High Tech
+ High Touch
If you’ve attended a trade show, chances are you’ve seen a trade show pro in action.

Spotting Trade Show Pros
It’s easy to spot a trade show pro. They’re the folks who are naturals at orchestrating successful trade show exhibits.

When someone comes into a trade show booth, a trade show pro offers a friendly greeting—in a way that invites continued conversation. They engage visitors in the booth, asking questions to learn each visitor’s needs. They make a visitor feel welcome by carrying on conversation. And, in the process, they explain how their company may be able to help meet those needs.

Trade show pros choose giveaways that create opportunities for conversation.

Charger Pouch with Ear Buds

Tried and True Tactics
Trade show pros understand the importance of notifying prospective customers they’ll be attending the show with effective online and offline communications. They know how to take advantage of the latest technology to make their trade show booths a success. And, they get the importance of following up with memorable offers.

Masters of the Moment
What really makes trade show pros stand out is that they recognize that trade shows present a rare opportunity to establish a personal connection between a company and a prospect. To create memorable moments in the booth, trade show pros spend as much time preparing for conversations as they do preparing the booth itself. They choose promotional products that will attract visitors to their booths, create opportunities for conversations and remind visitors of that moment long after they’ve returned home.

High Tech + High Touch
As our ‘High Tech + High Touch’ cover story points out, the most effective trade show planners use technology to help create connections, because they know the moments they create in the booth matter most.

Happy planning!

Kevin Lyons-Tarr, CEO, 4imprint

If you have other topics you’d like to see us research or tackle in a future issue, please email 4ideas@4imprint.com with your idea. We’d love to hear from you!
The goal of any trade show is to walk away with qualified business leads.

See how promotional products, conversation and the latest technology can be used to attract prospects to your booth and keep them there.

Amplify Your Experience

When you download the Amplify app to your mobile phone or tablet, you’ll get access to additional interactive content, including audio interviews, videos, photo galleries and more. Best of all, you’ll be updated when each new issue of Amplify is available.
What’s your best tip for attracting people to your trade show booth?
Editorial board members share their insights.

Make it colorful. Try to spice up the average booth element—the floors, tablecloth, basket for pens. Often we use one consistent color on the booth back wall, podiums, signs and giveaways. We even display the giveaways in a colorful way. For example, we blow up orange beach balls and tape them together to make a column in one corner of the booth.

Brooke Browne
MARKETING MANAGER
Smartbridge

I make sure that I not only have a banner and that my name and information is prevalent, I also make sure that I cater my ad specialty items specifically to the type of event. For example, first aid kits with our name on it are perfect for sporting & recreational events. For a tennis trade show, I would do a tennis item and a first aid kit or sunscreen or water bottles.

Joetta Talford
REALTOR
Talford Realty Group-Keller Williams Realty
What’s your best tip for attracting people to your trade show booth?
Editorial board members share their insights.

First, pick your team members for the specific event and the audience. Make sure your team remains active and friendly and out front (not sitting behind a table). Find a hidden gem in your office support team—the employee who makes everyone smile and never met a stranger, but might not be a part of the sales team. The incentive to travel to a show, to support your product or service in a different environment, can only make them an even stronger advocate for your organization.

Then, send prospects and clients regular email updates in the weeks leading up to the show, upload banners and VIP codes on your website containing an invitation to come visit your booth, and don’t be afraid of the classic phone call to extend a personal invitation to your next best customer.

Zoe Grant
PRESIDENT
ZGL Engineering Services, Inc.

The best tip for attracting people to our booth is our uniformed branded items from a faraway first glance. Once the person is at the table, the item choices and quality of our promotional material and giveaways are great conversation pieces for verbally marketing the business.

Michele Lee Niec
EXECUTIVE ASSISTANT TO THE CEO OFFICE, VOLUNTEER & INTERNSHIP MANAGER
Barbershop Harmony Society

Join our editorial board!
Email 4ideas@4imprint.com by February 26 with your name, company, job title and a brief description of why you would be a great fit for the editorial board.
Meet this month’s featured contributors.

**Jen Klitzke**
Trade Show Manager
4imprint

Jen shares insights on how to attract people to your trade show booth with promotional products. Jen, who has been with 4imprint for 16 years, is responsible for planning 4imprint’s trade show exhibits.

