



The Trend

- With tech integrating every facet of the business world, meeting planners need to provide attendees with portable power and Wi-Fi access so that they can have continuous use of their smartphones and tablets during meetings.
- Meeting planners are now including a wellness component in their meetings and providing promotional products that support these activities.

#Company Meetings



There are numerous reasons an employer might choose to host a company meeting—planning and strategizing, team building, on-site training, noteworthy lectures or maybe just some corporate-sponsored fun. Meeting planners know seamless scheduling, built-in breaks, networking opportunities, etc., make a successful corporate event, but you might know one thing they don't. For a meeting to be truly memorable, the promotional products need to be top-notch.

When discussing pre-meeting planning with your client, the first step is to learn about every facet of the client's event and identify situations where introducing a promotional item makes sense for enhancing attendees' experiences or giving them lasting memories of the event and their host.

Here are five ideas to help get your clients started.

1. Team Apparel

When it comes to team bonding, uniformity is key. Suggest your clients outfit their employees in color-coordinated polos, branded headwear or snazzy zip-up sweatshirts, and team pride will develop naturally. For company outings, it will be obvious that your client's group is the team to beat.

2. Travel Accessories

Company events tend to take place outside of the office, which means a lot of moving

from point A to point B. With your guidance, the client can have their attendees travel worry-free with giveaways like bags, power banks, Bluetooth®-enabled headsets or earbuds, sure to get any event off on the right foot.

3. Room Gifts

Nothing is more welcoming than a surprise hotel room gift. Recommend clients invest in tech items like a portable Bluetooth® speaker or wireless keyboard, a journal with the meeting itinerary printed inside, or a box of chocolate branded with the company's logo. Attendees will be pleased to receive a useful memento from their trip.

4. Meeting Room Giveaways

For presentations and meetings, it helps to provide employees with the tools they need. Enlist the help of a leather portfolio or a nice pen that will enable attendees to record important information.

5. R&R Ideas

After a long day of meetings, attendees love a chance to unwind and have some fun. Whether it's a trip to the golf course or rock-climbing, they will appreciate activity outside the meeting room. Suggest clients invest in non-business promos like branded golf shirts for golf events or T-shirts for company outings to let attendees know their host went the extra mile for the corporate event.



Tuscany™ Slim Executive Charger



Tuscany™ Journal & Pen Gift Set



Sierra™ Zip-Around Tech Portfolio

The Trend

- Concerts and festivals are driving the music industry thanks to social media marketing, the growth of the millennial generation, high-quality live audio products and a shift in consumer demand for live music experiences.

- While the classic T-shirt continues to lead merchandise sales, concert and festival attendees are gravitating toward tech products to round out their live experiences.



Unstructured Sandwich Cap



Bella+Canvas® Unisex Jersey Short Sleeve Tee



Folding Cooler Chair/Stool



Stretchy Mobile Device Pocket



Mood (Color Changing) Sunglasses



#Music Festival Merchandising



Whether folks are jamming to the oldies, singing along to Beyoncé or dancing along to a bluegrass band, music festivals are sprouting up all over the country. Fans are paying big bucks for once-in-a-lifetime opportunities to see multiple acts perform over the course of a day or more. In fact, music festivals are generating huge profits for the music industry, according to *Crain's*.

This surge in experience-based revenue is no surprise. According to Billboard, 32 million people go to at least one music festival a year. And in 2016, the top 100 worldwide concert tours grossed \$4.88 billion, an increase of 4 percent over the previous year, according to Pollstar.

The best part about the music festival market is that it's a natural habitat for promotional products. Fans love purchasing merchandise that will help them remember their favorite experiences, and that's great news for your client's business.

Distributors looking to break into this buzzing industry can reach out to festival promoters, merchandising companies and even corporate sponsors. These buyers are always

looking for new and trending items with high profit potential that will be music to their ears.

1. T-shirts

The concert tee has transitioned from a classic look to trending style, which makes it the perfect promotional investment. Not only do fans love collecting concert T-shirts, but they also wear them until the sleeves are tattered (and even past that). Festival sponsors can offer a limited edition festival T-shirt as an incentive for attendees to visit their booth or as a gift with purchase.

2. Hats and Sunglasses

Let's face it—outdoor concerts and music festivals can get hot. Attendees spend hours outdoors and need protection from the sun. Keep fans dancing until sunset with branded hats, logoed sunglasses and sunscreen.

3. Tech Products

Go to any concert or festival, and you'll see a sea of smartphones recording memories that will be shared and savored for years to come. To this end, suggest corporate sponsors and festival merchandisers offer tech products like selfie sticks, power banks and phone pockets to ensure festival attendees get the most out of their event experiences.



