

promotional products **work**

4imprint customers tell you how they have used promotional products to grab attention, grow their business, say 'thanks,' raise awareness or otherwise spread the word!

**13th
Edition**

Stacey
with
4imprint
7 years

4imprint®



Welcome to the thirteenth edition of 'Promotional Products **Work**'!

And here we are with 'Lucky 13'! That's right—this is the 13th edition of Promotional Products Work.

I couldn't help but use the word lucky to describe this 13th installment of our ebook, but you know as well as I do that it has nothing to do with "luck." This labor of love is possible thanks to your hard work and willingness to share your successes with the masses. I couldn't be more grateful or more proud to call you a customer.

Choosing the "perfect" product to send the "perfect" message to represent your brand isn't easy. Our job is to make it easier for you, and I think this little ebook does just that. It's the collaborative nature of this project—real stories from real customers—that makes it so special. It thrills me to read these success stories, knowing others will benefit from your experiences.

Thank you for helping us help others. If you know someone who needs a little inspiration to boost sales, thank donors or celebrate achievements, share this ebook with them. Maybe they'll feel moved to share their success story with us. And maybe their story will inspire someone else. And that, my friends, is what true collaboration is all about.


I can't wait to hear how you're doing in 2018!

Best,



Kevin Lyons-Tarr
CEO
4imprint, Inc.

Kevin Lyons-Tarr
CEO, with 4imprint
27 years

P.S. Look for this icon  to see photos sent from our customers!



[table of contents]

booth buzz	3
bulid your brand	17
for your cause.	31
spreading the word	42
team unity	54
saying thank you	66
the carrot	78

booth buzz



Promotional products might just be the best thing ever when it comes to making sure your booth is the one they visit. Here are some ways to make sure there is a well-worn path right to your booth.



#118096, Astro LED Flashlight

Our non-profit organization holds an art symposium every year. This year, we celebrated our 30th Anniversary at a new-to-us venue. The campground has lodges and cabins with trails & tall evergreens and very few outdoor lights. We wanted to provide these flashlights to our members as safety/swag/memorabilia.

Renee from Mountlake Terrace



#115891-J, Flare Organization Jr. Portfolio

We give items to attendees involved in our research studies to promote our contact information as a reminder to recruit patients into our studies. We also order items for the patients recruited, with our contact information as a way to retain patients and show appreciation for their participation.

