



# Using Trade Show Giveaways

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## Using Trade Show Giveaways

Have plenty of trade show giveaways, such as business cards, brochures, pens, magnets, and anything else that has your company name and/or logo on it. Most people who attend trade shows are expecting to take home some goodies. And be sure to use display racks for showing your flyers, specials, brochures, and such.

### FOOD

Offer something a little different as a trade show giveaway... **FOOD**. If you can, package your food in a way that will allow you to have your company contact information on it.

### Gift Certificates

Offer Gift Certificates for some of your services as a trade show giveaway.

There's nothing better than getting a deal and when they 'cash in' their certificate, they will see how valuable your services are and will come back for more.

### Prize Drawings

Have a draw for a prize. Offer a prize that in some way complements your business if possible, and appeals to anyone. Have visitors and entrants sign a guestbook, fill in a ticket, or drop their business cards into a fish bowl or gift bag. The great thing about this trade show giveaway is that you can then use this information at a later date to make a follow up contact.

### Portfolio

Have a portfolio of your work available as part of your trade show display. Print off some of your best projects, put them into plastic sheet protectors, and arrange them in a binder. Then lay out the binder where visitors can flip through the pages.

If the trade show will be on for an extended length of time, be sure to have assistance in manning your trade show booth so you can take a break. If you don't have the option of having someone take over for a bit, be sure to put up a note that tells people how long you will be gone or when you will be back.

Most importantly, be friendly and inviting. Say "Hi" to those that turn and look toward you or your trade show booth. Strike up a conversation and be sure to have a short introductory speech ready. And... have fun!

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