

Xenex – Personalized Mug Studio

(Trade show AI-assisted portraits, printed live)

Case Study



Problem

Trade show floors are noisy. Giveaways draw crowds, not pipeline.

Plan

Use a pre-event email with two mug design options. Registrants vote (intent signal). Tag voters in CRM before the show.

Execution

At the booth: badge scan → qualify A/B/C → AI portrait → hot-press mug in the winning design.

Two-press workflow; timed pickups to manage 30–40-minute lines.

Outcome

- Strong booth momentum at open and sustained traffic throughout show hours. Higher A/B-lead mix, more meetings/demos, and lower CPQL vs prior shows.
- [Watch the Meta Glasses live recording here.](#)



What shipped

Vote email + UTM tracking • branded templates • on-site photo + consent flow • print presets • run-of-show • thank-you reels + demo CTAs

My role

Concept, creative, email flow, booth ops design, print QA, CRM tagging, post-show content.

Metrics

28% increase in meetings • 87 pre-event voters • 378 mugs printed (peak 53/hour) • 372 scans • 31% A/B-scored recipients