

Bob Christie: Well, I think getting sponsorship for events is often a challenge. One of the things that we bring along with it through our different photographic offerings is a visual that is unique.

Now you're making it personal. You're getting photos of your customers and branding and showing them in unique places and fun environments. When we're able to create a graphic around a photo, whether it's on a green screen or whether it's on our iLite social media camera, it instantly sends out photos for them to share with their family, friends and colleagues, that's a personal picture of themselves.

If you have a celebrity or somebody that's important to them, whether it's the CEO of the company or some kind of sports authority that allows them to pose with it, that is the type of photo that they will keep along time on their desk. And that's the important thing is to keep your brand in front of them for as long as you can.