

Xenex — Personalized Mug Studio

(Trade show AI-assisted portraits, printed live)

Case Study



Problem

Noisy exhibit floors. Swag draws crowds, not pipeline.

Plan

Pre-event email with two event-themed mug designs; registrants vote (intent signal).

Execution

- Tag voters in CRM before the show.
- At booth: scan badge to qualify A/B/C leads, AI photo to hot-press mug in the winning design.
- Two-press workflow; timed pickups to manage 30–40 min lines.

Outcome

- Booth rush at open (“rope drop” moment). [Watch the Meta Glasses live recording here..](#)
- Mugs became collector items; sustained traffic during show floor hours.
- Higher A/B lead mix, more meetings/demos, lower CPQL vs. prior shows.



What shipped

Vote email and UTM tracking; templates for background/branding; on-site photo/consent flow; print presets; run-of-show; thank-you reels and demo CTAs.

My role

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

Metrics

28% increase in meetings vs. prior show; 87 pre-event voters; 378 mugs printed (peak 53 per hour); 372 unique scans; 31% of mug recipients were A- or B-scored leads.