**Cheryl Sina**
one by one® Coordinator
4imprint

For this issue, Cheryl tells the powerful story about turning houses into homes. Cheryl has been with 4imprint 17 years and coordinates 4imprint’s one by one® program.

**Suzanne Worwood**
VP Merchandising
4imprint

In this issue, Suzanne shares ideas on how you can tap into the gardening trend with promotional product giveaways. Suzanne has been with 4imprint since 2000.

**Space Coast Runners**

The Space Coast Runners in Melbourne, Fla., supplied photos for our “On the Run” Lasting Impressions story.

On Facebook®, Twitter®, Pinterest® and by email, customers shared images of trade show set ups that gave them #SwaggingRights. Those ideas are featured in *Overheard*. 
Booths that earn you #SwaggingRights

Hippocampus Magazine
@hippocampusmag
Sharing a photo of #awp15 table for @4imprint, which created our table cover. #swaggingrights

Stephanie @FARYOUNGGAMOM
@4imprint Beautifully and professionally designed new table covering and runner!!! #swaggingrights

Vanessa Felty @TucsonAPTCP
@4imprint. #swaggingrights. Love our new tablecloth from 4imprint!

4imprint
Thanks @hillmannconsulting for the pic! Love the swag! #swaggingrights #promoproducts #tradeshows
Booths that earn you #SwaggingRights

@rented.com shared this picture of their trade show swag on Instagram with a call out for people to come check out their booth.

The pens and basket of earbud pouches really jazzed up our trade show booth!
-Dena, TalentQuest

Our giveaways were the talk of the trade show floor! We had attendees who had heard from others that they had to come visit our booth to get the charging cables. Talk about driving booth traffic :)
-Sarah, New England Controls

See how great the table throw looks—love how well the imprint shows up and is bright and friendly! You can see some of the booklets stacked and spread out on the table along with some other giveaways.
-Cathy, Crisis Clinic

Visit our Pinterest® board for more trade show ideas.
5 Trade Show Trends to Watch

Just as attention-getting promotional products can help make your booth successful, so, too, can keeping an eye on trends shaping today’s trade shows. Here are five trends to watch as you plan your exhibits for the year ahead.
For Casey Pflieger’s marketing team, attracting attendees to trade show booths starts long before the show opens. As the North American marketing manager for Owen Mumford, a medical device company that specializes in products for diabetes care, Pflieger and her team participate in a minimum of 50 trade shows a year.

**Before each show, Pflieger’s team:**

1. Gets a list of registered attendees.
2. Mails attendees information on the promotional products that will be available at the booth.

Attendees must bring the enclosed card—already complete with their contact information—to trade for the giveaway.

“You want to build your business and you want to develop strong relationships with customers,” she said of trade shows. “But, more than anything, you want to build a good, strong lead pipeline.”

Pflieger’s recent lure was the Lil’ Shorty Aluminum Sport Bottle, a promotional product that made a great impression with attendees.

“Create leads and brand awareness by offering promotional products.”

“They were a huge hit,” she said. “We got record-breaking leads from many of the shows we were at with this product.”

“You need to attract people to your booth, so you want something to stay in their hands to spread brand awareness,” Pflieger said.
Trade show exhibitors and attendees now expect some level of personalization and customization to make their show experience worthwhile.

Dave Griffiths, marketing coordinator for STULZ Air Technology Systems, gets a list of attendees in advance so that he can target six to 10 prospects with pre-show email blasts and invitations to a hospitality event during the show. And, after preparing for 20 trade shows in a given year, Griffiths has found a way to lure attendees to his booth and make them stick.

He pairs two items—an attendee’s business card and a lamination machine—to make each attendee a personalized luggage tag, giving sales reps time to learn more about the attendee’s business needs.

Griffiths also chooses promotional product giveaways like pens and microfiber cloths for cleaning glasses, tablets and phones. The products are popular, functional and have staying power, keeping the STULZ brand top of mind, he says.

