

Case Study: University of Illinois

See how the Illini efficiently managed their trade show giveaways and promoted their licensing opportunities.

Background:

Big universities like the University of Illinois at Champaign/Urbana do a lot of Research and Development, resulting in intellectual property. Seeking licensing opportunities for their innovations, Illinois then sets up a booth at relevant industry trade shows.

The Challenge:

Preparing for an upcoming Radiological Technology Show, the University of Illinois wanted to:

- Offer an electronic version of their printed materials and brochures in addition to the printed versions. This would give potential customers the option to experience the material according to their preference.
- Purchase in bulk to save money and cover their needs for several different trade shows, but still be able to personalize their giveaways on a show-by-show basis.

The Solution:

U of I chose custom flash drives to deliver the electronic version, which helped offer a richer, more interactive experience of their materials.

- **THE PRINT:** The imprint was not specific to the show so that Illinois could repurpose any extra flash drives for other trade shows they would attend in the year. The flash drives were branded with the University logo on one side and a web address printed on the other. The web address was quick reference to help customers navigate directly to all licensing opportunities.
- **THE PRELOAD:** Only the preload was unique to the tradeshow. U of I preloaded their flash drives independently, to be able to customize the content to the specific trade show attendees.



Order Details

Style: DE

Quantity: 100

Capacity: 512 MB

Imprint: 1-Color, 2-Sided

Preloaded: By University of Illinois -
Custom Preloaded Each