

Boost Booth Traffic & Leads With Promotional Products

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The Power



Of Promotional Products...

Session Goals

- **Identify the term “Promotional Product”**
- **Demonstrate how the use of Promotional Products will add to ROI on trade show exhibits**
- **Interactively pursue new ideas and practices to increase each participant’s understanding of subject**

What is a Promotional Product?

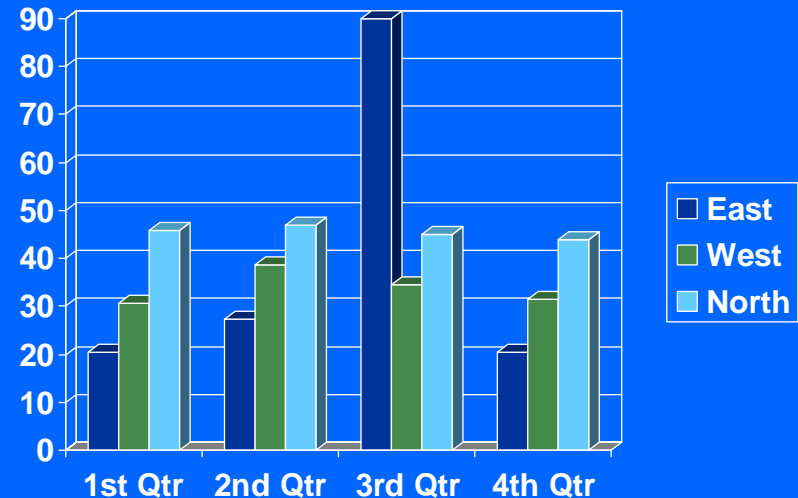
- **Items used to promote a product, service, or company program including:**
 - **Advertising Specialties**
 - **Premiums**
 - **Incentives**
 - **Business Gifts**
 - **Awards**
 - **Prizes**
 - **Commemoratives**
 - **Other imprinted or decorated items**

What is a Promotional Product?



Why **Invest** Into Promotional Products?

- The value of Promotional Products is in their ability to carry a message to a well-defined audience.
- Because the products are useful to and appreciated by the recipients, they are retained and used, repeating the imprinted message many times without added cost to the advertiser.



- **Value**

- Promotional Products provide a value driven platform to carry your message to a well defined recipient group

- **Effectiveness**

- Promotional Products effectively display your organization's core values and goals in a useful fashion when used repeatedly without added cost to you.

Advantages of Promotional Products

- **Flexible**
- **Tangible and long-lasting**
- **Impact easily measured**
- **Higher perceived value**
- **Compliments targeted marketing**
- **Compliments other advertising media**

Top Product Categories

1. Business Gifts
2. **Trade Shows**
3. Brand Awareness
4. Employee Recognition
5. Public Relations
6. Dealer/ Distributor Programs
7. New Customer/ Account Generation
8. New Product Introductions
9. Internal Promotions
10. Safety Programs

Tradeshow Study #1

**Pre-Show Marketing Increased Booth
Traffic**

Research Study Background

- Georgia Southern University 2004
- Pre-reg list of attendees for a 379 booth tradeshow
- Sample of 797 pre-registered attendees drawn from list of 2,000
- Sampling was divided into three groups.
 - Group A: Postcard **invitation** to visit the exhibitors booth
 - Group B: Received an **inexpensive promotional magnet** imprinted with the exhibitors logo and an invite
 - Group C: Received an postcard **offering a t-shirt** for redeeming postcard at the exhibitor's booth

Research Study Background

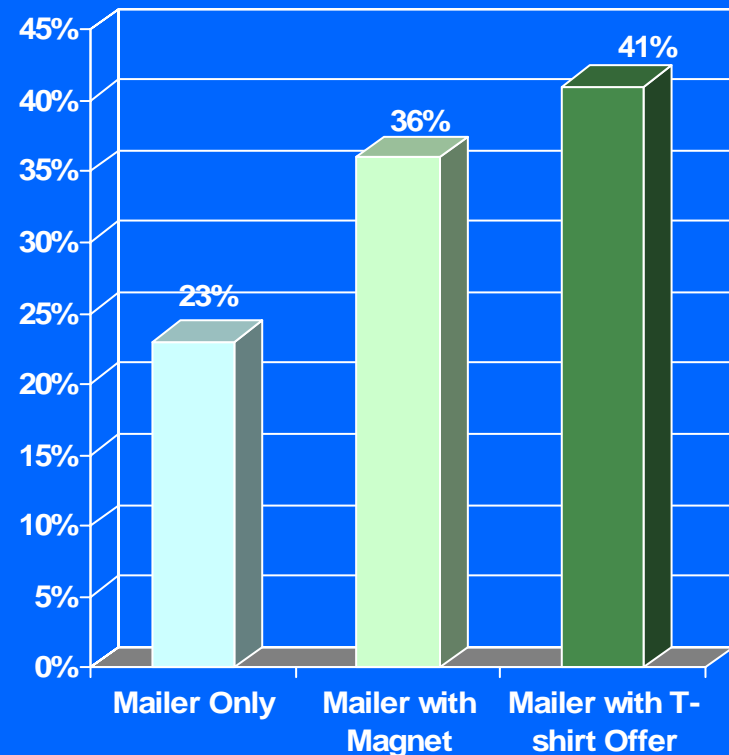
- **Control group was on-site registrants**
- **After the event, each exhibitor provided their attendee list**
- **Attendee lists were compared to determine which incentive type generated more traffic (and potentially greater number of sales leads)**

Study Results

Pre-show mailings with promotional products proved more effective than mailings without.

