

eBOOK

2018 Trade show sales survey results

4imprint®

Introducing

The 2018 4imprint trade show sales survey

shows how teams are using trade shows to successfully promote their products and services, plus how giveaways can help forge memorable connections with prospects.



This survey was conducted using QuickTap® and SurveyMonkey®. We connected with 283 people via these two survey platforms. Sixty-two respondents said they did not participate in trade shows, so their responses were eliminated from the results.

Welcome to the results of our 2018 survey!

Trade shows are one of the best ways to bring people together. Every event is a chance to build a relationship. Every promotional product is a chance to start a conversation and get to know each other.

But what is the best way to make those connections? And what do they hope to achieve when making those connections? What role do promotional products play in those connections?

We wanted to find out. So, we conducted a survey to learn what the experts—folks on the trade show floors—had to say.

And we discovered quite a lot! Among the things we learned: Almost four out of five respondents attend trade shows to build relationships. Most of them use promotional products to start a one-on-one conversation. And one of the top five products used to start those conversations is food.

All that information and more is contained in the pages of this eBook. We learned a lot from this survey, and now we're excited to pass this information along to you.

Hopefully, it helps you build more connections the next time you take to the trade show floor.

Here's to great results,



Kevin



Kevin,
with 4imprint
27 years

Survey results:

A look at who responded





29% of respondents

participate in 11 or more trade shows per year.



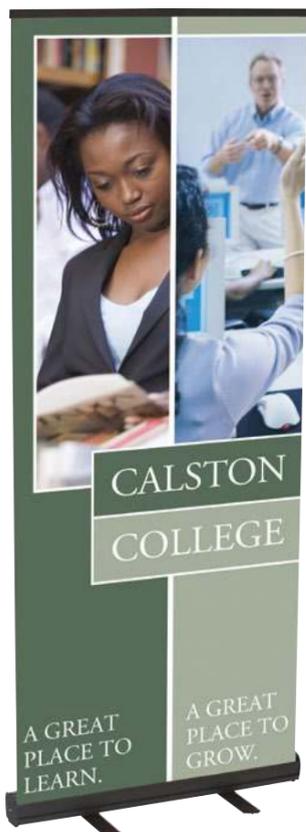
17%
of respondents

18%
of respondents

15%
of respondents

29%
of respondents

Whether you participate in one or several trade shows, get your brand message on an eye-catching banner, like the [Economy Retractor Banner Display](#).



#8922
Economy Retractor
Banner Display

Very attractive art that has generated business for our company!

Ryan from Dewitt



45% of people surveyed
work for companies with 50-999 employees.

Dress up your trade show presence with the **Closed-Back Table Throw**. A branded booth can help you stand out in the crowd!



#2212
Closed-Back
Table Throw

An overview of **trade show participation**





Trade shows are an essential strategy





Top 3 trade show goals

Companies that attend trade shows and events typically have multiple goals. These are the top three based on the survey:

79%



**Build
relationships**

76%



**Generate
leads**

75%



**Strengthen
brand**

Connect with new leads and stay top of mind with the [Javelin Stylus Pen](#).



#6551-ST
Javelin Stylus Pen

... The people running the conference said our pens were their favorite, and they took extras. ...

Stephenie from Providence



Educating attendees through one-on-one communication is key

Nearly 80% of trade show exhibitors use one-on-one conversations to educate attendees about their products and services.





After one-on-one conversations,
the survey shows



**Product
demos**

and



**Informational
literature**

are the next most popular educational tools
when making sales at a trade show.

Keep your communications material,
marketing literature and product demo
info organized with the [Swing USB Drive](#).



#112703
Swing USB Drive

Leveraging trade show
promotional products
into results





Top ways companies use promotional products to educate trade show attendees:



Giveaways for
one-on-one conversations

Page 14



Giveaways for
in-booth product demonstrations

Page 15



Send with
follow-up information

Page 16



Conversation starters



Get them talking!

The most common sales strategy for using promotional products at trade shows is in return for a one-on-one conversation, according to respondents from companies with employees 50-999.



Strike up a conversation by handing out a unique item, like this [Blinking Ball](#).



Went really well at a trade show I exhibited at - none left!

Dana from Austin

#107475
Blinking Ball



Product demo incentives



Training matters!

Giving a gift in return for watching a product demonstration is the second most popular reason (30%) for using custom trade show giveaways.



Want to offer an unforgettable incentive? Check out the [Cooler Shopper Tote](#), which is sure to delight.



#123166
Cooler Shopper
Tote



Follow up



Say 'thanks!' with a memorable gift.

Another top trade show sales strategy is to add a memorable gift to your follow ups. It's a great way to further build your relationships and reinforce trade show connections.



