



# Tradeshows & Events

## Encourage Engagement

### WELCOME TO THE SHOW!

- Upon arrival, distribute hotel key cards or local attraction gift cards in **Cardholders** custom-printed with event details and sponsorship branding.
- **Retractable Banners** with trending colors and graphics welcome attendees and set the stage for an exciting event. They are easily moved from venue to venue.
- Digital apps are now commonplace for event updates, but nothing replaces a **Printed Program**. Include a QR code to direct back to the app and mesh the experiences.
- Direct event traffic flow with durable **Floor Decals**. With quantities starting at one, change up the style and messaging to fit the theme of the venue, step by step.

### BOOTH BASICS

- Boost the basic **Business Card!** Tactile finishes such as **Raised Gloss** and **Raised Foil** will encourage a second or third look.
- Showcase “what’s new” within a display using **Table Tents** and **Pedestal Signs** that list features and benefits.
- Incorporate QR Codes on **Sales Flyers** and **Brochures** to directly link to product and purchasing information.
- High-performance logoed **Apparel** will keep the event team comfortable and your brand front and center. Don’t forget **Name Badges** to increase recognition.
- Choose giveaways used in everyday life, like custom printed packs of **Scotch® Lint Sheets** or **Post-it® Notes**. Attendees will be reminded of your brand long after the show.

### POST SHOW PRIORITIES

- Establish a regular cadence for follow-up using email, phone calls and **Direct Mail**.
- Sending samples and **Booklets** post-show ensures materials go to interested prospects avoiding unnecessary waste at the show site.
- Use variable data printed **Postcards** to add another level of personalization in correspondence or take it up a notch by handwriting branded **Notecards**.



## Virtual & Hybrid Events

More than 59% of marketers believe that hybrid events will be crucial to their event strategies. Ensuring digital attendees feel connected to the live event contributes to its success. Carefully curated kits sent to remote attendees bring the feel of an in-person show to their home office and encourage year-round engagement.



## Swag Bags that Convert

Stuff your swag bags with practical items attendees will use in their daily lives. This keeps your brand top of mind, builds loyalty and creates opportunities for online engagement.

## Revenue Generating Powerhouses

Fun runs and other athletic fundraisers ranging from silly to serious appeal to athletic enthusiasts and corporations encouraging wellness. This presents tremendous revenue-generating opportunities.

# Fundraising Marathon/Walk

## Support Community Involvement

### PAVE THE WAY FOR SUCCESS

- With the increased popularity of corporate wellness, enlist local businesses to encourage employee participation. Offer **Posters** to display in common areas to promote the cause.
- Leave **Rack Cards** with event and registration details at fitness and wellness centers for distribution to members.
- Sell sponsorships for pre-event activities that create excitement, encourage enthusiastic participation, and generate additional revenue. Print the sponsor's logos on the **Event Tickets** to further promote their brand.

### THE RACE IS ON

- Use custom **Forms** for same-day registrations and accurate record keeping.
- Use durable **Vinyl Banners, Outdoor Decals and Feather Flags** to identify start and finish lines and indicate course direction.
- Set up selfie stations using **Retractable Banners** as a backdrop and encourage social postings using event hashtags to increase awareness, show community pride, and boost donations.
- Offer **Yard Signs** for purchase that are printed with personal words of encouragement for teams or individuals and placed along the event route.
- Use portable **A-Frame Signs** to direct a moving crowd with differing start times.
- Stage volunteers identified with **Lapel Labels** along the route to distribute water bottles with custom event **Labels**.

### A FANTASTIC (PHOTO?) FINISH

- Offer photos for purchase to increase donation dollars and present them in custom souvenir **Photo Sleeves**.
- Send personalized **Thank You Notes** to event sponsors, donors and volunteers. Include a **Magnet Calendar** as a reminder to save the date for next year!