Eliminate Giveaway Guesswork

1. Make qualification for giveaways selective.

2. Keep the giveaways out of sight (unless you're using them to increase name awareness).

3. Use an entry form (lead card completion) to increase selectivity.

4. Find an item that has a natural link to your company's message.

5. Consider unique items over "copycat" giveaways to increase your company's memorability.

6. Remember that perishable items don't last as long -and neither do the impressions they make.

Reinventing The Giveaway

No budget for a giveaway at your next show? Don't give up just yet. Check the storeroom for any "leftovers" from previous promotions. Then find a way to adapt those items to your needs. For example, Amdahl had piles of opera glasses from a previous promotion. The glasses fit the show theme - "The Search is Over" -but unfortunately featured an imprint from the previous promotion. To remedy that, the imprint was covered with a sticker featuring the current campaign.

Voila! Instant giveaway, at a savings of several thousand dollars.

Always remember the 3 second rule: you have 3 seconds to show the attendees what you do, who you are and why they should do business with you!

For more information
Contact Gary Neidert
www.thehomeandgardenshowguy.com
972 771 7899 phone * 972 771 7928 fax * gneidert@ieimail.com
International Exhibitions, Inc., producer of
The Texas Home and Garden Show Series
www.texashomeandgarden.com