

## Expo-themed, Food-shaped Stress Balls Whet Appetites for Motion Industries

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### ■ Challenge: Tailor trade show and expo giveaways to a narrow niche market

Motion Industries, a leading distributor of industrial repair and maintenance parts, serves more than 116,000 customers in a wide mix of industries, including automotive, chemical, food and beverage, wood and lumber, iron and steel, pulp and paper...and more. To reach potential new customers in each of their markets, the Motion Industries team attends various industry-specific trade shows and expositions throughout the year.

With one of their annual food-and-beverage industry expos on their agenda, the Motion Industries team reached out to ePromos' Account Executive Stacey Lewis for help in finding a new, creative way to attract attention and leave a lasting impression—and preferably a promotion tailored to the expo's food theme.

### ■ Solution: Logo-imprinted, food-shaped stress balls fit the flavor of a food and beverage expo

After exploring their options, the Motion Industries team selected a tasty expo giveaway: logo-imprinted, food-shaped stress balls in the forms of bread, lettuce and tomatoes. The unique foam pieces would garner attention, resonate with food industry customers and remind them of Motion Industries long after the expo had ended.

### ■ Result: Creative expo giveaways draw crowds, inspire future expo promotions

Motion Industries reports that expo attendees loved the creative handouts, which drew plenty of people into the booth to give the Motion Industries team opportunities to connect with scores of potential new customers. And the proof of the promotion's success is in the reorder—the Motion Industries team was so pleased with the result of their latest food-and-beverage expo promotion that they're already working on their next industry-specific giveaway: this time turkey-shaped stress balls for an upcoming poultry conference.



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