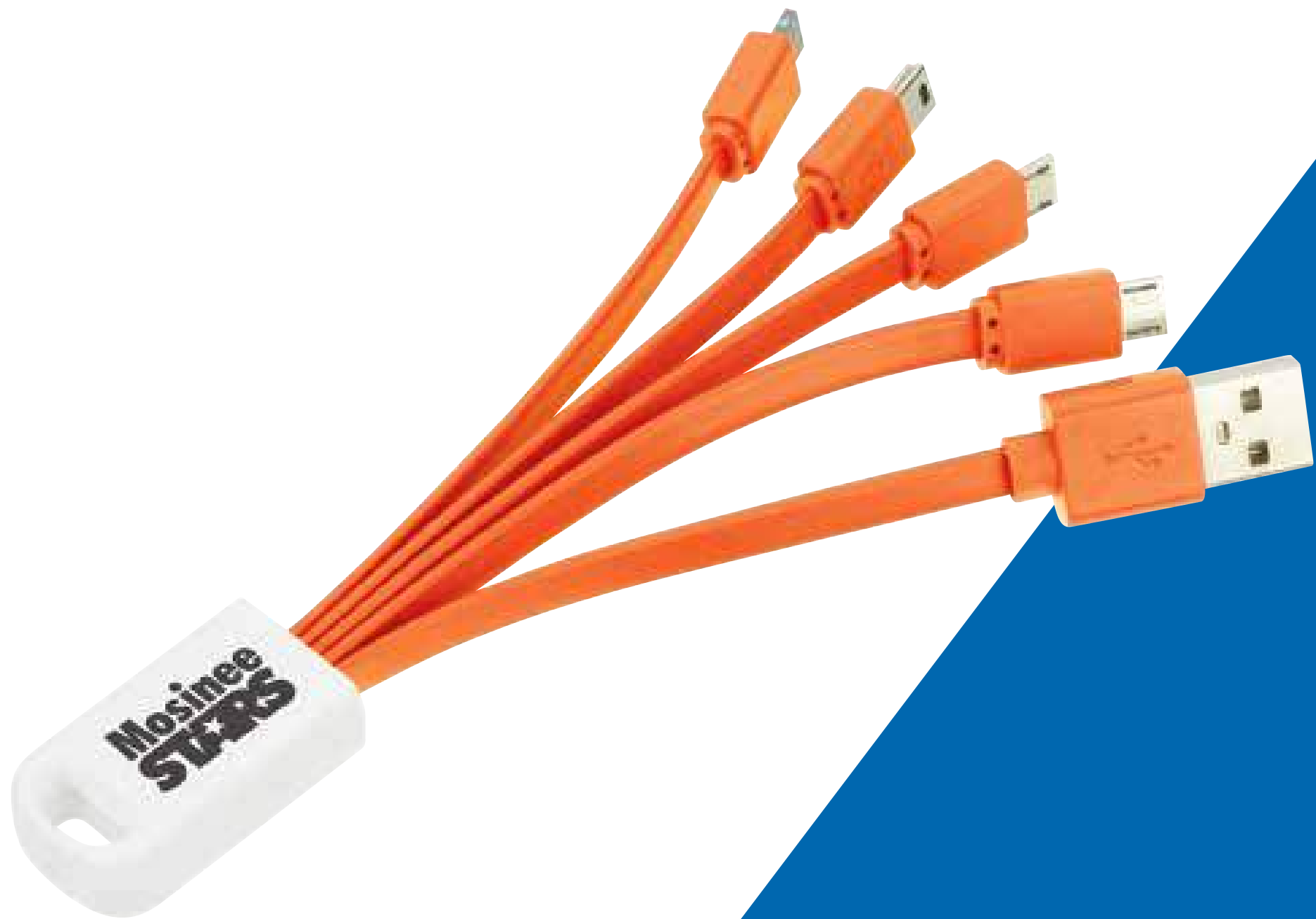
Nicole from Tampa



#115536, Aria Stylus Keychain

This was used as a “save the date”
invitational item to promote next
year’s conference.

Anonymous



#128659, Charging Cables

We purchased some items to entice new clients and engage them in conversation in hopes that we can focus on starting a working relationship together.

Lisa from Greenwood

Kimberly
with
4imprint
1 year

#7194, Promotional
Drawstring
Sportpack



We gave one bag filled with goodies to each camper at an event. It was fun to see them all wearing their bags around with our design on them.

Debra from Honolulu



#141323, Desk Caddy Set

This handy desk caddy will be traveling with our Economic Development team to conference as a booth giveaway. This is one item that we are sure will make it home and earn a place on conference goers desks!

Jana from Coral Springs



#122135, Lip Balm Tub

We used the lip balm at a Middle School Health Fair. Our booth focused on Skin Cancer and Skin Cancer Prevention. The lip balm is a great giveaway for this age group and a good way to highlight the importance of prevention by "covering up!"

Sue from Trumbull



#117203, Paper Pirate Hat

To attract kids (and then their parents) to our booth at a kids festival, we asked them to play a game so they could earn a pirate hat. And they wanted that hat so they of course came over to play our pirate themed game. While they were playing we were able to talk to the parents about our company. It was a great success.

Anonymous



#107894, Collapsible KOOZIE® Bottle Cooler

The tradeshow floor did not have water readily available for the attendees. We gave water along with the bottle koozie. Very successful.

Carla from Dallas



#107475, Blinking Ball

We used this green blinking balls as a give away at a recent tradeshow. They were a great hit and everyone loved to bounce them around and bounce them as high as they could. Even in a room full of adults, sometimes something that makes you feel like a kid again is the best gift you can receive.

Melissa from Alpharetta



#120880, Glow in the Dark Glasses

We used these glasses at a trade show to help get people into our booth. We gave them a pair of glasses, invited them into one of our glow boxes and took a photo with a Polaroid camera. It was a hit and helped people feel comfortable to start asking questions about our products. As a bonus, it was a Roller Skating convention and they love all things retro and 80's!

Sarah from Calhoun

#110198,
Mood Stadium Cup



Tracy
with
4imprint
2 years



These cups were the perfect attention grabbers for our table at New Student Orientation. They made our flyers stand out from the crowd and everyone loved our tableside color changing demo.

