

Dawn Owen: There are multiple ideas to increase your corporate event and trade show sponsorship. It can be the iLite mobile camera. Branded images are emailed instantly to attendees, perfect for a sponsor to showcase themselves at a reception. We can create a headshot station in an exhibitor's trade show, booth, signage, branded subject line, branded signature line, photo ops in your booth during a trade show.

There's ways to do things directly on site then and there via hard copy prints, again, branded with your graphics; emailable images, always branded; or you could even make it an incentive for them to come back to your booth at a later time so you can continue the sales conversation. Have a meet and greet in your booth, tell the people to come back in two hours or three hours or the next day and they can pick up their printed image, branded of course, but it brings that person back to you for a second opportunity to talk to them about your products, your services.