Of those that visited the booth who received the mailing and visited:

- **23%** received invitation only
- **36%** received postcard & magnet
- **41%** received t-shirt offer



Study Results

- **78% more people responded with the t-shirt offer than the postcard alone**
- **57% more people responded to the magnet than the postcard alone**
- **Including a promotional product (or an offer) with a pre-show mailing increases the likelihood of the attendee stopping by the booth to see the exhibitor's product**
- **As a general rule, promotional products of greater value generate more sales leads than products of lower value**

Study Results

- **Using a Promotional Gift in conjunction with pre-show mailings, is an effective tool to inform, remind and persuade attendees to stop by a booth.**
- **Increased traffic to a booth generates greater potential for more sales leads**

Tradeshow Study #2

Effectiveness of Promotional Products as Giveaways

Research Study Background

- **Georgia Southern University 2003**
- **Study was designed to explore how promotional products impact recipient's perceptions of a company, usefulness of the product, etc.**
- **Data collected through exit interviews at four trade-shows—18 multi-part questions designed to determine:**
 - **Their impression of the companies giving the product**
 - **Their perceptions about the product and its usefulness**

Study Results

- **62% of those surveyed stated they had received a promotional product. Of those that received a product**
 - **72% remembered the name of the company that gave it**
 - **76% had a favorable attitude about the company**

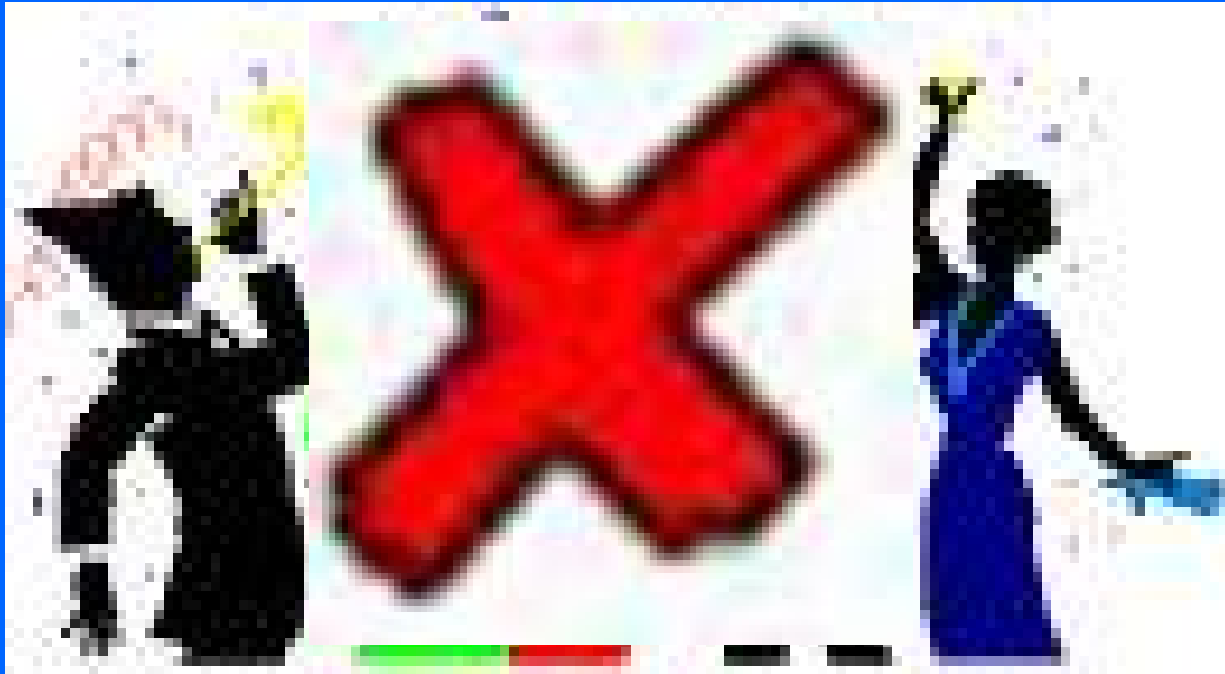
Study Results

- **Providing promotional gifts to attendees at trade shows:**
 - **increases the likelihood of them remembering the name of the company**
 - **creates a favorable image of the company in the mind of attendees**

If Everything That Happens BEFORE
The Show Is Marketing.

And Everything That Happens
AFTER Is Sales.

What Happens DURING The
Show?



- **A Planned, Concerted Effort That Bridges Your MARKETING Campaign To A SUCCESSFUL SALES EFFORT**



Trade Show Training

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How To Blow \$20K In 4 Days



- Booth - \$8,000
 - Freight - \$3,000
 - Personnel
 - Salary... \$900
 - Airfare...\$800
 - Hotel\$750
- $\$2,450 \times 3 = \$7,350$
- Printing - \$650
 - Miscellaneous - \$1,000
- Total: \$20K**

How To Turn A \$20,000 Investment Into A Successful Sales Program...

- **Pre-show incentivized mailer**
 - **Trip Builder**
- **Reward for visiting booth**
 - **Pen, Jotter, Tote Bag, Tech item, etc.**
- **Post show gift follow-up**
 - **Mug: tiered approach based on potential**

Julia O'Conner

Trade Show Training