



## FOR IMMEDIATE RELEASE

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### Tradeshow Professionals Cite Effectiveness Of Promotional Products As Traffic Drivers

**Irving, Texas (October 23, 2007)** How do tradeshow professionals draw crowds to their booths? To find out, **Promotional Products Association International (PPAI)** surveyed attendees at TS<sup>2</sup>, the industry event for exhibit and event professionals, in Washington, DC in July 2007.

The results of the PPAI survey demonstrate that tradeshow professionals find promotional products very effective in drawing attention to their tradeshow exhibit or event. More than **95 percent** of respondents report using promotional products at their tradeshows and events. Nearly 72 percent of respondents state that promotional products are either “extremely effective” or “effective” in accomplishing their goals.

The most commonly cited uses of promotional products by tradeshow professionals include:

- Increase name recognition – used by 79 percent of respondents
- Increase booth traffic– used by 64 percent of respondents
- Generate goodwill – used by 37 percent of respondents
- Attract new customers – used by 35 percent of respondents
- Generate interest in products – used by 34 percent of respondents

“Research shows most people keep promotional products for more than a year – and each time they use your imprinted product they actively engage with your brand,” said Paul Kiewiet, MAS, PPAI chair and vice president of Incentive Marketing, a CorpLogoWare affiliate. “When you work with a qualified promotional consultant to select products well-suited for a specific audience, you will not only increase the number and quality of show leads you generate, you will elevate your brand by creating a powerful and positive brand experience.”

The three most commonly used promotional products at tradeshows and events are:

- Writing instruments: pens were most often mentioned
- Wearables: t-shirts, golf shirts and logoed shirts were most commonly mentioned
- Bags: totebags were most frequently mentioned

The top three ways in which tradeshow professionals measure the success of the use of promotional products are:

- 56 percent of tradeshow professionals used “increased traffic at their booths” to measure the success of using promotional products at their tradeshows and events.
- 40 percent of respondents measured the success of using promotional products by tracking sales growth.
- 25 percent of respondents measured the success of using promotional products by tracking customer retention.

The survey garnered a 10.56 percent response rate. A total of 264 respondents out of 2,500 attendees completed the survey. The margin of error for the survey was +/-5.71 percent at the 95 percent confidence level. This means that if you conducted the same survey 100 more times, 95 out of the 100 administrations should yield results within +/- 5.71 percent of the current response percentages in the survey. Respondents were given promotional products upon completion of the survey and their names were entered into a drawing for a chance to win an iPod.

For more details about this study, please contact Anne Lardner at 972-258-3041 or [AnneL@ppai.org](mailto:AnneL@ppai.org).

For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at [www.ppai.org](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto:PR@ppai.org).

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.8 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.