

## Promotional Products

Promotional items/premiums only really work if they actually promote your product/service. Consider the following while planning for your next show:

- ▶ Did you put your name and contact information (at least your URL) on the piece?
- ▶ Is it convenient, something folks will use/keep?
- ▶ Is it compact, something folks can pack to take home with them?
- ▶ Are you displaying the piece in your booth, but don't just place it where someone can "grab it and go"?



### CONSIDER THIS

Consider using your promotional piece as a tool to disengage with folks – “thank you for stopping by, I would like you to have this \_\_\_\_\_ to use and remember us by...”.