

THE PERFECT PITCH BY KATHY HUSTON

Make a **\$25,000 profit** with your client's next promotion

Video Game Company Party

Your client, a video game manufacturer, wants to give its employees a little entertainment away from the TV and the computer. Your mission, should you choose to accept it (and why wouldn't you?): Put together some high-tech and fun products to give away to a lively high-tech group of about 250.

You start with a goodie bag to be given upon entry to the party. Why not make the bag a laptop briefcase? Offer something high-end and practical, too. A "checkpoint-friendly" bag, which airport screeners can X-ray while a laptop is still in the bag, will be much appreciated.

Inside the bag, you'll want to include more practical items, specially made for their gadgets. Everyone can use chargers for all of their electronics, so be sure to tuck a cell phone charger and an iPod charger inside. Next, add a charging station, which will hold iPods, cell phones, or PDAs and also provide cord storage. Finally, they will need something to protect their devices as well. A silicone case can be colorful and useful.

You'll want to suggest prizes for the party because, let's face it, they are gamers, so there will be games. A little video karaoke and perhaps some video game trivia, maybe played in teams of five, would be amusing for all. You should have about 25 each of higher-end items for the winners. Something like a digital photo frame that zooms in to each picture would be unique and innovative for the innovators. A Snackmaster deluxe family-size cooler/warmer would be a coveted gift because snacks and video games go hand-in-hand.

Finally, send everyone home with some extras they can use in their personal or professional space. A flexible keyboard with a USB plug can even be taken on the road. A laptop cooler pad will always come in handy. A mini digital camera and speaker radio with LED lights are also cool ideas that will delight the techie-minded. So, get planning that party today. Game on.

Editor's Note: ESP Online features an Event Planner tool, which is based on this section. Be sure to check it for even more tips and solutions for upcoming events.

GOODIE BAG



Silicone cases protect devices and allow access to all ports. They fit all sizes of iPod, iPhone and iTouch. From Avaline, asi/37590, 800-932-8256.



Wall charger for iPod allows for charging at home or on the road. From Many Mini Toys, asi/68670, 800-655-6650.



Charging station hangs between the charger and electrical socket. Provides cord storage and support for iPod, cell phone, MP3 player or PDA. From International Merchandise Concepts, asi/62820, 800-331-6624.



Instant cell phone charger adds hours of talk time with one AA battery (included). From Snugz/USA Inc., asi/88060, 888-447-6840.



Laptop briefcase allows airport screeners to X-ray a traveler's laptop while still inside the bag. The new ScanFast laptop cases have been tested and approved to exceed the new Transportation Security Administration (TSA) guidelines for carry-on luggage. This case is TSA compliant. From Mobile Edge, asi/71854, 714-399-1400.

TAKE-HOME EXTRAS

Flexible waterproof keyboard. Equipped with USB plug. Requires Win98 or above - PC compatible. From Atlantis Time-Line, asi/37385, 800-656-0551.



Laptop cooler pad. Three fans built in for easy dissipation of thermal heat. Powered by USB adapter. From Emerge Enterprises Inc., asi/52207, 626-254-9898.

Micro digital camera features a sporty and colorful design. Rubber-coated for additional durability. Stores up to 150 pictures and features high-resolution 640 x 480 picture quality. AAA battery operation. From Acromond Plus, asi/30982, 845-228-8948.



This LED-lit speaker allows you to attach your MP3 player or flip a switch for a powerful AM/FM radio featuring precision tuning. Batteries included. From Zipline, asi/99030, 866-344-7677.

PRIZE POTENTIAL



Zoom digital photo frame portal. The acrylic sphere viewing area magnifies the image in dramatic fashion. The numerous controls are accessed easily from the top of the unit; the built-in speaker for the voice recorder is situated conveniently on the back of the unit. Displays a digital time, calendar and thermometer on the lower portion of the screen; contains a daily alarm and 10 schedule alarms. From Tomax Enterprises, asi/91435, 800-888-1385.

Deluxe family size cooler/warmer. Plugs directly into your 12-volt power port. Extra-large capacity holds over 18 quarts. From RoadPro, asi/82649, 866-440-1258.



PROFIT POTENTIAL

Here is a breakdown of our suggested items, their list prices and price codes, all boiled down to your potential profits. Keep in mind, supplier prices were current as of press time, but are subject to change.

	Price	Code	Quantity	Total	Profit
Briefcase	\$100.00	r	250	\$25,000	\$10,000
iPod Charger	\$20.30	r	250	\$5,075	\$2,030
Cell Charger	\$9.75	r	250	\$2,438	\$975
Charge Station	\$2.75	r	250	\$688	\$275
Case	\$4.60	p	250	\$1,150	\$575
Zoom Frame	\$64.90	r	25	\$1,623	\$649
Cooler/Warmer	\$98.95	r	25	\$2,474	\$990
Speaker	\$14.40	r	250	\$3,600	\$1,440
Camera	\$34.03	q	250	\$8,508	\$3,828
Keyboard	\$15.95	r	250	\$3,988	\$1,595
Cooler Pad	\$30.99	r	250	\$7,748	\$3,099
Total				\$62,289	\$25,456