

## HUNTINGTON EXCEL GETS LEADS IN THEIR COFFEE CUP!



### Problem

Huntington University needed more inquiries for their adult re-turning excel program. People don't just walk into their business office, so they needed a way to get in front of qualified prospects outside of their office doors.

### Plan

Partnership with WMEE's Baby Fair & Family Expo! Huntington University set up a booth with plenty of interactive elements as well as a register-to-win item. They also distributed interest cards in the goody bags that were passed out at the entrance of the event.

### Process

They bought a booth—so what? So what is right! We talked to Huntington University about how the booth is their place of business in front of 2,000 people for 7 hours. Their WMEE rep encouraged them to make their booth very interactive, with plenty of games as well as a register-to-win opportunity. Those who stopped by could enter to win a coffee basket, and on the entry form there was an option to request more information from the university.

### Performance

Huntington University garnered over 25 solid leads from the event. Even more leads were coming in during the weeks after the event due to the interest cards that were stuffed in all the bags distributed at the entrance of Baby Fair & Family Expo.

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Today's Best Variety