#Golf Outings



**Jerzees®
Easy Care
Sport Shirt**



With temperatures heating up, seasoned and rookie golfers are teeing off nationwide. There are a multitude of reasons to hit the links—the love of the game, the opportunity to get in touch with nature, a relaxing afternoon with friends or a strategic meeting with business associates. Golf can also be the vehicle needed to power a great cause. Charitable golf outings consistently drive participation and, subsequently, increase donation dollars.

While golf outings require a lot of planning to ensure that participants have a special experience, the quality of the giveaways can be a determining factor in whether or not the participant will return the following year.

If your clients are wondering how to resonate with their golf event patrons, suggest any number of these trending golf promotional products.

Golf Polo Shirts and Hats

Of course, what's a golf tournament without the perfect branded polo shirt? Donors will love the look of a classic polo branded with the event logo and your client will reap the benefits of increased brand exposure for the cause. Check out any golf tournament and every golfer will be sporting a sleek golf cap. This is another branding opportunity that can extend from your client's event to future rounds played by participants on other courses.

The Trend

- More organizations are using golf outings as a means to raise money for a wide variety of causes.
- Tech products and branded apparel are among the most popular gifts/prizes given by event organizers to participants at their golf outings.

Golf Towels

These days, organizers look for products that can be used at their outing and also in the future. A golf towel is an inexpensive, useful and highly visible giveaway.

Golf-themed Gifts

Whether it's a golf shoe bag, a divot fixer or a golf-themed water bottle, the distributor has many choices to offer, but it really comes down to understanding the organizer's budget and desired level of quality for participant gifts. For golf events, the sky's the limit, and if you suggest creative and functional golf promotional products, event organizers will truly appreciate the extra effort.

Tech Gadgets

Tech is hot in golf right now. From gadgets that help improve a golf swing, to electronic score-keepers, golfers are increasingly reaching for these tech products. Perhaps your client could use these branded products as awards for tournament winners, or maybe the top donors receive these special products.



**58" Vented
Auto Open
Golf Umbrella**



**Woodbury™
Chrome-Plated
Divot Fixer**

What Makes an Amazing Online Shopping Experience?

By Rose Mikan, Creative Director

→ Whether we're shopping for shoes, electronics, books, clothing, real estate, flights, tickets, higher education, promotional products or our dream cars, the best experiences are about easy access to information. We love the power that shopping on the internet has given us. However, that has created a demand for more. Now we expect to have information about every detail, forcing content managers and developers to provide more.

A good experience includes the most current information for making informed decisions such as features, materials, colors, textures, multiple views, shipping weights, price ranges, and a simple and secure checkout. It's the least we expect.

A great experience includes all that is in a good experience plus additional resources—latest trends, new arrivals, special promotions, full company details, legal terms, return policy, customer reviews, close-up zooming, interactive seating charts, comparisons, suggested items based on recent searches, multiple navigation menus, and a wish list or save option. Sometimes it is difficult to make decisions on the first visit, and no one wants to start over from the beginning! I am someone who has interruptions all day, everyday, whether I am at work, home or a recreational activity, so I, like others, require a website to be intuitive, friendly and please don't delete my cart. I'll be back.

An amazing experience offers everything that a good or great experience includes and

adds reassurance. We need confidence that whatever details we have submitted have gone through with a message confirming each choice (no blank screens or long hang-ups) and a subsequent email or text sent immediately to affirm our choices, pricing and shipping.

We don't necessarily want to become members of your store either, so "guest checkout" is appreciated. I am not a fan of storing information in hundreds of places and keeping track of even more passwords. My shopping experience shouldn't be yet another responsibility. It's the responsibility of the seller to ensure my data is secure and to follow up with specific shipping information; better yet provide a tracking number with a link to the carrier.

An amazing experience includes search filters by size, color, price, brand, location, age, material and other specific features. We should have the control to review our choices and access quick answers. We need the ability to change those decisions before clicking submit without losing any of the other decisions in the process. We should also have a minimum of 12 hours to change those decisions, without penalty or hassle, and know exactly what the contract is between ourselves and the sellers.

And lastly, we all love shopping in bed with our phones, so a responsive website that we can navigate with a thumb is critical, and sharing our experiences or purchases easily across most social platforms is important, especially for millennials!



1

17 oz. Vacuum Insulated Bottle



2

Cooling Towel

#TOP 5 ON THE WEB

3

PromoSpinner™



4

Pool-Side Water-Resistant Speaker



5

12 oz. Cotton Canvas Duffel Bag