“The promotional product you choose should make a statement about your organization,” said Jen Klitzke, 4imprint trade show manager. “While it is important to keep in mind the attendee audience as well as the event theme, having a popular giveaway with a printed message ties it all together. The point is to make a lasting impression that keeps your name fresh in their mind, well beyond the trade show.”
The International Association of Exhibitions and Events says growing on-site data capture benefits attendees, exhibitors and trade show coordinators. At some shows, technology records attendee traffic, thereby showing where attendees spend their time. It also allows exhibitors to send updates and downloads to attendees’ smartphones.

This data helps trade show organizers—and ultimately exhibitors—understand attendees’ engagement levels and preferences. The data not only shows traffic movement, but also which show activities were of high (and low) interest to attendees.

Data may be captured in two different ways:

1. Wireless RFID bracelets worn by attendees send messages back to kiosks placed throughout the event. Exhibitors may have the option of having a kiosk in their booth to send information to attendees.

2. Sensors placed under aisle carpet record traffic.
According to Trade Show Insights, trade show communication and experience are likely to expand outside the show’s facility, creating a hybrid event—one in which online attendees can participate.

“The key is in the blending of the audiences through interaction and engagement,” Trade Show Insights says.

Hybrid models use moderators who ask questions in live presentations on behalf of the remote audience. Moderators may also interact with exhibitors on the show floor, feeding remote attendees product demonstrations or interviews with subject matter experts.

Our trade show infographics talk about the latest trends and technologies:

- **Q&A with sales team**: Host attendees in your booth for a live Q&A session. Accept and answer questions in-person and on social media.

- **Live demonstrations**: Capture booth demonstrations on video to stream live or post online for later viewing.
While technology and data sharing can aid in personalization, industry experts advise using these tools as supplements, not replacements, for face-to-face conversations and demonstrations. These one-on-one interactions allow exhibitors to better gauge attendees’ interest in products or services and customize their follow-up accordingly.

Pflieger’s team does just that. When attendees visit the Owen Mumford booth, the team scans attendee badges to get contact information and then uses a lead collection device, such as a tablet, to take notes based on conversations they have with each individual. After the show, the team sends a post-show kit.

Each kit’s contents are customized to reflect how “hot” the lead was based on the notes jotted during the conversation.

In fact, the International Association of Exhibitions and Events recommends trade show planners research to learn about the audiences that will attend each specific show. Griffiths follows that mantra by doing his homework not just on the shows, but on the industry in general. He uses lead generation software to research building projects that may be able to install his precision air conditioning equipment. Based on what he finds, Griffiths then chooses industry trade shows in geographical areas where there are projects and engineers designing the projects. He says trade shows are a good way to meet these new clients.

“We tend to partner with associations that bring the firms to us,” he said. “It’s a targeted hit for those trade shows. If one or two projects come through, it’s well worth our investment.”
Growing Interest

Tap a trend with garden-themed giveaways

By Suzanne Worwood, VP Merchandising
As winter begins to wane, a growing number of people will begin preparing for their plantings. It seems gardens are popping up everywhere. From backyard vegetable gardens to urban gardens and school gardens, a wide variety of individuals and organizations have developed a growth mindset.

In fact, the National Gardening Association finds interest in gardening has grown to its highest level in more than a decade. Interest among Millennials is growing particularly fast. This generation spent $1.2 billion on food gardening in 2013, up from $632 million just five years earlier.

Standard Series Seed Packets
Among households with a food garden, 76 percent grew vegetables. Customers will enjoy the fruits of your generosity and their labors throughout the growing season with Standard Series Seed Packets. Choose from this wide assortment of flowers, vegetables and herbs.

Plant-a-Shape Herb Garden Bookmark
Reach readers and gardeners with Plant-A-Shape Bookmarks. Each bookmark comes with an attached shape of plant-ready seeds, in flower and herbs. Varied shapes (houses, dollar signs, hearts, ribbons, crosses and more) make these the perfect giveaways for different types of organizations.
Grow Your Own Cocktail Garden

We have the perfect business gift for customers who like to toast the success of their gardens—the Grow Your Own Cocktail Garden. Equipped with packages of seeds and starter soil, this garden grows mint, lavender and thyme, perfect for infusing summery cocktails.

