

Isola Group Tradeshaw Promotional Mailer

isola

IS415 Laminate and Prepreg Next generation product combining electrical and thermal performance Superior electrical performance compared to phenolic cured systems Global availability Nonhazardous Noncure Lead free assembly compatible Very high Tg - 200°C DSC Very high Td - 270°C by TGA Outstanding Df performance RoHS compliant	FR408HR Laminate and Prepreg Next generation high speed high material Providing increased bandwidth, lead free assembly performance and excellent thermal reliability Tg - 200°C Td - 260°C RoHS compliant CTE 85ppm - 18% from 50° to 260° C Df values 20% below competition Globally available	IS680 Laminate and Prepreg RF / Microwave & High Speed Digital Designs Dk, Df stability over broad frequency range Dk Df stability from -40° C to 125° C Dk from 2.98 to 3.45 available Df ranges from 0.0028 to 0.0036 Full line of this core and prepreg for m.b., hybrid, and double sided applications Tight tolerances tolerance RoHS compliant One-sided DLR No voiding Thermally stable FSRD Equivalent to competitive products CTE ± 4% from 50° C to 260° C
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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

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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.