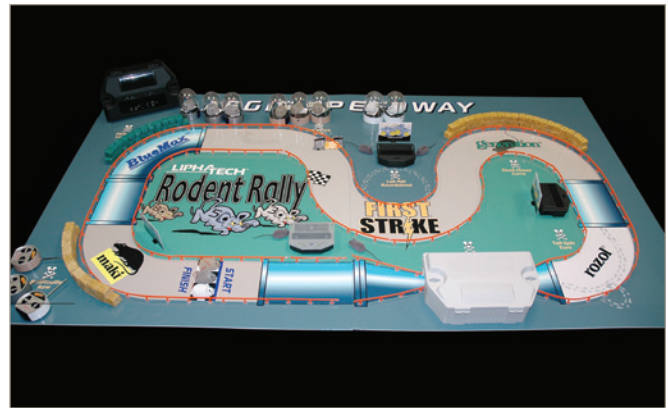


# On your mark, get set... scurry!



**Company** | Liphatech, a leading manufacturer of rodent control products

**Challenge**

Liphatech needed to generate booth traffic and interest at the industry's major tradeshow.

**Solution**

LePoidevin Marketing developed a highly interactive and crowd-pleasing 6'x4' rodent racing course. The "Rodent Rally" allowed attendees to race miniature remote-controlled mice "race cars." The course took racers through actual products (i.e. bait stations, etc) while play-by-plays of the races were scripted to deliver key messages, features and benefits of Liphatech's product lines. The top three racers of each day were presented with a trophy, gift card and Liphatech premium items.

**Results**

The Rodent Rally was successful on many levels. It attracted the attendee attention, giving them an opportunity to participate in the race and interact with Liphatech personnel and products. And most importantly, lead information was captured from participants giving the Liphatech sales team a fresh list of qualified prospects.



**Advancing your position.**  
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