



A twist on the traditional tool box, we were able to fix up InfoTrax with quite a buzz at their trade show booth. This attention-grabbing invitation was stuffed with all sorts of average items renamed as unusual tools. For example, a cotton swab became a *“Communication Enhancement Facilitation Device,”* an emery board was a *“Distributor Management System Smoothilator”* and a box of mints changed to a *“Broadcast Message Capabilities Ingratiator.”* An offer of a “real” tool kit was also included. ■ This shrink-wrapped package brought hundreds of qualified visitors to InfoTrax’s booth and helped them kick off their marketing campaign for the year in a big way.

Making it work  
with a tool box  
for InfoTrax