

EVENT SWAG – MAKE A DIFFERENCE!

Swag bags are often filled with the same old stuff, much of which is being tossed in the trash as soon as they leave the building. Just because an item is free, it doesn't mean it's desirable or useful... the delegates won't need another USB flash drive, and they certainly don't need another mug or envelope opener.

But don't underestimate the power of a cool event gift - great swag can make difference by leaving a strong first impression and serving its promotional purpose by being used over and over again by your key prospects and customers.

So to maximize the potential and make sure that your give-away doesn't end up in a garbage can, sharpen up, let your team to get smart and creative with it and bring along something unique, exclusive or personal that will catch the attention of event attendees and have them singing.

Take it...

- Attendee-specific information
- Electronics
- Attractive clothing
- Anything for children

...Or Toss It

- Printed collateral
- Anything that won't pass airport security
- Super-branded items
- Cheap, low-quality items