Say it With Seeds

If you’re looking to maximize your brand exposure to customers with green thumbs, the Say it With Seeds Packet Flowers or Say it With Seeds Packet Herbs is an ideal fit. The seed carton can be logo’d on both the inside and outside, giving you more space to get your message across.

Plant the Seeds for Success

Because gardening’s popularity has moved well into the mainstream, seed packets and planting kits make great giveaways for a wide variety of audiences. To maximize your impact, choose seeds that grow well in recipients’ climates. And if you’re traveling to an international trade show, check regulations governing the import and transportation of seeds before selecting a giveaway. Then, you’ll be ready to plant the seeds for success.
On the Run

Everyone’s a winner with promotional products

By Erin Van Handel
Eye of the Dragon and Tail of the Lizard may sound like chapters from a fantasy novel.

But, have no fear! No monster is giving chase! Instead, imagine setting a personal record (PR, if you’re a runner) as you race over a causeway bridge on the scenic Atlantic Coast of Florida.

The Eye of the Dragon 10K/Tail of the Lizard 2-miler is a major event for the Space Coast Runners club, located in Melbourne, Fla. (And yes, the region is known as the Space Coast because it’s home to the Kennedy Space Center and the Cape Canaveral Air Force Station.)

For 27 years, athletes have hit the road for the Eye of the Dragon 10K. The companion race, Tail of the Lizard, is a run-walk for participants of all abilities, especially younger athletes.

And, as with any competitive race, organizers search for the race giveaways and prizes that give a lasting impression and will keep athletes running back for more.

The Eye of the Dragon and Tail of the Lizard races take runners over a causeway bridge on the scenic Atlantic Coast of Florida.
Functional prizes for all ages

The running club went on a promotional product hunt for a prize fit for adults and children. They chose Flip Out Infuser Sport Bottles at the February 2015 race. Race Director Barbara Linton was attracted to the water bottles because they were “nice and different.” With all the water runners’ drink, these water bottles give them the option to add fruits and vegetables to the infuser for added taste and a healthy kick.

And, fun giveaways didn’t stop there. Race organizers also gave away shirts and Custom Temporary Tattoos. The tattoos were a hit with kids and adults, who got their “ink” at tattoo stations, Linton said.

With nearly 600 participants going home with their logo’d treasures, the events gained “lots of visibility,” Linton said—all thanks to the branded swag.

“Getting a functional award is really positive,” Linton said. And, the fruit-infuser water bottles used for Tail of the Lizard definitely are useful, she added.

After the race, functional awards go to work, accompanying race participants out and about in their daily lives, she said. Promotional items pop up around the community and start conversations as runners get asked about where they got cool prizes.

Prizes keep runners signing up

Space Coast Runners promotes health, running and walking in the community. Club members have been toeing the line at races since 1982, and the organization sponsors the oldest marathon in Florida, the Space Coast Marathon and Half-Marathon.
Promotional items are important to marketing Space Coast Runners, and they are bringing it to the next level in 2016. The club has plans for a three-race, 33K Space Coast Challenge. Participants who complete the Space Coast Classic 15K, the Eye of the Dragon 10K and the Space Walk of Fame 8K will earn a limited-edition medal, as well as individual race awards—themed commemorative pub glasses. The race-series-related promo goodies will “let people have a collection,” Linton said.

Race coordinators have experimented with different prizes and promotional products over the years, Linton said. Past promo items include cups with candy, windshield visors, wearable lights and bags.

“We try to have special, better awards and giveaways” each year to get people excited about the SCR club and its races, Linton said.

“We give a lot of thought to our awards, and it definitely makes a difference to our participants,” she said.

“I will hear them say, ‘What do I have to do to get THAT?’ as they pass the awards tables before the race. Quality, unique awards draw more participants.”

Promotional product ideas for your next race event!

- Fitness Towel with CleenFreek - Colors
- g-Crew Aluminum Sport Bottle - 22 oz.
- Removable Euro Bumper Sticker - 5K
- Marathon Kit

This kit is great for any active event!
TREND

Color Connection

By Kelli Karpinski

Why the hue you choose is important
As you walk through a store, a display’s color captures your eye. As you browse a website, a colorful button acts like a magnet to your mouse. As you choose an app to download, a pop of color makes one stand out. As you pick up a promotional piece, you notice its colors evoke an emotion.

