

# TRADE SHOW & EVENT MARKETING

## Choosing Promotional Products

### The Proof is in the Numbers

Promotional products are memorable and effective ... one of the few forms of advertising that people say they feel good about getting!

Here are the highlights of a recent poll\*:

- 84 percent remembered the advertisers of the promotional products they've received.
- 42 percent had a MORE favorable impression of an advertiser after receiving the item.
- 62 percent have done business with the advertiser on a promotional product after receiving the item.
- 81 percent of promotional products were kept because they were considered useful.
- More than three-quarters of respondents have had their items for more than six months.

Your employees, donors, customers and patrons will agree – an imprinted gift from you is a real keeper. Here's how to do it:

### Build Pre-Event Buzz

Objectives may be different, but the goal of hosting a booth at any event is to attract visitors. How are you building "buzz"? Most event coordinators will provide you with a list of attendees before the event or allow you to place branded promotional items in the event bags. Use this opportunity to entice your best prospects to visit you. If the event has a theme, be sure to play off of that. Here are a couple of quick ideas:

- Affix a poker chip to a postcard, and tell prospects to visit your booth for a chance to spin a prize wheel.
- Include a themed pin on a flyer, and ask prospects to "show us your pin" to be entered into a grand prize drawing.

### Attract Visitors During the Event

Your booth will attract attention if you give away some useful items for visitors to use during the event. Remember, don't just hand them out. First, walk prospects through a demonstration, have them take a survey or get their business card.

- Bottled water with your logo on the label is always appreciated.
- If your event is in a hot locale, sunscreen packets may be a good choice.
- Branded chocolates may serve as a nice pick-me-up snack.
- Mint tins are also popular and handy.

These inexpensive items will generate traffic, but you should have higher-end products available to distribute to prospects that offer high potential for future business. Items such as a USB flash drive or a leather portfolio will keep your name out in front of your best leads long after the event.

### Show Them They're Remembered After the Event

A simple gift that is functional and sent with a personal letter will be unexpected and appreciated. Make a positive impression with letter openers, pens or highlighters, just to name a few.

\*Source: Advertising Specialties Institute

## DID YOU KNOW?

**Promotional products generate more sales referrals.** Research done by Baylor University indicates that salespeople who give promotional products to their customers received 22 percent more referrals than those who did not use any ad specialty items.

**Promotional products increase customer satisfaction.** A survey conducted by Dr. Richard Beltramini of Wayne State University found that customers who received a promotional product with a "thank you" letter were 43 percent more satisfied with the company than those who received the letter alone.

**Promotional products improve direct mail response rates.** According to a study by the Dallas Marketing Group, a direct mail campaign that included a promotional product generated a 9.55 percent response rate. The same mailing without the product received a 0.7 percent response.



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