



# Win The Trade Show

How we can help you drive traffic to your booth, land customers, and steal the spotlight with your brand.

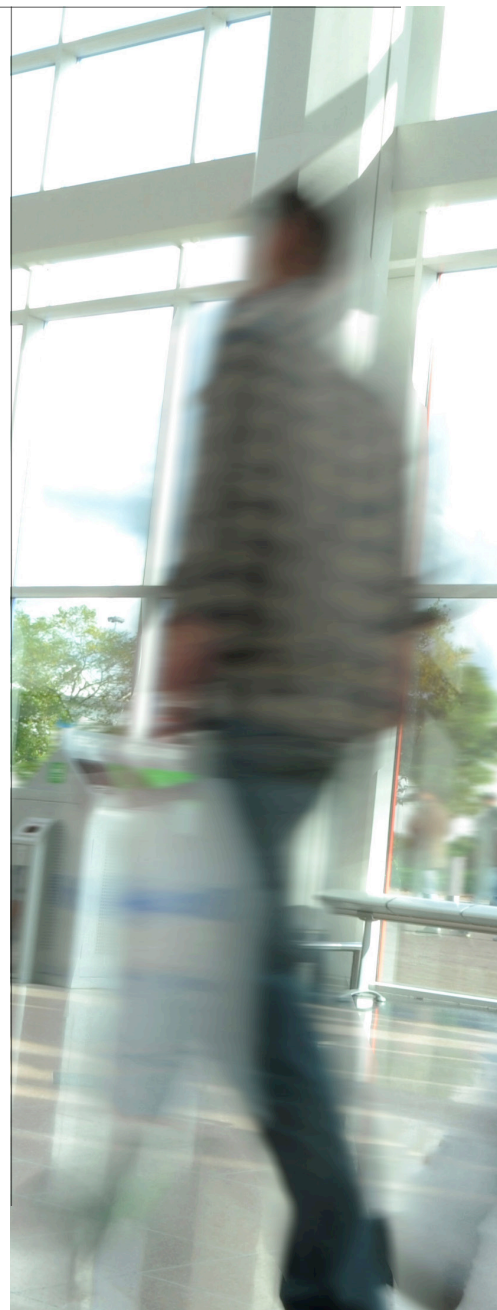
Flights booked, hotel reservations made, booth reserved...it's Trade Show time! And you don't want to merely attend the show, you want to WIN THE TRADE SHOW. So....now what? If you are in charge of handling your company's presence at a trade show or event, then you know that there's a lot on your plate. So many different things to organize, balls to juggle, plates to spin — where do you start?

That's where we come in.

We have over 20 years of experience helping companies and organizations just like yours to WIN THE TRADE SHOW. How do we do it? We learn about your company, understand your brand, and work with you to create branded products and apparel that represent you. That promote your brand. That present your company in the best possible light. So you can win.

In our experience, there are five key points:

- Outfit your team
- Drive traffic to your booth with the best giveaways
- Hand out custom bags
- Focus on booth decor
- Come up with a show-stopping raffle prize





## 1. Outfit Your Team

According to Forbes Magazine, looking sharp is a key “commandment” of a successful trade show and we couldn’t agree more.

Thinking about what to wear at the show should not just be for the fashion-conscious. In fact, there shouldn’t be much thinking at all. Having coordinated branded apparel makes it easy to ensure that your entire team looks good and on-brand.

Coordinate with your booth, coordinate with the rest of the team, coordinate with your brand colors. You can decide whether to go basic with polos, go dressier with embroidered dress shirts, or stand out with something different like custom-branded cardigans or sweaters.

If you’re not sure which way to go, or need help deciding from among the dozens of polos, dress shirts, or sweaters available to you, we’re here to help. Our experts will be right there with you to make sure that your boothwear enhances your brand message to present a united front to show attendees.

*“Having coordinated branded apparel makes it easy to ensure that your entire team looks good and on-brand.”*



### Trade Show Tip

Don’t forget about lanyards! They are trade show essentials and pull together the whole outfit for your team.





## 2. Drive Traffic With The Best Giveaways

What your company gives away at your booth could be the difference between being The Destination everyone at the show is buzzing about...or just another booth. You want to make sure that the buzz over your brand continues long after the trade show is over, too. 85% of promotional product recipients could identify the advertisers on the promotional items that they own\*. But with so many thousands of products to choose from, how do you choose the right one to match your brand message? That's where we come in.

If you're on a budget, customized sunglasses are a solid choice. Everybody loves branded shades, and having them on display at your booth draws attention. Even though you're most likely indoors, custom sunglasses are always a hit.

Tech giveaways are also extremely popular, and for good reason. There are over seven billion mobile devices in use in the world today, and there is an ever-growing market need for accessories to complement these devices. The right giveaway, like power banks or mobile phone card wallets, will have folks flocking to your booth.

