



Lev Promotions

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GOOD...BETTER...BEST – TRADE SHOW PROMOTIONAL PRODUCTS

Many people think that they have to have “something for everyone” when they’re choosing promotional products for a trade show. Well, the truth is you don’t need to worry about “everyone;” just everyone who has been qualified to receive something.

Many people put their promotional product on a counter so people can just help themselves as they walk by. We call that “trick-or-treat” style. Well, the truth is this type of product may make your items popular, they probably won’t be effective marketing tools for you.

At Lev Promotions, we recommend the “Good...Better...Best” philosophy.

(We also recommend starting with “best” and working your way down when planning your promotions.)

- **Best** – A high perceived value item that is reserved exclusively for your best clients and hottest prospects. These items are kept out of site and presented to the recipient as a thank you gift for stopping by and spending time with you. (You may even want to gift wrap them.) The recipients for these items are usually specifically identified in advance so that your booth staff doesn’t make the decision on the fly as to who qualifies as a “best” client or “hottest” prospect. Take it up a notch by personalizing the item and letting these folks know in advance that you’ll have a gift waiting for them when they come by the exhibit.
- **Better** – An item that has a higher perceived value than your “average” promotional product. This item is reserved for booth visitors and any designated customers and/or prospects who meet your predetermined criteria to based on your goals (e.g. fill out a form, set a show-floor appointment prior to the show, attend a demonstration, complete a hands-on task, have a certain position at their company, place a PO on the show floor, set a post-show appointment with a sales rep, etc...). These items are kept hidden away so people can’t help themselves and are presented to recipients as a thank you gift rather than a “giveaway.”
- **Good** – An inexpensive, quality item that can be given to any booth visitor or to visitors who meet the lowest qualification bar – maybe allowing a badge scan and a conversation with a staffer that qualifies them as a good potential prospect or as a lower-end existing client. Have these easily accessible for staff to hand out as a thank you gift at the end of their interaction. (Putting them out on a counter for people to help themselves devalues them as a marketing tool.)



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Do whatever mix of the three levels you can afford, but it's most effective to start with "best" and then fill in with "better" and/or "good." Remember that your budget doesn't have to suffer. Ultimately, your quantities of "best" needed will be the lowest, with "better" being more and "good" being the most.

Whatever the show's expected attendance, you really don't have to have something for everyone if only because, with the exception of very small/highly targeted shows, "everyone" will not stop by your booth and "everyone" is not your target market – ever.

There are formulas that can help you roughly determine how many of the "good" category you'll need if you want something for general distribution.

For best results, work with a professional promotional products consultant who asks questions to get the best possible recommendations for you!

And choose Lev Promotions for branded product recommendations to help you create *strategic memorability*TM.