



Why use promotional merchandise?

The business opportunities and rewards of taking space at an exhibition are well known but it's important to do it well and not forget about the details.

In this guide we focus on promotional merchandise, an effective advertising medium to create brand awareness, engagement and loyalty.



Advantages to using promotional products



It's **your brand in their hand**, it's a very tangible medium



It can be a **conversation starter**. Sometimes visitors don't like to stop at an exhibition stand to merely browse so the promotional items can certainly help engage a conversation

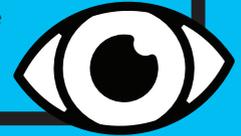
Your **staff can contribute** too. Wearing branded clothing creates enough space to place key messages, moving around the stand/hall at the same pace as everyone else



More and more people now **share** images on social media if they've received something they really value



It's **mobile**. If chosen well it makes your brand visible in areas of the hall you may not have a presence, people will know you are there, somewhere



The branded product used is being **seen multiple times** a day, for example a coffee mug could be seen and used 1500 times a year

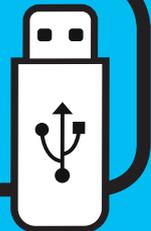


Longevity - people keep useful products sometimes for years. Merchandise keeps your brand memorable, creates awareness and acts as a talking point long after the event



It's a **cost effective** medium. Even 250 branded pens could cost, with origination and carriage, less than £200+VAT.

Products can be **relevant and useful** - the biggest reason why recipients keep them

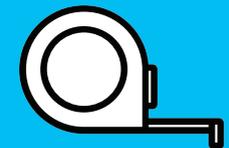


Feel good factor - often it will be perceived as a gift, and ideally used to reward stopping at an exhibition stand, completing a survey, listening to a seminar, taking part in a competition etc

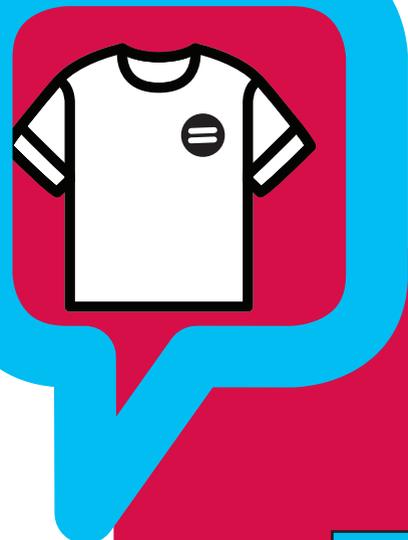


A really great promotional gift, will often be kept much more than a leaflet or brochure so a post-show follow up call, helps **create a memory**.

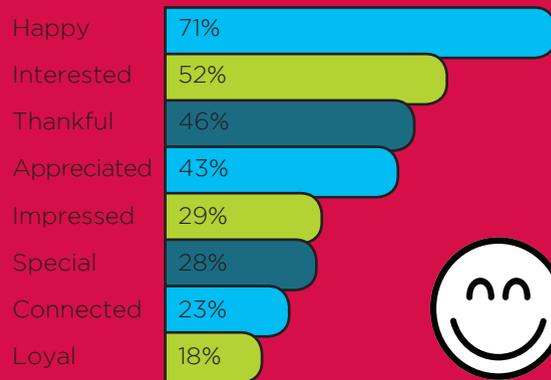
"we were the guys that gave you the inflatable beachball, latte mugs, branded tape measure ..."



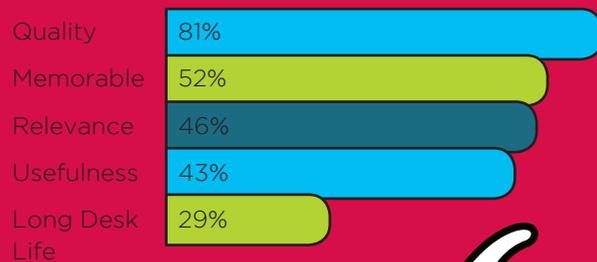
Feel Good Factor!



EMOTIONAL CONNECTION TO PROMOTIONAL PRODUCTS



WHAT MAKES A SUCCESSFUL PROMOTIONAL PRODUCT?



TOP PRODUCTS THAT WORK WELL AT EVENTS

1. Pens
2. Bags
3. Mugs
4. Sweets
5. Powerbanks
6. Stress toys
7. Sports bottles
8. Cuddly toys
9. Earphones
10. Keyrings
11. USBs
12. Note pads
13. Bottled water
14. Lanyards
15. Badges (Staff)
16. Polo/T shirts
17. Mobile phone or glass lenscloth
18. Lipbalm
19. Fun/relevant toy - fidget spinner or other
20. Travel wallets



THINGS TO CONSIDER:

Relevance



Make sure that the products are relevant to your campaign

Timing



You don't have to wait until the event - consider pre-marketing direct mail campaigns, maybe a teaser for an on stand competition prize with half of the message missing e.g. a jigsaw with final pieces/competition entry only available once data is captured on-stand

Point of display

Make sure they're in a prominent place, so that they can be used to attract visitors but make sure you have someone close by who can scan anyone who takes a product

It doesn't have to be your idea



Sponsoring the show lanyards, water or bags at point of entry is a great way to get huge awareness

Positioning

If staff clothing, think about placing your logo in a prominent position. Put your key message in bold on the back with your stand number and new product. One of your partners or sponsors' branding could go on the sleeve

Visibility

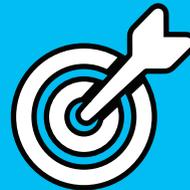


Consider bright colours that stand out, eg purple, pink or orange.



HOW TO SOURCE

It's really important to consider the target audience, what your objective is and how your audience can use the merchandise after the event. There are thousands of possibilities and suppliers of merchandise.



WHO CAN HELP?

The BPMA (British Promotional Merchandise Association) is the industry body representing the promotional gift industry. All members are credit checked and sign an industry code of conduct.

www.bpma.co.uk



Has the supplier you've chosen got valid customer testimonials, won awards or does it go above and beyond with a helpful, efficient service?



Should there be any issues, the BPMA has a mediation service to help support buyers. www.bpma.co.uk

Some organisations have in-house design services and can provide speculative ideas before your order is placed



QUESTIONS YOU WILL NEED THE ANSWERS TO



WHAT message do I want to get across?

HOW many items do I need?

WHAT budget do I have or require?

WHEN do I need the products? Don't leave it to the last minute!

WHERE do I want them delivered?

DO I want an off-the-shelf or bespoke option?

DO I need, and have time for, a sample before purchasing

WHAT colour do I need - will it work with my branding?

HOW many colours in my logo? How does this affect cost?

WHAT'S my call to action?

IS IT eye-catching enough and does it reflect the brand?

WHAT format do I need to provide artwork in? - ideally in EPS format

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