Jennifer from Morgantown




We will be using our banner as a picture backdrop at our marathon expo and on race day, and are sure all the runners will appreciate being able to take a picture in front of a large backdrop!

Erika from Pelham

#134226, Economy Backdrop Floor Display Kit

build your brand

A collection of promotional pens and paper clips. There are four pens: a blue one, an orange one, a green one, and a silver one. A purple highlighter is also visible. Two silver paper clips are on the left. The pens have the 'ROKWARE' logo on them. The background is a white surface with a red diagonal stripe running from the bottom right corner.

From small business to big business, university to nonprofit, the name of the game is to make sure people know who you are and what you're about. Promotional products **work** when it comes to building your brand.

build your brand

#1



#120423, Neoprene Sport Armband

We used this to help brand our employees at races that they participate in over the summer.

Susan from Hudson

build your brand

#2



#5137, Hand Fan

We broadcast live at a huge 4th of July celebration every year. This year we decided to come prepared for the Texas heat with fans and everyone was thankful. People were running over to grab them and tell us thank you for thinking of fans. We could see our logo everywhere we looked, it was the perfect item.

Lisa from Montgomery

build your brand

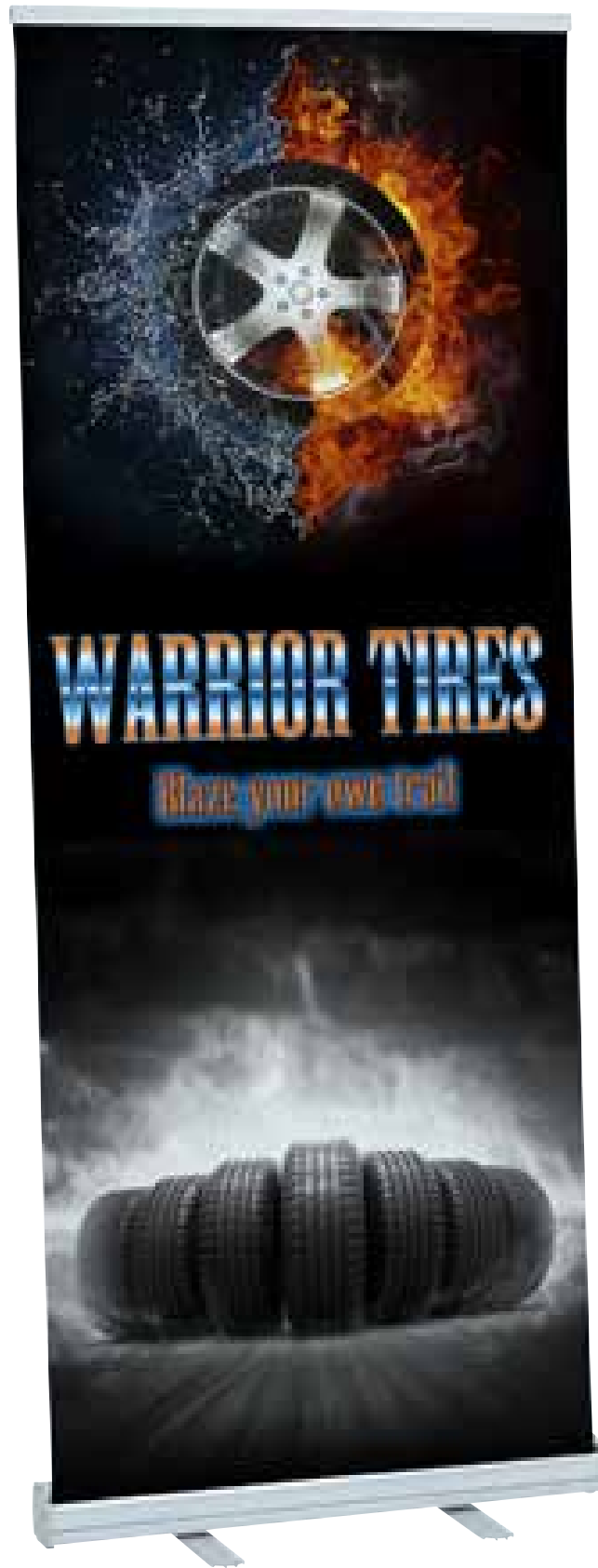
#3



#113941, Bic Sticky Note

We've been giving these out to people we meet in our community. We've recently moved offices and we're trying to build a relationship in our new area.

