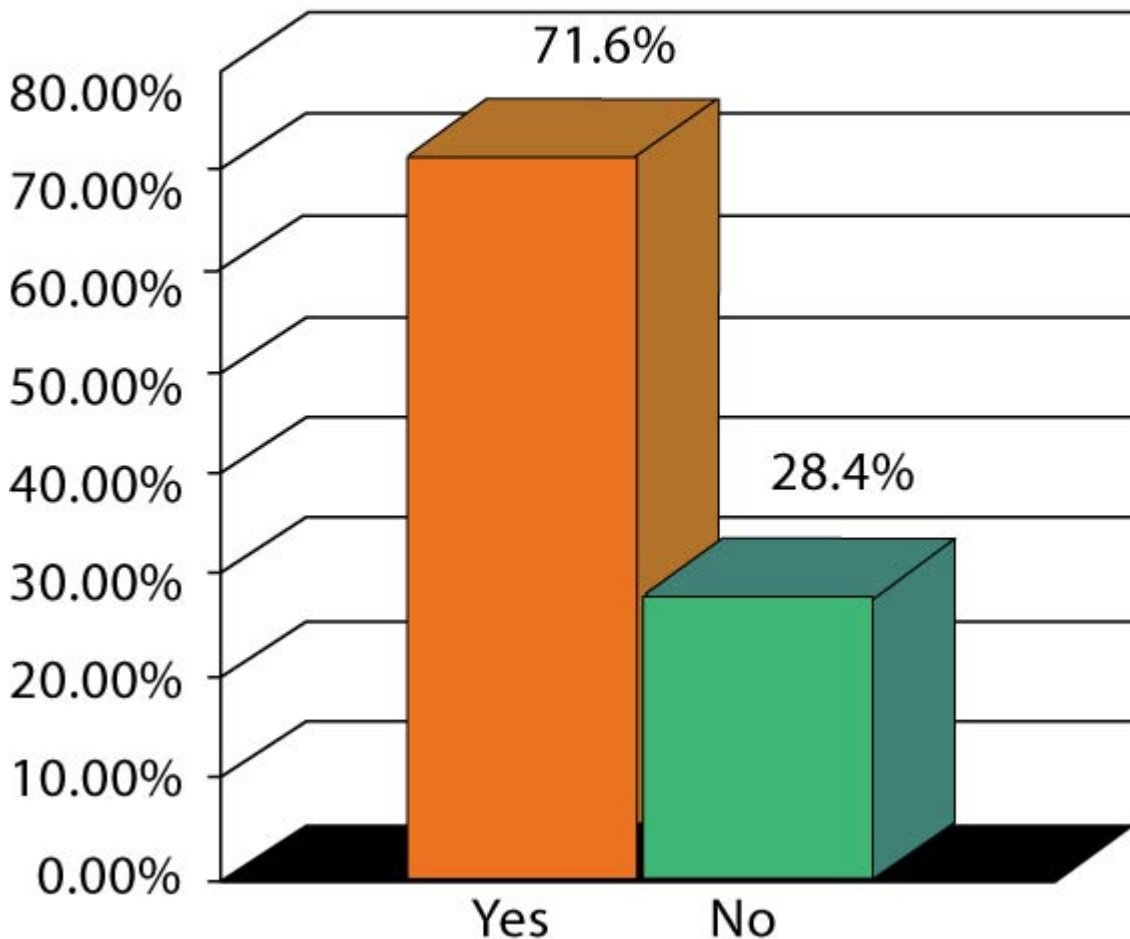


Make Your Trade Show Display More Successful!

Have you had mediocre results with your tradeshow booths in the past? Have you spent hundreds or thousands of dollars on your tradeshow display with little to no return on your investment? Research has shown that promotional products increase your tradeshow traffic to your display and that promotional products of great value generate more sales leads than products of lower value. In plain English please...If you give someone a \$0.41 cheap pen, they probably won't remember you. If you give them something of value such a personalized USB flash drive, then not only would that tradeshow attendee remember you, but they would be more likely to do business with you. In addition, the flash drive would be used over and over again yielding repeated advertising for your company. Here are a few statistics:

Percent Of Recipients That Remembered The Company Name



- 72% of tradeshow attendees who received a promotional product emembered the name of the company that gave them the product.
- 76% of attendees had a favorable attitude toward the company that gave them the product.

- Including a promotional product with a pre-show mailing increases the likelihood of an attendee stopping by the booth.
- As a rule, promotional products of greater value generate more sales leads than products of lower value.

If you are able to get the names and addresses of the show attendees, be sure and send them a promotional product and tempt them to visit your booth to receive a FREE gift. When they get to your booth, you can give them a promotional item of value so they will remember you increasing your chances of closing a sale.

Source: 2004 study titled The Effectiveness Of Promotional Products In Tradeshow Settings conducted by Georgia Southern University

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