

It's All In The Plan.

Meeting Professionals Rely On Promotional Products As A Part Of The Marketing Mix



Use Of Promotional Products At Tradeshows And Events:

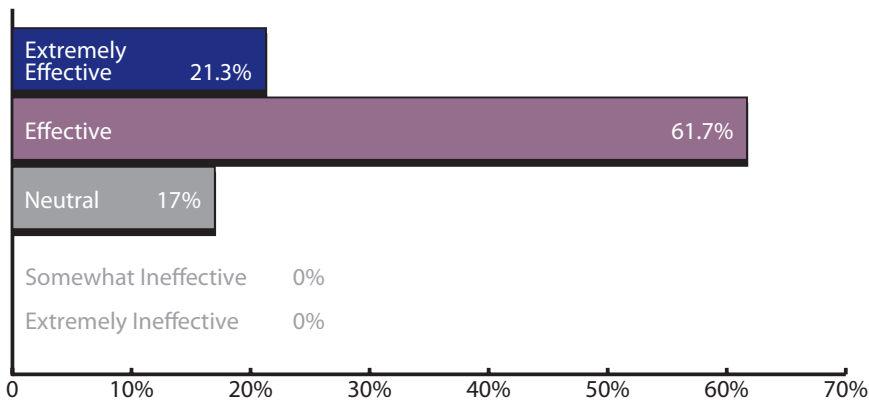
92.2% of participating meetings professionals said they use promotional products at tradeshows and events

Why Do Meetings Professionals Use Promotional Products?

SEVEN MOST CITED OBJECTIVES:

- **Increase Brand Recognition**— cited by 56.5% of respondent companies
- **Generate Goodwill**— cited by 52.2% of respondent companies
- **Increase Traffic At The Booth**—cited by 47.8% of respondent companies
- **Acquire New Customers**— cited by 30.4% of respondent companies
- **Generate Interest In A Product**— cited by 30.4% of respondent companies
- **Improve Company Image**— cited by 30.4% of respondent companies
- **Provide Contact Info**— cited by 30.4% of respondent companies

Effectiveness Of Promotional Products When Used At Tradeshows And Events



Events. Conferences. Conventions.

The **meeting** is an **essential** part of business—it's where ideas are born and deals are made. And, for the professionals specializing in the **meetings industry**, only **promotional products** seal the deal when it comes to **generating big business.**

**51 meeting professionals were polled by PPAI during a July 2009 Meeting Professionals International (MPI) convention in Salt Lake City, Utah.*

Demographics Of The Respondents:

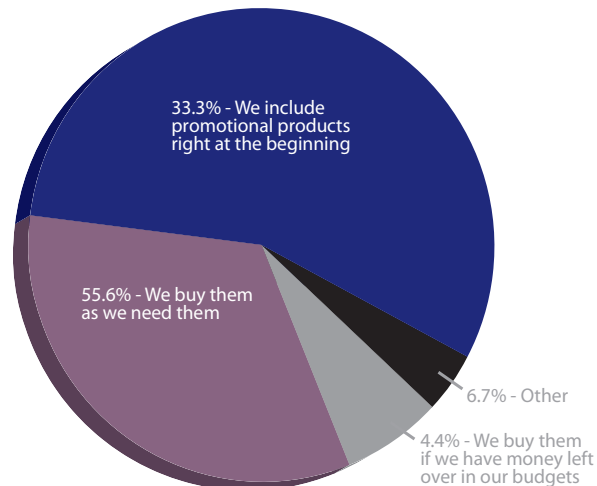
SIZE OF COMPANY:

Number Of Employees	%
100 or less.....	71.1
500 to 999.....	6.7
1,000 to 2,499.....	8.9
2,500 to 4,999.....	6.7
5,000 to 9,999.....	2.2
10,000 plus	4.4
Total.....	100.0

INDUSTRIES REPRESENTED:

Industries	%
Education	8.7
Finance/Insurance	6.5
Healthcare	4.3
Hospitality And Tourism	28.3
Manufacturing	6.5
Not-For-Profit	21.7
Professional	2.2
Wholesale Trade	2.2
Other	19.6
Total.....	100.0

In What Stage Of The Event Planning Process Do You Include Promotional Products?



How Do Meeting Professionals Measure The Success Of Promotional Products When Used At Tradeshows And Events?

TOP FIVE METHODS:

- 43.6% refer to the resulting sales growth to determine the successfulness of a promotional product
- 41% look to the rate of customer retention following the use of a promotional product
- 33.3% reference increased booth traffic resulting from the distribution of a promotional product
- 25.6% use customer acquisition numbers to evaluate the effectiveness of a promotional product
- 23.1% review increased productivity to gauge the performance of a promotional product

Three Most Commonly Used Promotional Products Used In Rewards And Recognition Programs:

1. Writing Instruments - Pens
2. Bags
3. Drinkware - Water Bottles

PPAI Research

© 2009 Promotional Products Association International. All rights reserved. Subject to change without notice.

For questions, contact Keith Vincent at keithv@ppai.org or call 972-258-3040.