

# Tradeshow Professionals Cite Effectiveness Of Promotional Products As Traffic Drivers



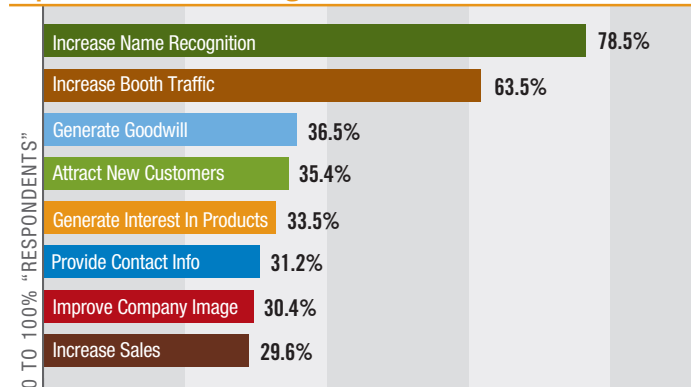
## Usage Of Promotional Products At Tradeshows And Events

95 percent of respondents reported using promotional products at their tradeshows and events.

## Goal-Driven Uses of Promotional Products

Products carefully selected for their suitability to a specific audience not only increase the number and quality of show leads, but also elevate brands by creating positive, compelling brand experiences.

### Top Goals Cited For Using Promotional Products



REASONS FOR USING PROMOTIONAL PRODUCTS  
Sum exceeds 100% as respondents could select all applicable goals.

## Most Commonly Used Promotional Products

(in order of preference):

1. Writing Instruments
2. Wearables
3. Bags

The vast majority of tradeshow professionals say that success in garnering viable sales leads at shows hinges on capturing attendees' attention.

How do tradeshow professionals draw crowds to their booths? To find out, PPAI surveyed a sample of 264 professionals at TS<sup>2</sup>, a tradeshow for tradeshow professionals and event planners, in July 2007. The results of this survey indicate the extreme importance that promotional products represent to distributors and their ability to reach out to potential buyers in a tradeshow environment.

## Gauging The Success Of A Campaign

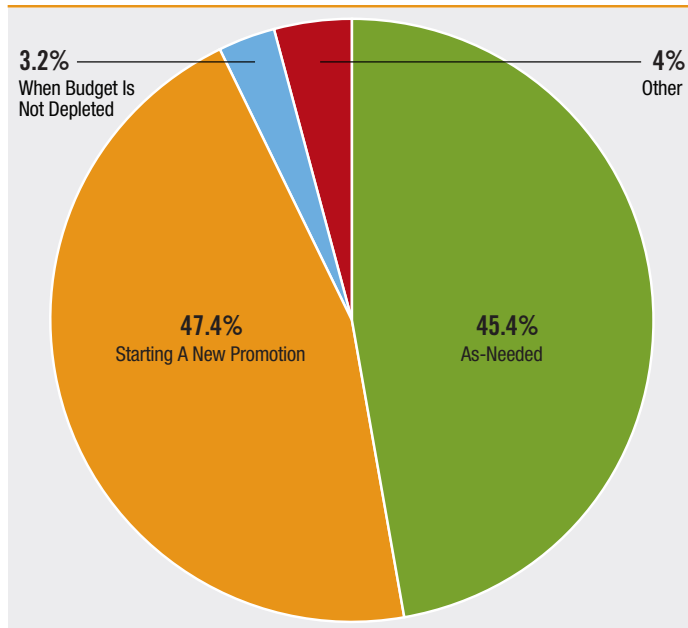
Of the 95 percent of respondents using promotional products at trade events, 71 percent find them “extremely effective” or “effective” in accomplishing their goals. The top three ways tradeshow professionals quantify successful use of promotional products:

- 60 percent look for an increase in booth traffic
- 40 percent track sales revenue
- 25 percent track customer retention

## Timing Is Everything

Respondents indicated the point at which promotional products purchasing is considered is commonly split nearly evenly between the planning stages of a promotion and ordering on an as-needed basis.

## Decision Time For Buying Promotional Products



### Methodology:

Promotional Products Association International (PPAI) surveyed attendees at TS<sup>2</sup>, the industry event for exhibit professionals in Washington, DC in July 2007. This was an intercept survey of visitors to the PPAI booth. Respondents were asked to complete a short survey with the offer of promotional products incentives. In addition, participants entered a drawing to win an iPod. A response rate of 11 percent was achieved (264 total respondents). The margin of error was +/- 6 percent at the 95 percent confidence level. What this means is that if you conducted the same survey 100 more times, 95 out of the 100 administrations should yield results within +/- 6 percent of the current response percentages in the survey.

## Demographics Of The Respondents:

### SIZE OF COMPANY

Number of Employees	%
100 or less.....	46.2
101 to 499.....	20.0
500 to 999.....	10.0
1,000 to 2,499.....	8.5
2,500 to 4,999.....	3.8
5,000 to 9,999.....	5.0
10,000 plus .....	6.5
Total.....	100.0

### INDUSTRIES REPRESENTED:

Industries	%
Other .....	39.9
Manufacturing .....	22.9
Professional.....	7.0
Healthcare.....	6.6
Education .....	3.9
Not-For-Profit .....	3.9
Retail Trade .....	3.1
Finance/Insurance.....	2.7
Transportation/Warehouse .....	2.3
Hospitality/Tourism.....	1.9
Public Administration.....	1.6
Automotive .....	1.6
Wholesale Trade .....	1.6
Utilities .....	1.2
Total.....	100

### WHO RESPONDED:

Position	%
Convention/Tradeshow Manager/Coordinator .....	14.0
Event Mgr/Coordinator/Meeting Planner .....	6.8
Marketing Director/Manager .....	25.8
Graphics Manager/Design Coordinator .....	4.5
Product Marketing .....	1.9
Project Manager .....	4.2
President/Owner .....	8.7
Vice-President .....	3.4
Sales Manager/Director/Manager.....	3.4
IT .....	.4
Director of Events.....	1.1
Other Varied .....	20.8
No Response .....	3.8
Total.....	100