee list includes those numbers so you will know who stopped at your booth.

Attendees are informed that they must be present to claim their prize, and this keeps them at the show longer. However, if a prize is not claimed, you are encouraged to contact the winner after the show to give them their prize, as this will give you a great reason to follow up.

You are free to do another method of lead capture in addition to this promotion.

If you choose not to participate, please return your unused prize box to the show desk.

Draw and post winning numbers at  
**1pm and 3pm**



You can write your prize description directly on the box or print it on paper or a sticker (size of prize description rectangle is 1 3/4" tall x 3" wide).

This promotion gives show attendees an **added incentive** to stop at your booth.

**Participation is optional but strongly recommended!**