

the Cooperator Expo

EXHIBITOR WORKSHOPS

Strategies for Using Promotional Products to Improve Exhibiting Results

Benefits:

- Grab attention
- Stand out from the crowd
- Demonstrate interest in attendees and build their interest in you
- Motivate and guide people to action
- Reward for taking the action you want
- Support your messaging objectives
- Differentiate your company, products, and services
- Create top-of-the-mind awareness
- Build recall, so they think of you when they are ready to buy

Promotional Product Distribution Strategies:

- Contest
- Free gift at booth
- Send it in advance
- Send half in advance, pick up the other half at the booth
- Send something before the show, get something during, send something after the show

7 Success Strategies:

1. Identify who you want to use promotional products with. Existing customers? Prospects in sales pipeline? Potential new accounts?
2. Determine what action you want them to take to acquire the product. Call you? Visit your booth? Attend a session or event? Schedule a presentation or demo? Visit your website? Complete a survey? Participate in a needs assessment?
3. Determine how much you are willing to spend per person, per target group. You want to spend enough to catch their attention, impress them, and make them want to respond. You can get a lot of good promotional products in the \$5 to \$25 range.
4. Make it the secondary, not primary reason for response. You don't want them to take action to get the free product, you want them to respond because of interest in your products or services.
5. Make it unique. How many cheap pens does a person need? Be thoughtful and make your reward different than the status quo.
6. Make it useful. On top of the desk is better than in the desk. On the keychain is better than in the drawer. Think about your target customers' work day and what might be a useful product that would keep you in front of them.
7. Be sure it is high quality. Your promotional product is an extension of your brand. You do not want to give away cheap, inferior products.

Examples of Promotional Products

Card Holder



58" Golf Umbrella



Mophie Charger