Anonymous



#8922, Economy Retractor
Banner Display

We ordered a banner for our client appreciation event and the banner really did take all of our décor to the next level. It made our brand stand out in the most perfect way. We actually even received many compliments on it. We had it displayed near our office and we got a couple that just walked in and wanted to sell their home with us! It was definitely a great buy!

Kayla from Roseville



#2245, Power Clip

Our church was at a city event and hoping to promote interest with the community folks who attended. We served hot dogs and chips and used the personalized clips on the chip bags we handed out. The people seemed to love them!

Debra from Panama City

build your brand

#6



#7371, Java Jacket

We used our coffee sleeves for when we have guests in our office. Just extra added branding!

Katy from Clovis

build your brand

#7

Katie
with
4imprint
7 years

#128291, eos® Lip Balm

My team wanted a piece of swag that people would actually want/be excited about. The eos lip balms are an instant hit with people, as the brand is recognizable and high quality – and they're a great way to snag people into conversations about our organization. Plus, now our consumers will have something with our name on it wherever they go!

Anonymous

build your brand

#8



#106542, Therm-O-Tote Insulated Grocery Bag

Meals For Dogs is a retail store/canine kitchen where we cook all human grade dog food, package it, then place it in our retail freezers and sell it. The Therm-O-Tote insulated grocery bag is perfect for our customers to transport their frozen meals home in. We also utilize it for our delivery service. It keeps our food frozen for 1 full day.

Catherine from Pompano Beach



#104033, Velocity USB Drive

Our USB thumb drives allow use to share our video “story” with our sales team, clients, and prospects. We always run out of these very quickly!

Rick from Phillipsburg



#105521, Car Sun Shade

The sunshades were a giveaway at a training class, which had an automotive theme. The sunshade is not only practical, but also a constant reminder of our company and website.

Anonymous

build your brand

#11



#100812-SB, Stress Reliever - Soccer Ball

Promoting an upcoming Soccer Camp in our community. Used balls as parade give away items and to put in race bags for a local run.

Anonymous

Zack
with
4imprint
3 years

#16018, Solid Color Stress Ball



Instead of throwing
candy in a parade
our company tossed stress
balls with our logo on
them. People loved catching
the balls and we got our name
out to the public.

Perlinda from Eureka Springs



#2547, Beer Stein



We leave our logo'd beer mugs in the freezer for our guests to use for a cool beverage of their choice - this photo was taken during one of our photo shoots.

Caine from Broken Bow

raising money for your cause



Whether it's a nonprofit,
school store or fundraising,
if you need money for
the mission, promotional
products **work**.

for your cause

#1



#17030, Sport Flyer

Flyers were imprinted with clients logo and were used as giveaways in swag gift bag for attendees at the 9th Annual Wags and Waves Event at Hawaiian Falls Water Park in Garland Texas benefiting several Dallas/Fort Worth non-profit animal rescue groups...

Cindy from Dallas

for your cause

#2



We host monthly Craft Supply Swaps with a suggested \$5 donation for admission. If someone makes a \$10 donation, we give them a tote bag to hold all of the treasures they find at the Swap! The logo bags help us promote AND raise funds for our nonprofit!

Crystal from Flint

#106241, Metro Shopper Tote

for your cause

#3



#114627-SC, Splash O' Color Coaster

Everyone that donates to our annual fundraising campaign always receives a gift. We literally searched high and low to find a useful but catchy/fun item for this year and were so excited about the splash coaster. We've gotten great feedback and everyone has loved them.

Lindsey from Jeffersonville

for your cause

#4



#122020, V-Neck Bib Apron with Two Pockets

We gave away these aprons to all the guys who participated in our "18 Men Who Can Cook" fundraiser. It was a huge success and everyone loves their aprons!

Tammy from Marshalltown

for your cause

#5



#126772, Outdoor Camo 12-Pack Cooler

We had a skeet shoot and made goody bags out of the cooler bags. They worked great! We were able to fit a t-shirt, two cups, and many small giveaways. Our emblem looked great as well!