Every day, artists and designers use color to help tell their stories. Yet, in many cases, the effect is so subtle that the resulting feeling goes almost unnoticed. Yet, each hue holds the ability to play to our emotions or convey the unspoken. And, this is what makes color such an influential factor in organizations.

Color: By Numbers

According to the Entrepreneur article, “The Psychology of Color in Marketing and Branding,” individual responses to color are affected by our culture, feelings and the context in which we see the color.

While individual responses to color may vary, its effect on our psyche is universal. And, that effect is particularly powerful when paired with a brand. Marketing strategist Gregory Ciotti, who wrote the Entrepreneur article, says consumers perceive whether a color is “right” for a brand if they believe it fits the brand. Consumers expect rugged brands to use rugged colors and modern brands to use modern colors.

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“We’re visual people,” says John West, immediate past president of Color Marketing Group, an international organization of color designers.

“We’re also emotional when it comes to color. Color elicits an emotional response. Color sells, and the right color sells better.”

Color Makers

When consumers simultaneously find a wide range of products available in a new color, they may wonder whether that color’s popularity emerged organically. Not so, says West. The making of color is an intense, intentional process led by small groups of Color Marketing Group members.

Founded in 1962, the Color Marketing Group is a not-for-profit international organization of color designers. Members meet for annual three-day international summits and hold 13 ChromaZone one-day workshops throughout the world to forecast the world’s color trends.

The group begins each forecast by reviewing external forces, considering how those forces impact consumers’ psyches, West said. During the Great Recession, for example, dark colors became the trend. They denoted elegance and safety, timely themes that resonated with consumers.

Color Process

The forecasting process is a laborious endeavor in which Color Marketing Group members debate and, ultimately, create trend palettes. The trend palette differs for each of four international regions (North America, Europe, Asia Pacific, Latin America) the group serves.

The group’s members come from all industries—the obvious like Pantone®, paint and fabric companies, and furniture...
makers, and perhaps the less obvious, like manufacturers of appliances, automobiles and computers. Forecasts are revealed each November at the Color Marketing Group International Summit and published on the group’s website, www.colormarketing.org. Colors the group forecasts eventually permeate the retail experience, appearing on products and in stores.

Color My Promotional Products
Consumer affinity for color extends to choices in promotional products. 4imprint VP of Merchandising Suzanne Worwood says 4imprint sees this with organizations that select promotional pens, totes and apparel to reflect, reinforce or complement a brand or event theme.

“Color has the power to define an organization, service, product or event,” said Suzanne Worwood, VP Merchandising, 4imprint.

“When you choose promotional products in colors appealing to recipients, you increase the likelihood they’ll reach for that product again and again. For some organizations, that’ll mean choosing of-the-moment colors. Others will choose classic colors to achieve that appeal. The bottom line, though, is that color can set your promotional product, brand and company apart.”

Colors with personality
Color can even help people better understand one another, according to E-Colors in Education Inc., an organization that helps students, educators and nonprofit teams improve their communication by helping people understand their communication style and personality. Colors make it easier for participants to remember their own styles and those of others on their teams.

E-Colors in Education uses colors to determine specific personality styles.

So why did E-Colors choose color as an identifier? “Color is universal and based on the brain’s associative powers, it’s easier to remember colors than names,” said Rosalinda Mercado-Garza, PhD, CEO of E-Colors in Education, Inc. No particular E-Color combination is better than the other, only different in what that personality brings to the table, and E-Colors helps individuals and teams appreciate the diversity of thought.
E-Colors in Education leaders reinforce that message by giving participants the **Mardi Gras promotional pens** that match their top color. (Each participant has an E-Colors combination.) It’s an easy way for people to identify each other, a significant point she hopes participants take back to work with them.

“This whole journey we take people through ... the only way they can get started is by knowing their E-Colors,” Mercado-Garza said. “That unveils all the other possibilities of discussion they want to have as a group. (Topics like vision, values and clarity of roles) can’t be talked about unless you know who is in the room.”

