



# Case History

## Products

MaxGlide Stick® Pen  
Item No.: 335

## Industry

Trade Shows & Meetings

## Application

### Brand Marketing

A fairly new used car company wanted to increase brand awareness. The purchased the MaxGlide Stick® pen to be handed out to booth visitors during a local trade show. Each pen was imprinted with their company logo and website. As employees gave out the pens they asked people to visit their website for a chance to win a free car detailing kit. They saw a 20% increase in website hits after the show.



HUB promotional group company

ASI 61966 SAGE 50033 UPIC HUBPEN PPAI 110772

**HUB PEN**® *enjoy writing*