

Tipping the Trade Show Scales in your Favor

Are you planning to exhibit at a trade show?

A trade show promotional item given away at your booth can help draw traffic, create recall after the show, and provide contact information in a unique, memorable way to prospects. EmbroidMe can help you select the best promotional item(s) for your event.

At first glance, an event's crowded exhibition hall seems like a treasure trove for prospecting, generating viable new leads and driving product sales for your organization.



Yet, considering all the distractions of the show and your competition in the industry vying for the attention of conference attendees, interest-grabbers in the form of unique tradeshow giveaways or useful promotional items can help draw more people to your display booth.

With increased booth traffic, you will have the opportunity to meet and pre-qualify more prospects. And with a greater prospect pool, you will likely yield a greater number of viable leads and new customers.

According to *Incomm Center for Trade Show Research and Sales Training*, event attendees are 52% more likely to stop by your exhibit if you have an appealing promotional item to give them.



As a result, awareness and interest in your exhibit and product line increase -- and you enhance potential for greater sales performance. So, what kind of promotional item is most effective?

Here are important considerations to help you choose your giveaway.

- Does the item complement your company and product image?
- Do the giveaways you want to purchase match your budget?
- Are you able to easily imprint your key contact information and message on the trade show promotional item?
- Will you be able to get your shipment in time for the event?
- Is your giveaway unique and different from others you've seen?
- Is the item something YOU would like to have?

Effective Use of Giveaways

How you distribute your trade show promotional item makes a difference in its perceived value and marketing effectiveness. For example, do not stack your entire supply of giveaways on your booth table for just anyone to take.

This potentially diminishes the value of your "gift" to show attendees. Rather, personally and selectively hand out giveaways to visitors with whom you speak and who represent potential clients.

So what's an exhibitor to do?

Here are a few Examples of ad specialties that work as powerful people magnets:



- A **canvas bag** printed with your logo gives trade show attendees a way to carry all the brochures and objects they've collected during the trade show. Because guests will carry your bag throughout the convention, this ad specialty doubles as a powerful moving billboard for your company.



- A refreshing **private label bottled water** is always accepted with a warm welcome by trade show guests who have spent the day doing a great deal of walking and talking. When you customize the label with your logo and company name, customers will carry it throughout the convention and do your advertising for you.

- Did you know that you could **private label your own snacks**? You can and it's incredibly inexpensive. Hungry trade show guests will happily stop by for a bag of chips, pretzels, candies, or other snacks in package with your name on it. Guests appreciate your gesture of kindness and will often stop and chat for a few minutes to return the favor. This gives you the ideal opportunity to engage in a conversation and make those important connections.



Through thoughtful distribution of advertising specialties your product will be more memorable to your prospect and serves as a way to show your appreciation for the booth visit.

For more great trade show booth ideas designed to drive crowds to your exhibit area contact us today.