



When do you use Promotional Products?

1. Business gifts
2. Tradeshows
3. Brand awareness
4. Employee relations and events
5. Public relations
6. Dealer/distributor programs
7. New customer/account generation
8. New product/service introduction
9. Employee service awards
10. Not-for-profit programs

As some of you have already noticed, Maureen, my wife and business partner has begun working with me on a full-time basis. The Garage is growing and I don't have enough hands! So we made the change to better respond to your needs and provide the best solutions for our clients.

We also launched a website, www.TheGaragePromo.com where you can get an idea of how we do things differently. We also feature some of the Tradeshows work that we have done. As time permits, we will be adding examples of work we have done, to better promote our own flexibility!

We don't just source promotional products, we develop solutions!

Seven Steps to a Successful Promotional Campaign

Successful promotion campaigns don't happen by chance. To realize goals, promotional products programs must be carefully planned, taking into consideration the audience, budget and, of course, the ultimate result to be gained.

1. Define a specific objective.

Whether the goal is to increase traffic at a trade show exhibit or to boost sales with current clients, the first step in any campaign is to clarify the purpose of the program.

2. Determine a workable distribution plan to a targeted audience.

Distribution of a promotional product is as important as the item itself. Research shows that a carefully executed distribution plan significantly increases the effectiveness of promotional products. **For example, a pre-show mailing to a select audience delivers more trade show traffic and qualified leads than simply distributing items to passerby at the show.**

3. Create a central theme.

Linking a recognizable logo and color to all aspects of a campaign, from promotional products to sales sheets to product packaging, helps create an instantly recognizable image.

4. Develop a message to support the theme.

Supporting a campaign's theme with a message helps to solidify a company's name, service or products in the target audience's mind. For instance, to promote its services to small businesses, a bank created the theme "Are you tired of being treated like a small fish?" and sent fish-related products to its prospects along with promotional literature.

5. Select a promotional product that bears a natural relationship to your profession or communications theme.

A good example is a company that developed a magic motif for its conference at Disney World. Attendees received magic-related products to tie in with the theme "Experience the magic at Disney®."

6. Don't pick an item based solely on uniqueness, price or perceived value.

Don't fall prey to the latest trends or fads. The most effective promotional products are used in a cohesive, well-planned campaign.

7. Use the tools available at The Garage Promotional Group

With the experience and creativity to come up with integrated answers to all of these questions, we can be a partner in building a successful promotional pro-

Tradeshows Development

The sounds of thousands of people flowing through an exhibition hall. Promotional Products being stuffed into bags. Booth teams, chattering off facts and figures.

Tradeshows have proven to be an invaluable vehicle to provide qualified prospects. They have also become a free for all for those looking for the next free handout.

The Garage will look at your tradeshow execution strategy, if you have one and see how we can Tune your trade show message.

With Vehicles like pre-show dimensional mailings, that have a proven 30% return rate, to teaching and staffing your booth team to identify, capture and retain the most qualified leads available at the show!

We also are the best resource for Tradeshow environment design and equipment.

With Unique large-format printing capabilities, as well as access to some of the most innovative booth environments, we can offer the right space for the right message, budget and goals for your trade show execution.

Check out our website for Tradeshow solutions ranging from retractable banners for \$300 to a fully custom designed environment for \$100,000!

Going Green

Would you like to integrate a **GREEN** message into your promotional programs? The industry has responded quickly and effectively with everything from recycled products, Organic cotton apparel, recycled milk jug tote bags and plastics made from corn.

At The Garage we take it one step further and ensure that the message of **Green does not overshadow the Brand.** With Brand-relevant Green initiatives, not only are you communicating your commitment to the environment, you are promoting your brand in a positive, forward-thinking way.

The Garage Promotional Group
www.TheGaragePromo.com