**Color’s Staying Power**

While the Color Marketing Group’s color forecasts can help organizations shape trends or show they are on-trend, E-Colors in Education’s casts a different light on color use. By sticking with classic colors as the foundation of its work, E-Colors in Education shows color can be an important part of a brand, product or service, even if that color does not change over time.

If your organization is considering a color change, Ciotti suggests keeping these color tips in mind:

1. **Catch consumers’ eyes with a color that differentiates your brand from competitors.**
2. **Select colors that fit your brand personality rather than choosing a color because you believe it has a certain association to a feeling.**
3. **Think of colors in context with complementary colors, rather than in broad context. For example, brown may be rugged, but with the right colors, it can also be warm.**

**Bottom line: Color forecasts and competitor reviews are useful tools in choosing the right color for your brand, product, event or promotional products. Even more important is to ensure the colors you choose look and feel like you.**
Show your colors

Looking for promotional products in North America’s 2016 colors? The Color Marketing Group and 4imprint have developed exclusive, first-of-their-kind promotional bags in four of 2016’s trendiest colors.

North America’s 2016 trend colors:

Arabesque
This color is drawn from the palettes of multiple cultures, evoking thoughts of blossoms, hearty wine and precious stones.

Teal My Heart
Nature meets an industrial aesthetic in this color, which floats between blue and green.

Uni-Blue
Celebrating cultures, genders and generations and representative of water and air, its steadfastness is calming.

Cinco
The most passionate of the 2016 colors, Cinco communicates joy, enthusiasm, power and energy.
Trade Shows

Check out these stats for the U.S. trade show industry.

**Number of Convention Centers (2015)**

- United States: 255
- Asia Pacific: 90
- Mexico: 34
- Canada: 25

**Trade shows, conventions, conferences and congresses are held annually.**

Source: Statista – Number of convention centers in the United States, Mexico, Canada and Asia Pacific from 2012 to 2015

These 6 cities play host to the top 10 trade shows.

- Las Vegas, NV
- Orlando, FL
- Chicago, IL
- Atlanta, GA
- Grand Island, NE
- Boone, IA

Source: Trade Show News Network – Top 250 US Shows List (Data based on 2014 trade show numbers)
Trade show Trivia

1. How many people on average are attending a specific trade show for the first time?
   - 38%
   - 51%
   - 67%
   - 79%

2. How much time does the average person spend looking at exhibits while at a trade show?
   - 2.5 hrs
   - 5.8 hrs
   - 9.1 hrs
   - 12.2 hrs

3. What percentage of attendees remembers visiting a company's trade show exhibit?
   - 24%
   - 47%
   - 60%
   - 81%

Trade Shows - are they worth it?

YES! Leads from trade shows require **less time and money** to close deals.

- Trade show leads → $550, 1.4 sales calls
- Other leads → $997, 3.6 sales calls

Source: Statista – Statistics and facts about Trade Show Marketing in the United States (Data based on the average numbers between 2001-2013)

Source: Entrepreneur, Small Business Encyclopedia: Trade Shows
Promotional Products are EVERYWHERE

These people are having a great time with promotional products at their sides. Can you spot the 16 promotional products at this event?
REMARKABLE MOMENT

Hearts and Hands

By Cheryl Sina

Turning houses into homes
A home is so much more than four walls and a roof—it’s the hub and heart of one’s life. That’s why tireless volunteers put so much care into repairs that keep Aurora, Ill., residents in their homes. Thanks to volunteers, Rebuilding Together Aurora (RTA) has repaired approximately 100 homes per year since 1993. Volunteers manage repairs, ranging from accessibility modifications to code violations and more, for residents in need.

RTA wanted to celebrate in a mission-driven manner volunteers who gave significantly of their time by working more than 100 hours. Without the commitment and expertise of these volunteers, many homeowners would be in dangerous living situations or become homeless.

RTA Development and Communications Manager Heather Binder said, “Thanks to 4imprint’s one by one® program, we recently gave a 300-hour volunteer one of the Neet Tool Boxes. He said he loves the gift for transporting tools to the job site. With this product we are able to celebrate our volunteers without taking funds away from critical home repairs.”

RTA is a perfect illustration of giving of yourself to build others up and make a positive impact on their lives.