

Exhibiting at trade shows is a fantastic way for businesses to build relationships with their existing clients by getting that all important face time. They are also a tried-and-true method of engaging new potential clients.

Booth giveaways play a vital role in the trade show world. Remember, your giveaway does not have to be expensive, just impactful. Take the example below from an Artina customer.

The Artina team went to work and even looked at the conference microsite to get ideas. The client's response was more than favorable. She described the bag as **“a beautifully designed colorful bag – which promoted our brand, reinforced the conference branding and beautifully showcased the sponsor. On the sides of the bags, we used QR codes to promote the following year's conference and on the other side, we promoted our social media. The logo was even on the bottom of the bag. So, we were using all sides of the bag to work for us.”**



This client previously used a neutral gray shopping tote for their conference giveaway. It was a standard bag with one color imprint on both sides, the customer logo on one side and sponsor logo on the other. She knew that she wanted to improve the bag but was not sure she could make any real improvements given her budget.

**“We got so much praise on site from the attendees, and the sponsor quickly signed up for the tote bag sponsorship for the following year.”**