If you meet a hot prospect at the show, consider sending them a follow up with a special promotional product such as the CamelBak Chute Mag Tritan Bottle.



Great quality bottle and the printing looks great. Customers love to receive these as gifts!

#123252
CamelBak Chute Mag Tritan Bottle

Dave from Hudsonville



Other ways companies use trade show promo products

20%



Giveaways
for attending a
seminar/presentation

16%



Attendance
invites

15%



Prizes
for games or
entertainment

Games can be an effective way to engage audiences. Check out the [Micro Tabletop Prize Wheel with Case](#).



#109513-MCR
Micro Tabletop Prize Wheel with Case

*We had lots of people
be drawn to this wheel.
It's been great to have.
Love it.*

Marlene from Orange

Ranking the
**5 most popular trade
show giveaways**





Here's a look at the top 5 trade show giveaways, according to popularity with attendees.

Apparel
Page 22

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Drinkware
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Food
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Tech Products
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Bags
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Respondents were asked to rank each category in order of popularity with attendees (1 being most popular, 5 being least popular). The results in this section show the order of those ranked as #1.

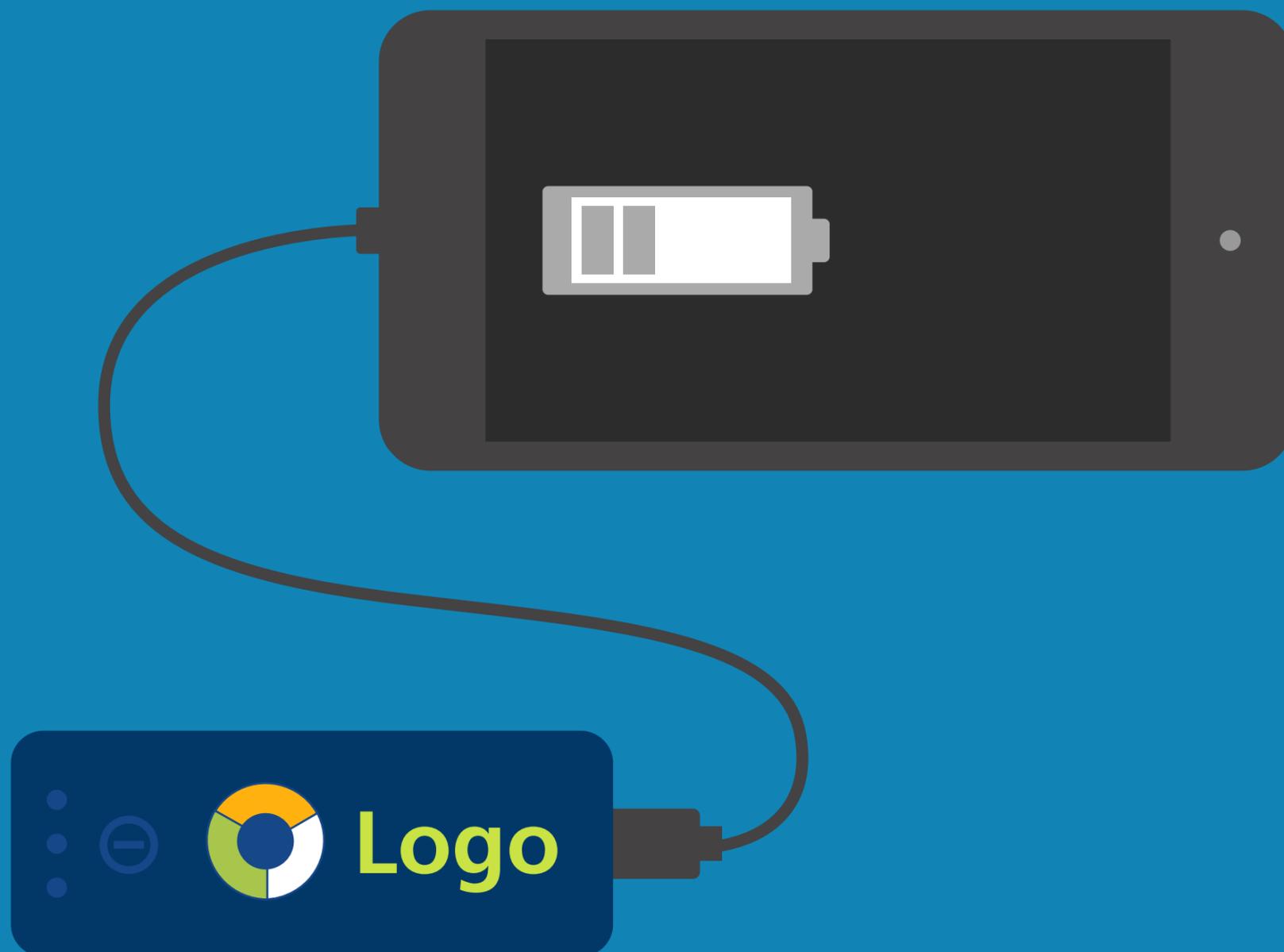


1

Tech products for the win

Power up your marketing!

