

TRADE SHOWS

maximize booth traffic



Why Handi-Handle

COMFORT, EXPOSURE, HIGH IMPRESSIONS

MAXIMIZE COSTS

COST OF A TWO DAY SHOW w/ 2 staff:

10X10 Booth \$3000
2 Nights hotel \$350 ,
Food and entertainment \$400 ,
Air fair \$725

Total .. \$5000 / this is on the conservative side.

PRE-SHOW MAILER / drive attendees to your booth.

Handi Handle can be used as a preshow promotion imprinted with your booth number, web site and company information . Getting Handi-Handle in the hands of attendees prior to the show will motivate them to review your web site and drive them to your booth at the show

BOOTH HAND-OUT / increases lead count.

Handi-Handle makes it easy for the booth staff to get out in isle and meet attendees.

- You need to maximize your exposure at a show.
- Handi-Handle gives your booth staff a reason to engage show attendees.
- Booth staff attach Handi-Handle to show bags which get the company name in the hands of attendee.
- Handi-Handle will be remembered well after the show by attendee every time they pick up heavy plastic bags.

IN ISLE SIGNS & DISPLAYS / added exposure

Many trade show organizers have isle signs for advertising which exhibitors can purchase and post information. In some cases you can attach a bin filled with product on to these sign/displays as a self liquidating promotion. Because handi-handle can help carry trade show bags, show organizers often support the idea of giving them out in the isles. This program offers tremendous exposure. Ask the show organizer if they offer in isles advertising and if could you attach a bin to it.

POST-SHOW MAILER / keeps you on their mind.

Handi Handle can be used as a post show promotion imprinted with web site and company information.

CO-OP / Share the expense.

Handi Handle is a great co-op item. Two imprinted sides make it possible to work with other companies, sharing the expense and distribution of the handle. At large shows this is helpful in getting your message to more attendees.

Be sure to read over our flyer on CO-OP's

