

Everyone  loves Promotional Giveaways!

TRADE SHOW GIVEAWAY PRODUCTS

What's in Your Bag?

WHO ARE THE REAL MVPS?

Everyone loves trade show giveaways! But which products are the real MVPs? We've compiled a list of the best trade show giveaway items - as well as why attendees love them and why they work so well!

Hot tip: Share this with your distributor clients to spark ideas and sales!



SMARTPHONE WALLET

 **Why attendees will love it:** Smartphone wallets attach to the back of all smartphones and store cash, cards, and driver's license. **They're convenient and great for professionals on the go!**

 **Why it works for you:** These handy plastic wallets are **cost-effective, lightweight to ship and make a big impact.** They're also incredibly easy to imprint with your logo.



REUSABLE WATER BOTTLE

 **Why attendees will love it:** Trade shows can be exhausting - and this is a great way for booth visitors to hydrate. **42% of people view an advertiser more favorably if they give an environmentally friendly promo giveaway!**

 **Why it works for you:** These bottles have a **long shelf life, meaning more brand exposure over a longer period of time.** They are likely to be used after the event!



TOTE BAG

 **Why attendees will love it:** With all the giveaways throughout the trade show day, attendees will truly appreciate a bag to hold all of their goodies! **They are also durable and long-lasting, making it more likely that visitors will use them after the show is over.**

 **Why it works for you:** When word gets around that an exhibitor is giving away bags, **attendees will flock to grab something to carry their giveaways in.** You can also include other promotional items inside the bag for even more exposure!



LIP BALM

 **Why attendees will love it:** This is an industry favorite, and bound to be a huge hit at any trade show. **Lip balm is useful and not very likely to get thrown away on the way out of the show floor.**

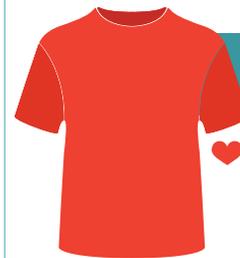
 **Why it works for you:** Lip balm is one of the most inexpensive promotional items on the market today. It also has a long shelf life if stored properly.



USB CHARGER

 **Why attendees will love it:** The compact and portable design of most USB chargers makes them convenient for travelers and businesspeople on the go. They usually are able to **charge multiple devices, so attendees can stay plugged in during the show!**

 **Why it works for you:** **87% of people keep power banks because they're worthwhile and useful!** Trade show attendees will be exposed to your brand on a consistent basis long after the show is over.



T-SHIRT

 **Why attendees will love it: Who doesn't love a free T-shirt?** Trade show attendees hunt down these giveaway items on the show floor because they're useful and present an instant value.

 **Why it works for you:** Attendees will often don the shirt on the trade show floor, which will increase brand exposure throughout the show. **T-shirts also allow advertisers to flex their creative muscles with funny slogans or appealing designs.**



FOOD ITEMS

 **Why attendees will love it:** This one speaks for itself! **Attendees will appreciate the chance to munch on snacks or candy after a long day of walking the show floor.**

 **Why it works for you:** Food items are great icebreakers to start chatting with a booth visitor. **Passersby are more likely to stop if they have a delicious reason to visit your booth.**



AUDIO DEVICE

 **Why attendees will love it: Bluetooth speakers and headphones are always a hit as a giveaway, especially for those who are traveling from far away.** They can be used on the train or flight home!

 **Why it works for you:** These items are great as **VIP items for your more special clients or prospects since they are higher-end products.** Offering VIP items makes quality prospects feel important and respected.



BREATH MINTS

 **Why attendees will love it:** Trade shows are networking events, and **popping a breath mint before a business discussion is never a bad idea.** Attendees will appreciate this giveaway immensely!

 **Why it works for you:** Branded mint boxes are relatively inexpensive and compact, so they're easy to ship to an off-site trade show location. **They're also useful and more likely to be shared amongst attendees.**