If tech items would not appropriately represent your brand, promotional desk accessories or office items also make great giveaways. Consider that 61% of desk accessories are kept at the workplace — that's 40+ hours a week of serious brand exposure, making those "old school" accessories extremely useful. Fun surprising fact: younger consumers are actually the most likely to own office items.\*\*

\*ASI Impressions Study 2014 | \*\*ASI Impressions Study 2012



### Trade Show Tip

The IT product of the year is the Selfie Stick! These bring along the extra bonus of encouraging recipients to take pictures with it around your booth, so you get multiple exposures in one!

*"Everybody loves trade show freebies – make yours the one they keep."*





### 3. (It's in) The Bag

Here's a trade show secret: more brand impressions are seen on bags than on any other product. A bag generates a whopping 5,700 impressions throughout its lifetime\*\*\* and trade shows account for many of these impressions. Why? Because at trade shows EVERYONE carries a bag around to hold all the awesome giveaways you give them. In fact, a bag is probably the single-most important product a trade show attendee can get. Think about handing out branded tote bags, put your logo ON the bag, as well as IN the bag, for extra exposure.

For a great value, start with a classic non-woven tote. These tend to be inexpensive and simple, with large imprint areas.

If you're looking for an upgrade to make a better impression, we can recommend a bag with more features, like more pockets, a larger imprint area, or an adjustable shoulder strap.

For a truly top-of-the-line impression, you can go upscale with bags with sturdier construction and a more retail-inspired look. Fashion and cosmetics companies can benefit from these premium branded bags.

An extra bonus of giving away a promotional bag is that recipients tend to use them way after the event ends. Grocery shopping, running errands, bringing lunch to work — the possibilities are endless!

\*\*\*ASI Impressions Study 2014



#### Trade Show Tip

Invest in a quality bag that you'd want to carry around after the event. Chances are attendees will too, increasing your ROI.

*"A bag generates 5,700 impressions throughout its lifetime."*





## 4. Booth Décor

A discussion about WINNING THE TRADE SHOW would not be complete without consideration to the booth itself. An attractive-looking booth can entice more show attendees to stop by to talk to your well-dressed team and put your carefully-selected awesome giveaways into your custom-branded tote bags.

When you're thinking about your trade show booth, there are several things to take into consideration. First, booth location. If you can, try to set up your booth in a highly trafficked area like a main aisle, or better yet, a corner table in a main walkway. It's a real estate game – the more people who *could* stop by your booth, the more people who *will* stop by your booth.

Make your booth stand out; an innovative booth will draw a crowd. We can help you customize table drapes and pop-up stands to get you started, but a little extra creativity can make your little corner of the trade show must-visit territory.

Add some customized inflatable booth furniture, hand out branded water bottles, and become the spot where attendees stop and take a load off. More time in your booth = more opportunity to make contact with potential clients.

*“An innovative booth will draw a crowd and get them talking.”*



### Trade Show Tip

Set up a charger station to let attendees charge their devices — they'll be grateful and you'll have an opportunity to talk up your product or service while their phones charge.



## 5. Raffle Prizes

We've already talked about everybody loving free stuff, but sometimes you've got to go bigger. Advertise a premium raffle prize, and you'll get attendees pouring into your booth.

The sky's the limit here, so talk to us about your brand message and your booth theme and we'll help you come up with THE must-have raffle prize. Aviation company? How about a remote-control flying drone? Outdoor company? Try a dual chair/cooler/umbrella with speakers. Or talk to us about creating a completely custom amazing raffle giveaway, like a custom-wrapped guitar, surfboard, or scooter.

Once you've figured out the best raffle prize, the next step is determining the rules of the game: you could do a simple visitor draw, but you could also take the opportunity to educate booth visitors on your brand by entering them *after* a presentation is completed.

Remember, the main goal of a trade show is to land new customers, and getting visitors into your booth is key. A great raffle might just be what you need.

*"Advertise a premium raffle prize, and you'll get attendees pouring into your booth."*



### Trade Show Tip

Ever thought about scratch tickets? They are a great way to drive traffic to your booth and get your customers excited about working with you!



## To sum it all up...

A successful trade show requires some coordination: you've got to outfit your team, choose the best giveaways, find the right bag, decorate your booth, and top it off with a raffle prize that will draw in business. It's a lot, and maybe you're getting some heat about it from your boss... but that's where we come in. We've been working with companies just like yours to coordinate their custom-branded trade show products for over 20 years. With our help, you can Win the Trade Show.

Relax. We got this.

[pinnaclepromotions.com/tradeshow](http://pinnaclepromotions.com/tradeshow)  
800.351.4226

