



## TOP TIPS for Using Promotional Items to Build Your Brand

Farm shows have long been a staple in the seed industry because they're a great way to meet potential customers in person. One of the highlights of a farm show is the "swag"—the items companies give away to pique potential customer interest and help them remember their brands.

### As you consider your next farm show swag, here are 3 tips to help ensure the process goes smoothly:

#### 1 Come to the conversation budget ready

A good rule of thumb is to use around 5% of your event budget for swag purchases.<sup>1</sup> Promotional items can be found at all price points, so knowing your budget is important for determining what—and how many—items to purchase.

##### Budget breakdown: How the exhibiting dollar is spent

Graphic Design and Production	6%
Shipping	9%
Booth Space	32%
Virtual Exhibits and Events	3%
Show Services	11%



7%	Other Expenses
5%	Marketing Promotions
13%	Travel and Lodging
14%	Exhibit Design and Construction

#### 2 The early bird gets the worm

Only 10.6% of cataloged items in the promotional industry are manufactured in the USA and many of those items are dependent on raw materials from overseas. Planning your swag purchases several months ahead of time helps make sure you have the best selection, have time to compare and take advantage of competitive pricing and avoid rush fees associated with production and shipping.

#### 3 Connect with your audience

Make your promo item decision with your event, brand and potential customers in mind. Don't just grab whatever swag is readily available in the supply closet, such as pens, can koozies, stress balls and whatever else you might hand out all year long. Instead, think about what will make a connection with what your brand is all about and also be valued by your audience. Planning and creativity can help ensure an item will have the desired effect and also be used for many years ahead for additional brand exposure.

<sup>1</sup> Jana Martin, "The future of B2B trade shows: Do they still matter in 2023?" New Perspective, August 11, 2021, <https://www.npws.net/blog/future-of-trade-shows>

<sup>2</sup> Travis Stanton, "Budget Breakdown: How the exhibiting dollar is spent," Exhibitor, accessed July 7, 2023, <https://www.exhibitoronline.com/topics/article.asp?ID=3346>

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