

# PACKED WITH PURPOSE

THE CUSTOMER: A National Real Estate Company



## THE CHALLENGE

Provide a hotel amenity gift for leading real estate agents at a national gathering that represented the destination of their conference, Chicago.

## OUR SOLUTION

In response to our client's desire to present conference participants with a gift that represented Chicago, the destination of their annual conference, Packed with Purpose curated a gift that included an assortment of products from the Windy City. This amenity gift included an array of consumable products from Chicago, meant to be enjoyed during the multi-day conference. This gift enabled our client to provide a tailored welcome gift that captured the stories behind the conference destination, and gave back to the local community. Packed with Purpose delivered all gifts in bulk to the conference hotel curated, providing our clients with peace of mind before their national conference commenced. Each gift featured the company's logo on the exterior gift box and a thank you card, welcoming them to the annual conference.

## THE OUTCOME

Packed with Purpose curated a destination-specific gift that represented the people and stories of their conference location, resulting in a highly tailored and unique welcome gift for conference attendees.

- Tailored destination-specific gift
- Branded gift with company logo
- Thank you card
- Direct delivery to conference hotel

“This is perfect! What a wonderful way to welcome our attendees with such a special gift.”