

Bob Christie: Finding unique products for sponsorship is very, very important. If you're able to give them something they haven't seen, then it's going to stick with them.

It really paints a picture of the company that is sponsoring as well, because they took the time to come up with something unique for the attendees. That personal side, I think is very, very important. There's a number of ways that we do that. People are looking for room gifts to sponsor and we've done thousand person group photos, had them printed, logoed, the sponsor's message on that photograph and delivered to the room that the hotel.

On the social media side, we have our iLite camera system, which instantly sends branded photographs completely wrapped in a message that the sponsor provides in the look that they want for their particular event. All of these things can be printed as well. If a client wants to walk away with a hard copy, they can. The electronic piece is shared and moved along quickly. The hard piece tends to stay on their desk a little longer if it's something special to them.