Rheta from Gainesville

for your cause

#6



#133891, Gradient Color Flip Up Straw Aluminum Bottle



We purchased water bottles to give to scouts coming to our facility for a merit badge event. We included the cost in our registration fee and sold the extras to raise funds for our scholarship program.

Erika from Tiffin

for your cause

#7



#128163, Pom Pom Cuff Beanie with Stripes

We purchased 72 pom-pom hats with our school name on them to boost school spirit and raise funds for a class trip. Although our entire school has less than 400 students (K-12), we were able to sell all 72 hats in just a few hours during our homecoming soccer games. We just ordered 144 more because so many people want them!

Denise from Lincoln

for your cause

#8



#119373, Adhesive Cell Phone Wallet

We gave away the cell phone wallets as an attendee gift to everyone who came to our spring fundraiser luncheon. Our donors, volunteers and other attendees LOVED the cell phone wallets. They are great gifts and we love seeing our logo across town on everyone's phones!

Laresa from Hendersonville

for your cause

#9



#106765, Primetime Pen

Used for vendor booth at a Michigan Ambulatory Surgical Association conference.

Christine from Great Barrington

for your cause

#10



#127510, One and Only Clear Panel
Golf Umbrella

We purchased the clear umbrellas to
use at our annual Golf Tournament
Fundraising Event, as well as giving them
to our volunteers that so graciously help
us day in and day out!

Whitney from Longview

spreading the word



Whether it's public safety
or a simple community
reminder, here are a few
ideas to help spread the
word about your
special campaign.



#6729, Hanes Tagless T-Shirt



Each quarter, our office staff and peer advisors host an event called Finals Week Encouragement. We walk the campus and use social media to encourage and support our students. With 4imprint, we purchased "I Love CSUSB" t-shirts that we used as free giveaways to students.

Matthew from San Bernardino

spread the word

#2



#118684, Lock It Spiral Notebook Set

We are working to raise awareness in our district about school of choice, and used this so the logo would hopefully be on everyone's desk through the summer and into the next school year.

Anonymous

spread the word

#3



Our Therapy Dog group ordered these bags for our members to carry with them on visits. They are the perfect size and go great with the vests our dogs wear. We love these bags, they are perfect for our members!

Keri from Lawton



#100528, Satellite Vertical Laptop Bag



#112786, House 'N Home Bank

We are a nonprofit that operates the world's largest permanent outdoor Monopoly board located in San Jose, CA. At a recent networking mixer for the Silicon Valley Concierge Association we handed out our item - a House-themed Monopoly piggy bank. People loved it!

Jose from San Jose

spread the word

#5



#2378, Bic Sticky Note

These sticky notes are placed around the community as well as on take out pizza boxes at several local places, to raise awareness of the need for foster parents and potentially increase our foster parent recruiting efforts.

Chris from Beaver Falls



April is Distracted Driver awareness month through the National Safety Council. Being in the Safety Department at a city University, this is an important topic. At a recent benefits fair, a safety committee had a table and distracted driving was our theme. We purchased the pocket sliders with our safety committee logo and we also purchased the magnets with wording "My Reason for Driving Safe".

#111133-TDD, Texting & Distracted Drivers Pocket Slider

Anonymous



#106836, Value Grocery Tote

We used the bags as a reminder that the library is a resource here in the county. The bags combined with the drape we purchased really gained notice and people in the county are still talking about the bags and will come and ask for them. We became more visible to several citizens who had either forgotten we exist or just never took the time to see what we had to offer.

Rebecca from Amelia Court House



#6915, Steel Tumbler with Color Trim

We at Accruent are trying to go green. To help eliminate waste we got these reusable Tumbler's to keep in the office. There's plenty for each employee to keep at their desk and to even take home and show their work pride.

Venus from Boca Raton



#131553, Flair Bottle

We bought water bottle filling stations for our elementary school and wanted to provide each student with a water bottle so that they could utilize the fountains and be more environmentally friendly. The water bottles are the perfect size and came in multiple colors so that we could color code by grade. They were a huge hit!

Anonymous



#129468-RD, Plush Round Hot/Cold Pack

We love the Plush Round Hot/Cold Packs. These are included in our get well kits for WSU Students distributed through our health clinic. Students and staff alike appreciate the plush back and the versatility of the hot cold pack.