Tech products are by far the most popular promo product for trade shows. Simply put: catch the attention of trade show attendees with tech gifts!





1

Tech products for the win

Help them stay energized about your brand with the **Energize Portable Power Bank**.



#128421
Energize Portable Power Bank

Everyone loves these! It's definitely one of the nicer giveaways in a sea of exhibitor booths so helps us to stand out. ...

Amy from Reno

This premium **Velocity Charging Tech Kit** will have busy business travelers thinking of you on the road.

Keep trade show attendees organized with the **Hail Storm Bluetooth Ear Buds with Carabiner Case**.



#143613
Hail Storm Bluetooth Ear Buds with Carabiner Case



#135094
Velocity Charging Tech Kit



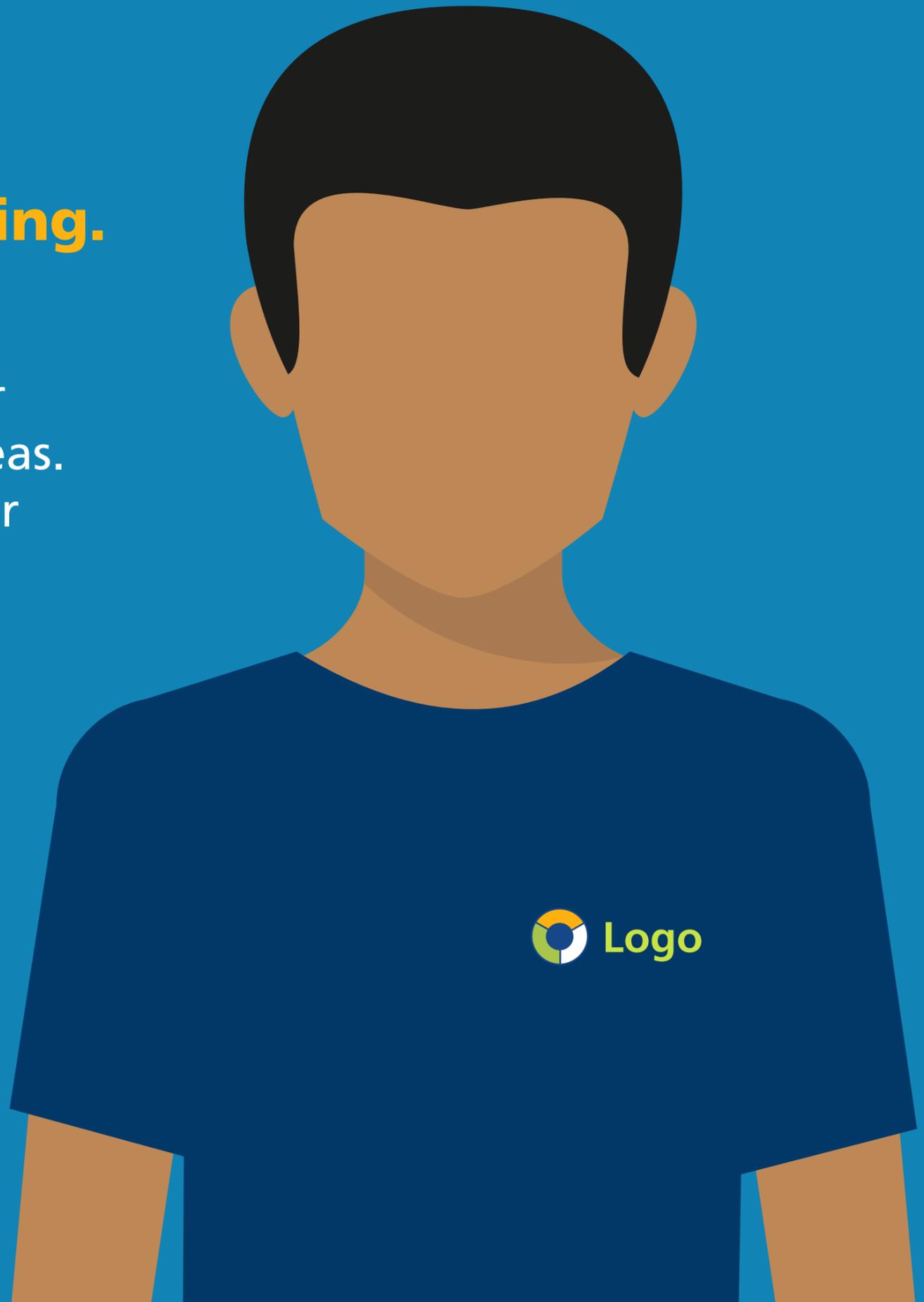


2

Apparel is a showstopper

**Wearable,
wow-able messaging.**

Apparel came in second among the most popular trade show giveaway ideas. And that's great news for your organization: attendees just can't wait to wear your brand.





