



# Case Histories

## *Medical Distributor Advertises at Trade Shows with BIC® Tri-Stic® Sticky Note™ Combo Pack*

**PRODUCT:** BIC® Tri-Stic® Sticky Note™ Combo Pack

**CUSTOMER:** Local Medical Distributor

**OBJECTIVE:** Advertise new products at trade show

### **CASE HISTORY**

**CATEGORY:** Conventions and Trade Shows

**OVERVIEW:** A medical distributor gave away the same promotional products at every trade show for six years. They were planning to launch two new medical devices at a trade show and wanted to offer something new, simple, small in size and appealing to attendees. The BIC® Tri-Stic® Sticky Note™ Combo Pack met all the company's advertising needs with the color and imprint capabilities of the Tri-Stic and the 4-color imprint of the pad. They printed their company name, phone number, and the name of the two new medical devices on both the pen and notepad.

**DISTRIBUTION:** Given away at trade show.

**OUTCOME:** The cello wrapped Combo Pack was an attractive piece that most attendees picked up as they walked by the booth. The campaign effectively spread awareness of the new products.