Kate from Winona

spread the word

#11



#137092, Travel Waist Pack

We are a Pet Therapy non-profit charity and we use them as “Treat Totes” to carry small treats for our pets and our ID cards, business cards, and pets’ health records on our visits.

Kathy from Bryan

team unity



If you're looking to outfit your team with a unified look, trying to build morale, or you want to create walking billboards, promotional products get the job done.

team unity

#1



#131149, Dot Medium Utility Tote

I used these for our opening retreat for teachers and paraprofessionals at an elementary school. I had them imprinted with an inspirational quote that went with the theme of our retreat. Teachers LOVED the totes--just the right size for useful classroom items.

Janet from Greeneville



#117242, Lanyard with Metal Bulldog Clip

We have a district theme each year for our school. We ordered a lanyard for every staff member with the theme for this year. It has worked great as a constant reminder to our staff and students and has helped to keep the theme in the forefront of everyone's mind. The price of this lanyard will also allow me to order new ones each year for that year's theme.

Matt from Texarkana

team unity

#3



#128360, Conquest Jacket with Mesh Lining

The jackets we ordered were to promote team unity and give our team a sense of pride. In addition, the professional look of the jackets helped our clients identify our team which helped establish an interpersonal connection.

Lee from Shelton



#118346, Flip Top Dispenser with
Sugar-Free Mints

I used the mints as part of our
Employee EngageMINT, to encourage
employees to take a survey.

Kesha from Lebanon

team unity

#5



#1997, Magnifier and Paperweight

To celebrate 50 years in business we gave the paperweights/magnifying glasses to our staff. We used the stress balls as a giveaway to our clients to promote the brand. The employees liked the paperweights.

Anonymous

team unity

#6



We ordered these sports bottles for all of our employees. Especially those on our manufacturing floor so they can stay hydrated. This one is being used by our General Manager to help get him through the work day.

Jennifer from Winston Salem



#108431, ShimmerZ Slim Grip Bottle
with Flip Straw Lid

team unity

#7



#138185, Stream Piping Cap

Our employees often wear ballcaps but we lacked an official "uniform cap". We did this to make our uniform complete giving a more professional look, provide everyone a cap free as well as for promotion. I wear mine on and off the clock!

Phillip from Arlington



#111512, Neon Sunglasses with White Frames

We ordered these sunglasses to put in the goodie bags for our company summer beach party, they were a HUGE hit. Employees and their families loved them, and are using them as their day to day glasses.

Bree from Orange



#138358, Java Beach Towel

Our fiscal year kick-off meeting had a beach theme, so we concluded with the distribution of Java Beach Towels with our team logo as a thank you for last year's success.

Donna from Rochester

team unity

#10



#7194, Promotional Drawstring Sportpack

We ordered these bags for an After Prom event they were used to hold the students prizes. Their after prom theme was NYC and the image on the bags was also used as a snapchat filter.

Kara from Saratoga Springs

team unity

#11



#123990-CB, Crossland® Colorblock Fleece Jacket

Our team was working on one of the hardest jobs in the company. Long days and tough problems can wear people out. When we accomplished a major milestone we wanted to say thanks. The fleece jackets with our program and company name are worn with pride—a badge of honor really—for a job well done. The team knows leadership appreciates their hard work as we tackle the next challenge.

Melissa from Nashua

saying thank you



Whether it's for saying thank you to volunteers, to applaud hard workers for a job well done or for recognizing an anniversary, here are some creative ways to say "thanks."

saying thank you

#1



#107370, Ambassador Bound Journal Book

Thank you gift for a sailboat racing event to some of the staff members that were running the races and assisting with running the event and races. These were the most popular items I had available for giveaways and gifts.

Coco from Norwalk

saying thank you

#2



#106350, Economy 42" Arc Manual
Opening Umbrella

We bought these umbrellas as a thank
you for our fabulous nursing team, as
part of our Nursing Week celebration!

Kai from Bryn Mawr

saying thank you

#3



#118643, Piggy Coin Bank

We buy piggy banks to give away as a thank you when a kids account is opened.

Anonymous

saying thank you

#4



#134296, Vivid Power Bank

Very cool phone battery pack was a hit at our last meeting. We used them as a gift for our speakers.

