



Promotional giveaways and merchandise

Promotional giveaways are brilliant, fun ways of treating potential clients, and are fantastic for promoting your brand. The key objective at any exhibition is to entice people to your stand - branded merchandise can play a pivotal role in achieving this.

Giveaways should represent your brand in terms of values, quality, and character. Choose traditional items to show a stable, consistent business or show your fun side with a puzzle or a toy with your branding. You want to make sure that your promotional giveaways and merchandise reinforce your brand awareness and image in a positive way.

What not to bring - Please note that we have a bag sponsor and a notepad and pen sponsor for this event. We ask you to consider this aspect when choosing your promotional materials.

Eco giveaways

Consider investing in sustainable promotional giveaways and move across to a range of branded products with a focus on recycled merchandise. Most promotional products can be turned eco-friendly if they are made from sustainable materials.

Giveaways don't have to be physical. To make them more sustainable and ensure your merchandise won't be lost you can offer a digital download, such as a magazine, e-book, or album.

Useful giveaways

Pens and key rings are typical giveaway items. You should give away something useful but interesting - some useful giveaway ideas include things like:

- Travel mugs
- Reusable water bottles
- Solar phone chargers
- Webcam Covers
- Charging Cable/ Power Bank
- Branded lip balms
- Phone Stand
- Calendar Pods
- Fidget Toy
- PopSockets
- Umbrella
- Phone charm
- Seed packets or grow-your-own kits

Food and beverages

Snacks and treats, such as popcorn, mint tins, and cupcakes always attract visitors and create excitement. It encourages longer conversations and gives your team the opportunity to chat with delegates while they enjoy a

treat at your stand. If you can, package your food or drink in a way that will allow you to have your logo and contact details on.

Please note that if you do bring any food or beverages at the conference you will need to fill in the Food & Drinks Disclaimer, found in the Exhibitor Guide.