

Isola Group Tradeshaw Promotional Mailer

isola

<p>IS415 Laminate and Prepreg</p> <p>Next generation product combining electrical and thermal performance</p> <p>Superior electrical performance compared to phenolic cured systems</p> <p>Global availability</p> <p><small>Nonhazardous Noncure Lead free assembly compatible Very high Tg - 200°C DSC Very high Td - 370°C by TGA Outstanding Df performance RoHS compliant</small></p>	<p>FR408HR Laminate and Prepreg</p> <p>Next generation high speed high material</p> <p>Providing increased bandwidth, lead free assembly performance and excellent thermal reliability</p> <p><small>Tg - 200°C Td - 350°C RoHS compliant CTE 16ppm - 18% from 50 to 250°C Df values 20% below competition Globally available</small></p>	<p>IS680 Laminate and Prepreg RF / Microwave & High Speed Digital Designs</p> <p>Dk, Df stability over broad frequency range Dk Df stability from -40°C to 125°C Dk from 2.95 to 3.45 available Df ranges from 0.0028 to 0.0036</p> <p>Full line of this core and prepreg for m.b., hybrid and double sided applications</p> <p><small>Tight tolerances tolerance RoHS compliant One-sided DLR No voiding Thermally stable PSROD Equivalent to competitive products CTE 8% from 50°C to 250°C</small></p>
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Bring this card to IPC /APEX Booth #847 for your chance to win

Come to booth #847 and enter to win an iPod Nano!

Your Name _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____ Fax _____
 Email _____

Winner will be notified by email.



Supplying the base for innovation

isola
www.isola-group.com

Challenge:

Create additional booth traffic, with a first-time promotional opportunity offered by show management, at Isola's largest show of the year. Already the leader in their industry, with nearly 100% market awareness, Isola was looking to get a few new prospects to their booth where they could talk about specific needs and new upcoming products.

Solution:

The direct mail postcard, offered for the first time by the show organizers, was sent to a very targeted list of 2,500 first-time show attendees. This sounded like a great opportunity to get new prospects to the already busy booth. We decided to offer a daily drawing for an iPod in the mailer, to this audience of engineers, with a clear call-to-action to come visit the booth to enter. Top-selling products were highlighted on the postcard to give prospects an overview of Isola's product offering.

Result:

An additional run of 500 cards was handed out in the booth to passerby with many being returned and entered into the drawing. Three happy winners went home with iPods Nanos.