Abby from Oakland

saying thank you

#5



#104480, "BIG'UN" Folding Camp Chair

We are giving these to the lawyers who speak at our event. We are thinking the outdoor foldable chairs will be a good change of pace from the usual gift.

Anonymous

saying thank you

#6



#8574, Playing Cards - Poker

We have been in business for "52" years so it only seemed fitting to order playing cards to give to our employees and customers to commemorate the history of a 3 generation strong mfg. business.

Marie from Fenton

saying thank you

#7



#9990, Comfort Grip Sport Bottle

During our annual Volunteer Appreciation Breakfast we thank our volunteers with a gift. The water bottles were extremely well received this year. Considering we are a garden and many of our volunteers have worked on the grounds, they will be put to good use.

Jordan from Niles

saying thank you

#8

#105257, Aztec Soup
Mug

Barb
with
4imprint
15 years



We gave all of our staff imprinted Aztec Soup Mugs for Teacher/Staff Appreciation. When handing the bowl to each staff member, we told them "You are super". We had a soup bar the following day so they could use their bowls. Everyone really liked them!

Jo Ann from Isanti

saying thank you

#9



#5376, Bandana Pep Rag

We ordered the bandanas as volunteer thank you gifts that also doubled as a map of the camp, as well as a cooling cloth in the heat. And after the event they will serve as advertising with the event name bordering all sides.

Anonymous

saying thank you

#10



#140481, Life in Motion Compact Utility Tote

My "team" recently did some volunteer work for a program that we were running on campus and this product was a way to thank them for their efforts.

Anonymous

saying thank you

#11



#118152, New Era® Structured Stretch Fit Cap

Our employees and customers love to rock the fitted New Era hat with our logo & “25 years of service”.

Caley from Fostoria

the carrot



Increase participation,
improve registration
rates and maybe even
generate additional
revenue. When you're
looking for that 'carrot,'
look for promotional
products.



#114321, Riviera Ceramic Mug

We used the mugs to encourage people to participate in an event we were having. We had 6 different stations where people could listen to a short presentation and receive a sticker on their stamp card. If they filled out their entire stamp card, they would receive the mug! Everyone had fun and raved about how beautiful the mugs were.

Steph from Los Angeles



#137919, Double Pocket Cell Phone Wallet

We use these items for student positive behavior incentives as well as for our High School Fairs to attract middle school students to choose our school as their primary choice.

Anonymous



#7868, Aluminum Bottle/Can Opener

We use these as giveaways at our charity fishing tournament. Its perfect for the guests on the boats since we provide ice coolers full of beer.

Jessica from Thonotosassa



The light-up cups were used as a giveaway for the first 100 students to arrive to an event. We shared pictures of the cup ahead of time on social media and showed it off at tabling events on campus. I definitely believe that it was a major draw to the event and one of the reason some students decided to attend/show up on time!

Anonymous

#123805, To-Go Light-Up Tumbler with Straw



#105071, Budget Cooler Bag

We needed a way to sell our product without it getting hot at an outdoor summer event! So we took the objective of “I don’t want to get it now because of the heat” away from the equation and everyone that bought our product bought it with the cooler bag.

Kathy from Lexington



#116173-H, Refresh Flared Water Bottle with Handle

I used the water bottles as an incentive to visit all the vendors at my health fair. At registration people were provided a map of all the vendors, each time they visited a vendor they received a stamp. If they visited 35 out of 45 vendors then they were eligible for a giveaway bag that held the water bottles. It was great fun for the attendees and the vendors increased their booth visits.

Kristin from Mount Vernon



#109777, Atlas Laptop Backpack

The backpacks I order are used as first through third place prizes for an academic competition for high school students. The students who win first place also travel to a national competition and they typically wear their backpacks for that (which is great for advertising our competition).

Amanda from Boulder



#109167-4, Four Bottle Bag

To help increase sales. 4 or more bottles of wine got a free bag

Sandra from Hennessey

Share your success story!

Have you found success with your promotional products?
You can help others by sharing your expertise! Simply email
a photo of your product to **social@4imprint.com** with a brief
description of your success story. We'd love to share it with
others via social media and maybe even in our next edition of
"Promotional Products **Work**"!

See more ideas and past editions of
4imprint's "Promotional Products Work!" at
4imprint.com/EBook

