



Rules for Giveaways / Promotional Items

(Credits: Mim Goldberg, president, Marketech Inc. and Exhibitor Magazine)

Promotional items or giveaways should be integrated into your entire show strategy. Use them to reinforce a message and to recognize and or reward a visitor.

- **To begin, create a concept first:** Develop an objective of why you should use a giveaway and state any expectations you want in return. Ask yourself, "What are we trying to accomplish at this trade show?" "Can a giveaway help communicate our message?"
- **Make the prize specific to your business:** You can personalize your giveaway with your company name, phone, address or web address on the item, or you can use your own company's products as the giveaway.
- **Watch out for the "takers" / Avoid being hit-and-run:** Get something for your money! Develop a plan of action and follow through with it. Decide who you want to receive your premium. Decide what must they do to get it; fill out a lead card, watch a demonstration or talk to a sales rep are just a few suggestions.
- **Keep your premiums in a controlled area:** If you control the giveaway then curious hands will not be able to grab and run. Instead you will have time to engage in conversation and qualify the contact.
- **Unique and Effective premiums have high perceived value:** Giveaways do not have to be expensive; they just have to be perceived as valuable or unique by the attendees. Discover an attractive giveaway that no one else is handing out. Be creative and you will gain more attendee interest.
- **Useful giveaways are retained:** Choose a gift that attendees hang on to so it continues to remind them of your company. A gift that is not useful usually ends up in the trash or given away.
- **On the desk is better than in the desk:** The 'on the desk' gift will provide an on-going reminder of your company.