2

Apparel is a showstopper

The Shadow Heather Polo in [men's](#) or [ladies'](#) will showcase your brand in style.



#133148
Shadow Heather
Polo



Stretch your marketing capabilities with the [Adult 5.2 oz. Cotton T-Shirt](#), screen-printed with your logo.



#107249-S
Adult 5.2 oz.
Cotton T-Shirt

Top off a great day of networking by giving them the [Incite Chino Twill Cap](#) with your name embroidered on it!



#133861
Incite Chino
Twill Cap



3

Food is fab

Hungry for more?

Crave-worthy marketing will have them coming back for seconds, so think food if you want to attract trade show attendees.





3

Food is fab

Sweeten leads with the **Resealable Kraft Snack Pouch** or these personalized **Andes® Thins**.



#106345
Andes® Thins



#140554
Resealable Kraft
Snack Pouch



#115009
Tasty Treats

These savory goodies will give them something to chew on: the **Tasty Treats**, or the **Butter Popcorn Cone Bags**.



#137568
Butter Popcorn
Cone Bags

Well worth the cost. Everyone loves Andes mints and having our brand on them at trade shows makes them stand out.

Theresa from American Fork



4

Business is in the bag

Bags are big.

Think totes, backpacks, briefcases, duffels and more—bags came in fourth among trade show giveaway ideas.

Trade show attendees just can't wait to carry your brand to the masses.





4

Business is in the bag

Trade show attendees will carry your brand for all to see. Delight them with the **Fun Tote**, the eye-catching **Etched Pocket Drawstring Sportpack**, or the trendy **Carbondale Color Accent Backpack**.

Perfect size for a two day conference. Lots of storage and easy accessible outside compartments.

Raymond from Olive Branch



#105488
The Fun Tote



#143408
Etched Pocket Drawstring Sportpack



#138849
Carbondale Color Accent Backpack



5

Drinkware delights

Drink up!

Custom drinkware for trade shows gets them thirsting for your product.

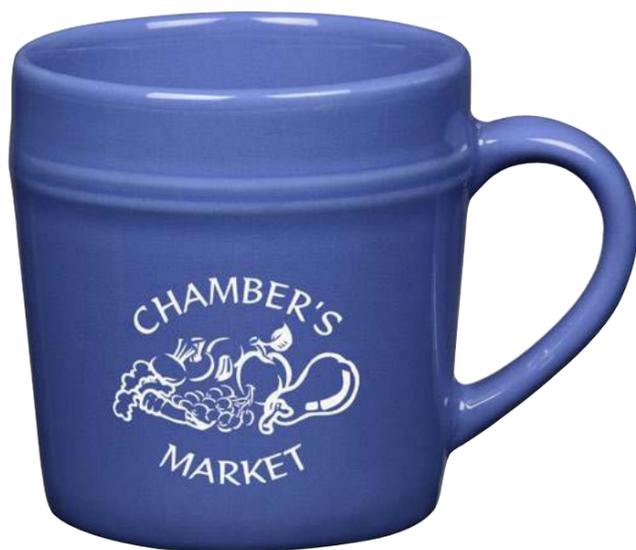




5

Drinkware delights

They'll turn to the [Lines Coffee Mug](#) for their morning joe and your marketing message.



#143774
Lines Coffee Mug

With helpful features like a spill-free top and non-skid bottom, the [Custom Accent Stainless Travel Mug](#) will keep them thinking of you long after the show.

These cups were a big hit at the home show we gave them out at.

Meredith from Wilmington



#138132
Custom Accent Stainless Travel Mug



#143770
Simplex Tumbler with Straw

The [Simplex Tumbler with Straw](#) keeps their drink cool and your brand hot, hot, hot!

Trade show giveaway ideas that work

When it comes to trade show giveaway ideas, there are so many unique and memorable ways to stand out from the crowd. Make an impact with one-on-one conversations and thoughtful custom promotional products, and you'll energize your lead generation efforts.



Share your trade show story!

Have you found success with using promotional products at trade shows? You can help others by sharing your expertise!

Simply email **4ideas@4imprint.com** with a photo and brief description of your success story.



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