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Custom Books Named the “Perfect In-Booth Giveaway” by Exhibitor Magazine

(Portland, OR) AngelVision Technologies announced today that Exhibitor Magazine named Custom Books the “Best In-booth Giveaway.” Exhibitor Magazine is the world’s largest trade publication targeting the tradeshow and exhibit conference industries.

Each month, they list “best practices” for various tradeshow producers and technologies. In their August, 2011 edition, they said the following about AngelVision’s “Custom Books,”

“With the customization services of Impact Books, you can turn that book cover into a branding opportunity for your company — and the perfect in-booth giveaway.”

“It’s really quite amazing what we can do.” Says AngelVision Founder and CEO Michael Jingoian, “We have permission from every major publisher to change the design of any book cover for almost every major selling book in the world.”

With Custom Books, customers can also add “insert pages” at the front of the book. These pages could be anything from a special message from the CEO to how the book relates to its’ recipients. AngelVision can help you select the appropriate book, design the cover, write the dedication page or align the book jacket with any special promotions the company may have.

Custom Books, founded in 2011, is the result of a partnership between AngelVision and The Book Company (Del Ray, FL).

In this increasingly competitive business environment, companies are searching for ways to do more with less. Giveaways or “shotskies,” as they are commonly known are considered necessary but pretty ineffectual. This acknowledgement by Exhibitor Magazine confirms that AngelVision’s Custom Books are a successful way for businesses to connect with their customers.

“For the same amount of money as other giveaways, you can give out something that will be taken home, something that will be cherished and remembered and not just thrown in the trash at the end of the show,” commented Jingoian.

AngelVision Technologies was founded in Portland, Oregon in 2001. The company’s signature product is the Impact Movie, an internet video that is mainly used as a sales promotion tool. In 2010, AngelVision received 54 awards for marketing and ROI. Earlier this year, Michael Jingoian was honored as the Marketer of the Year by the American Marketing Association of Oregon. To learn more, visit: www.AngelVisionTech.com and www.CustomBooks.com.

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