



#Trade Shows



40 million. That is the number of Americans who attend a convention, trade show or conference each year, according to ConferenceHound.com. The attendance numbers keep growing, but, more importantly, the influence of trade shows continues to expand. According to the Center for Exhibition Industry Research, 81 percent of trade show attendees have buying authority.

For promotional products, it gets even better. A Georgia Southern University study found that 76.3 percent of trade show attendees had a favorable attitude toward the company that gave them a product. That means that for all those millions of trade show attendees walking show floors each year, they actually use your client's branded giveaway. Not only do attendees keep promotional products, they hold on to them for up to two years, on average, according to SAGE.

By suggesting your clients utilize promotional products to build traffic at their booths, you can also sell the fact that their logos will reap the benefits of brand awareness, increased lead generation and better client relationships.

1. Tote Bags

If you've ever been to a trade show (or 30), you know the value of a good tote bag. With many exhibitors handing out a combination of literature and samples, there are never enough hands to keep a hold of everything. Branded tote bags will drive trade show attendees

directly to your client's booth. Utilize eye-catching graphics and your client's logo will be visible across the show floor.

2. Writing Instruments

Think about all the times you needed a pen at your last trade show. From jotting down notes on business cards to writing a reminder for an afternoon meeting, pens are the heroes of the trade show world. And these heroes could probably even wear capes (if your client wanted them to).

3. Tech Accessories

These days, it's all about tech. Phone pockets, USB Flexi-Lights and earbud organizers are the trending tech items making waves at trade shows. And, because of their utility, end-users will reach for their branded tech products every day.

4. Candy/Food

A full day on the trade show floor guarantees two things: tired feet and hungry stomachs. Your client can at least help with the latter thanks to branded food and candy items, like chocolate, cookies, popcorn, mints and more. Attendees definitely will come back to your client's booth for seconds and thirds.

5. Wellness Items

Hand sanitizers, tissue packs, and lip balm—these are trade show essentials. And they are the perfect branded opportunity for your client's business. When trade show attendees return home without a cold, they'll thank your client for putting their health first.

The Trend

- Both the number of trade shows and trade show attendees continue to grow each year.
- Trade show attendees want products that make their trade show experience better.

Hand Sanitizer Spray



Strappy Mobile Device Pocket



Mega-Show Tote



The Trend

• Doctors are seeing more patients daily than ever before, which means they are spending less time in their offices. Health care and medical companies that purchase doctor gifts are more inclined to give items that the doctor can keep on his or her person or use in the car.

• With technology driving innovation in the medical field, more hospitals are gifting doctors and nurses with tech items to make their day-to-day tasks more efficient.



Portable Metal Power Bank



Venezia™ Smartphone Wallet



#Health Care Appreciation



Twenty-four-hour shifts, administering flu vaccines and, of course, saving lives—health care professionals do it all. Doctors and nurses work around the clock to treat sick patients and keep others healthy. And they do it every day.

In a perfect world, we'd celebrate nurses, doctors, physicians' assistants and hospital staff every day. But, dedicated days and weeks of recognition and appreciation definitely can get the ball rolling, and promotional products make these occasions even more special. If your clients are in the health care industry, suggest they take part in these recognition activities to thank the people who keep us breathing.

National Doctors' Day

In 2013, there were more than 1 million doctors of medicine in the United States. Even after nearly a decade in school, a doctor's work is never done, and for that, we are thankful. On March 30, help your clients give thanks to the men and women who don those white coats. Whether it's a special pen, a USB charger or vacuum tumbler for the car, there are plenty of ways to show appreciation.

National Nurses Week

Not only are nurses counted on to provide excellent patient care, they often have physically demanding jobs that keep them on their feet most of the day. They're well deserving of our appreciation. In the United States alone, there are more than 2.7 million nurses putting on scrubs and going to work. That's a whole lot of people who deserve a big "thank you" come May 6 to 12. Show them that your clients care with a lunch bag, mobile phone wallet or water bottle.

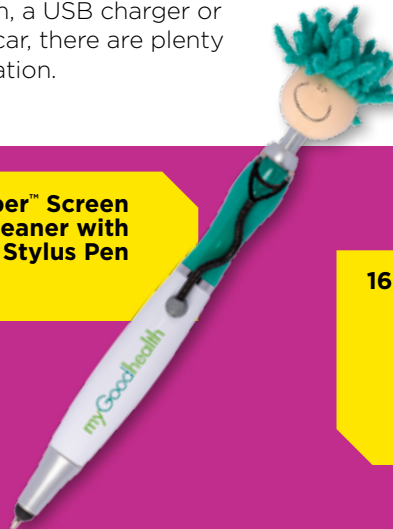
National Hospital Week

You wouldn't believe how many employees it takes to keep a hospital running. From medical assistants, to lab technicians, administrators and physical therapists, there are many people who deserve receiving some appreciation May 7 to 13. Suggest your clients invest in branded power banks, mobile phone pockets or chocolates to show hospital staff some gratitude.

