



GIVEAWAYS

Everyone at a trade show loves to collect “GIVEAWAYS”. Those items we pass out for a variety of reasons. The only question you need to ask yourself is whether or not there is a benefit to your company. If there is, what price are you willing to pay?

To answer these questions lets break down our prospective clients into 3 categories. There is the existing “KEY” customer, “HOT” prospect and the “GENERAL” passer by.

An existing customer is someone you want to keep and thank them for visiting your booth as well as give you an opportunity to discuss new business. Remember if they are at the show they are bound to talk to your competitors. On that note, invite key customers to your shows with a special invitation and let them know that in appreciation you have something to give them. This giveaway should be worthwhile and definitely not a standard inexpensive pen with your logo.

The hot prospect should also be notified in advance with an invitation to visit your booth. Your giveaway to them should also be of some value.

The general or new contact at a show is someone you want to reward for spending time with you but chose a giveaway that is well within your budget. Ask them to fill out your questionnaire or receive information after the show, sign up for your newsletter.

Avoid leaving a giveaway on a counter for anyone to take without contact with the booth staff!

Some of the basic considerations in choosing a giveaway can include, space to clearly place your logo and a web address, an item that has a purpose and might remain on their desk, an item that requires refills that you will gladly give them free of charge when they contact you, something new and unique that no one else at the show has.

Pre-show planning is the key to a successful trade show. Giveaways should be part of that planning and not an after thought. It takes time to choose the right item (delivery time), send out invitations and prepare the booth staff on who gets which gift and when they are to be distributed.

Power Displays & Exhibits can assist you with this task or refer you directly to qualified promotion companies that we have dealt with in the past. Please contact us if you require additional information.