

## AAI Case Study



**Client Name:**AAI Development Services

**Description:**Conducts Phase I – IV studies in clinical research for pharmaceutical companies

**Industry:**Pharmaceutical Research

**Headquarters:**Raleigh, NC

**Event Description:**

Trade Shows:  
Drug Information Association  
Association of Pharmaceutical Scientists

**Audience:**pharmaceutical companies

As a research company, AAI Development Services has no product to show at a trade show booth. A **Challenge:**memorable spokesperson to capture attention, communicate the company message and increase the company profile was needed.

Danny Orleans' SalesMagic® presentation attracts traffic and brings leads to the booth. Complemented by a

**Solution:**customized magic trick giveaway, AAI receives over 800 leads per show when Danny Orleans is part of the exhibit marketing strategy.