Porter Lunch Bag



MopTopper™ Screen Cleaner with Stethoscope Stylus Pen



16 oz. Blue Monday Travel Tumbler





#Sports Marketing

The Trend

- While the bobblehead remains the No. 1 game day promotional item, teams are getting creative by incorporating sound and functionality. Additionally, the garden gnome is gaining in popularity.
- Professional teams are connecting with their past glories through the use of throwback jerseys, replica rings and trophies, commemorative baseballs and posters.

The Up-and-Comers

Product Ideas: Reusable tote bags, earbuds, replica championship rings, collapsible water bottles and blankets
 Recently, sports teams have been betting big on retro and throwback giveaways. For example, the Chicago Cubs gave fans branded, vintage toys like Etch A Sketch and Rubik's® Cube as game giveaways. Additionally, there is a rising trend that centers on the team's glory days. Multiple MLB teams have given fans replica championship rings so that they can share in those winning moments.

Because the typical sports season runs the gamut of cold and warm weather, seasonal items like blankets and water bottles have been gaining traction. This way, fans will have team-branded items to use no matter the season or weather.

And, to show you really know what's trending, consider the latest evolution of the bobblehead: the garden gnome. More and more sports teams have been going greener for their giveaways, and the garden gnome has fans going wild.



Sports are America's favorite pastime, and rightfully so. We eat hot dogs, watch our favorite athletes perform and unite to

cheer on our home teams. Increasingly, fans are heading to the stadium for another reason: giveaways. From throwback jerseys to bobbleheads, and even Chia pets, sports fans love receiving limited edition collectibles. But what does this mean for you? Professional, minor league and college teams are looking for new giveaway ideas and variations of existing ones. This business could be yours. In order to sell a successful sports giveaway, you have to know what promotional products are fan favorites.

The Staples

Product Ideas: T-shirts, jerseys, hats, rally towels, sunglasses and bobbleheads
 Just like peanuts and Cracker Jacks, there are several classic sports promotions sure to top every fan's wish list. Spectators love showing up to the stadium and receiving branded T-shirts. With an appealing price point, it's a great way to create a buzz and utilize a wearable promotion. If you're looking to step into a higher spending bracket, fans enjoy throwback jersey nights. Even better, jerseys are a top promotion because fans will wear them again and again.

For other ideas, consider proposing hats, rally towels and sunglasses. These promotions come at enticing price points, and have proven their value. And if a sports team is looking to showcase a particular superstar—past or present—fans love to collect bobbleheads, which consistently rank as the top giveaway at sporting events.



Jerzees® Dri-Power® Active T-shirt



Custom Bobblehead



GameTime!® Basketball Drawstring Backpack

Tech Confessions

By Rose Mikan, Creative Director

→ Life for me has been a series of tech items from a history of business and home computers, with various cables, connections and forms of storage and memory swimming in dust or pet hair! Memory, never enough memory. I am a particularly greedy person when it comes to megabytes—I mean gigabytes Love terabytes—hoard them, write over them, collect them all like Pokemon®. Yet, I have very little respect for memory these days. I feel that, in 2017, a discussion about lack of memory should be a thing of the past. Alas, I am still confronted by data issues on a daily basis; running out of memory and storage, desperately resaving important, time-sensitive documents and archives, and abandoning hardware for multiple clouds to ensure the security and stability of increasingly larger files.

I am not one of those people who leap to possess new groundbreaking technology, but I am very interested in current trends and innovations. While not being an avid collector, I have managed to amass a serious amount of cables and media, most of which are now defunct.

A promotional item can be a best tech friend. Many companies that want to reach out and be remembered for launching a new initiative or branding can give a lackadaisical person like myself a little gift that I will be very happy to use. I won't have to research anything. Whereas, I might see something like it in the retail world and question "Would this be useful? Does that really work? That's convenient, wish I had another." Now I can find out

for free and in the meantime, learn more about a new business or have renewed confidence in a current or previous vendor that I have known because they thought to share a useful promotional product rather than just a letter or a brochure.

So back to my pile or "tech collection"—now I am sorting through it, reminiscing through my SyQuest cartridges, Zip drives, Optical cartridges, FireWires, SCSI cables, RJ45 cables, a group of CATs, VGA, DVI, DSL, HDMI, USB card readers, USB connectors, USB memory, micro USB, etc. While I am reluctant to throw anything away, decisions must be made on what stays or gets used to tie up a bundle of wood! I can tell the gifts from the investments, as promos are usually brighter and more noticeable.

A new year has begun; the Consumer Electronics Show made its buzz, and I am intrigued by all the wonderful ideas coming to life. I ponder the presentations, curious. Seems interesting ... maybe someone will just give me something similar to pique my interest more, or I can pass it along to friends and associates. Tech promos can be opportunities for companies that are creating the more advanced, expensive craze, as people like myself may be very happy to possess something simpler with their name on it, to show support for the expensive innovation. Deep down, we all enjoy being tech collectors and sharing our battle stories, while separating what is viable today from the casualties of new development. Tech today, gone tomorrow.



1 Quilted Non-Woven Tote Bag



2 Power Bank Bluetooth® Speaker

#TOP 5 ON THE WEB



4 Venezia® Quilted Edge Journal

3 28 oz. Ice Age Double Wall Tumbler



5 Budget Bluetooth® Earbuds in Carabiner Case