

# FACE 2 FACE

WINTER 2007

WHERE THE EXHIBITION AND EVENTS INDUSTRY MEET



MEDIA PARTNER



- ▶ Building a brand
- ▶ How others see you

# The science of giveaways

Before deciding on your promotional giveaways for your next show, are you sure you've thoroughly considered all the options, asks Jeff Salton.

For more than 20 years, Australasian Promotional Products Association (APPA) members have been providing the exhibitions industry with a countless array of products and ideas designed to entice, engage and excite show visitors.

However, the promotional products industry itself is the consummate 'silent partner', with most people who receive a gift or reward having little or no idea about what goes on behind the scenes to ensure that what they get is memorable.

APPA is a not-for-profit organisation with 610 members spread throughout Australia, New Zealand, New Caledonia, Vanuatu and Taiwan. It is the only professional trade association specifically for the promotional products and promotional marketing industry in the Australasian region.

APPA belongs to the International Federation of Promotional Product Associations (IFPPA) and APPA CEO, William Kestin, currently serves as its vice president. Globally, promotional products

are reportedly a \$40 billion-plus dollar industry.

"In Australia alone the industry yearly generates over \$1.56 billion and the New Zealand market is worth over \$213 million," says William. "APPA works hard at qualifying promotions companies and their distributors to ensure that the industry provides quality products and delivers them in a professional manner."

William adds that continual sharing of information and knowledge from our international partners in the US, South America, Mexico, Europe, Turkey and Canada keeps APPA at the forefront of trends and product sourcing. This competitive advantage helps APPA members offer better pricing and higher-quality products over their competitors.

Traditionally, promotions companies have only been associated with the best place to find cheap giveaways and mementoes. But William says the industry offers a lot more and companies miss out on creative partners that can increase their

exposure and eventual sales.

"While many companies only use promotional companies as a last minute source of giveaways at trade shows, they may not be aware that promotions companies can tailor campaigns to increase brand awareness, reward staff and increase stand traffic by helping to engage the show visitors. There is much more in a successful promotion than throwing caps, pens or mugs at passing guests."

William explains that a successful promotional campaign at exhibitions should "engage the visitor, elicit a response, otherwise it could be a waste of your investment," he says.

William cites the following APPA award-winning promotions as an example.

PMI Mortgage Insurance Ltd was launching its new tag line: "new ways of thinking" and wanted to attract traffic to its exhibition stand.

Promotions company Infocus created the concept using a parking meter timer and keyring – a good promotional gift with



some intrinsic value (especially if you've overstayed a meter recently). Visitors to PMI's stand were given a branded parking meter timer which also had two metal discs attached to it.

The metal discs were individually numbered and were used as tickets to a prize drawn at the PMI stand every 30 minutes.

The parking meters were pre-set to go off just before each draw, therefore alerting the holder to high-tail it back to the PMI stand to witness the draw – naturally, winners had to be present at the draw to collect their prize.

The metal discs were able to be used for future events and tradeshows, which ensured the promotional product would be kept by clients indefinitely. The discs also directed clients to their website which increased web traffic, post-show.

The alarms continuously went off during the show, generating a buzz among all attendees and most importantly brand awareness for PMI. The concept drove

many people to the stand that may not have stopped before.

The client said it received excellent results from the campaign and more than 80% of attendees visited the stand to enter the discs into the competition.

APPA award judges were full of praise for the concept.

"That's the type of strategy that our members are very good at, but they don't always receive the recognition they deserve," says William.

"You will find some very creative APPA members who can deliver very successful campaigns and concepts if given the chance. Clients should remember that these professionals deal with hundreds of product promotions a month, they have the experience to guide customers to the products that work best.

"Unfortunately, of the 2,500 promotional product companies in Australasia, only 610 are APPA members who meet our criteria, which includes such things as:

- years in business;
- turnover;
- APPA trade references; and
- training and education requirements.

"To become an APPA member, applicants need to be reputable companies and agree to allow the association to mediate any disputes clients might have," says William.

"Which means if you deal with a non-APPA member you are totally unprotected if something goes wrong. Companies can easily verify their company is an APPA member by logging on to [www.appa.com.au](http://www.appa.com.au) and click on List of Members."

Clive McCorkell, who with his partner Anthony Brown set up promotions company Arid Zone some 20 years ago, says he likes to take clients through a qualitative process to assess what products will produce the best results.

"Generally, clients don't have specific products in mind, apart from citing items used at previous shows. >

“I get them to consider a few simple points,” he says, “such as:

- What industry are they in?
- What is unique to their company/ product?
- What audience will they be exhibiting to?
- What is the purpose of the promotion – new product or service, reinforce brand, etc?
- Is it a reward for members or staff?
- What other objectives would they like to achieve from the promotion?
- What have they tried in the past?
- What would you like recipients to think about your company after the show?
- What behavioural changes are they seeking to stimulate?

“We find many exhibitors haven’t fully thought through what they want their branded items to achieve and so this process



William Kestin

works really well in helping to define what we can do to achieve their objectives,” Clive says.

“We try to recommend items that reinforce overall strategy, rather than just providing ‘giveaways’. Many times the

solution is a product like a pen, cap or coffee mug but branded and presented in the most effective way.”

Clive emphasises that partnership building has made Arid Zone the success that it is today. “Most rewarding for us is a happy, long-term client who recommends us to his industry peers.”

William Kestin agrees, adding that exhibitors need to realise that there is a lot of untapped creativity in the industry.

How creative are APPA members?

“Ever heard of the Booney figurine?” asks William. ●

**CONTACT**

**APPA**  
William Kestin  
**Arid Zone**

ceo@appa.com.au  
clive@aridzone.com.au

**BENDIGO**  
**Exhibition CENTRE**  
Let us show you!



Regional Australia's **Largest** Clear-Span Exhibition Space

**Centre Highlights:**

- **5000sqm - clear-span exhibition space** suitable for large - scale events, exhibitions, tradeshow, conferences or conventions offering unlimited scope for creativity in planning your event
- **435sqm - multipurpose flexible space** with raised viewing window offering views of the main exhibition space, ideal for entertaining, product launches and seminars
- **270sqm - entrance foyer** suitable for event registrations, ticketing, sponsor recognition, signage and displays
- **Food preparation area**
- **Unlimited parking options**
- **18 hectare - multi-functional Showgrounds precinct**

**Contact Details**

To discuss your event requirements please contact:

**Michelle McEwan**  
Venue & Event Coordinator  
City of Greater Bendigo

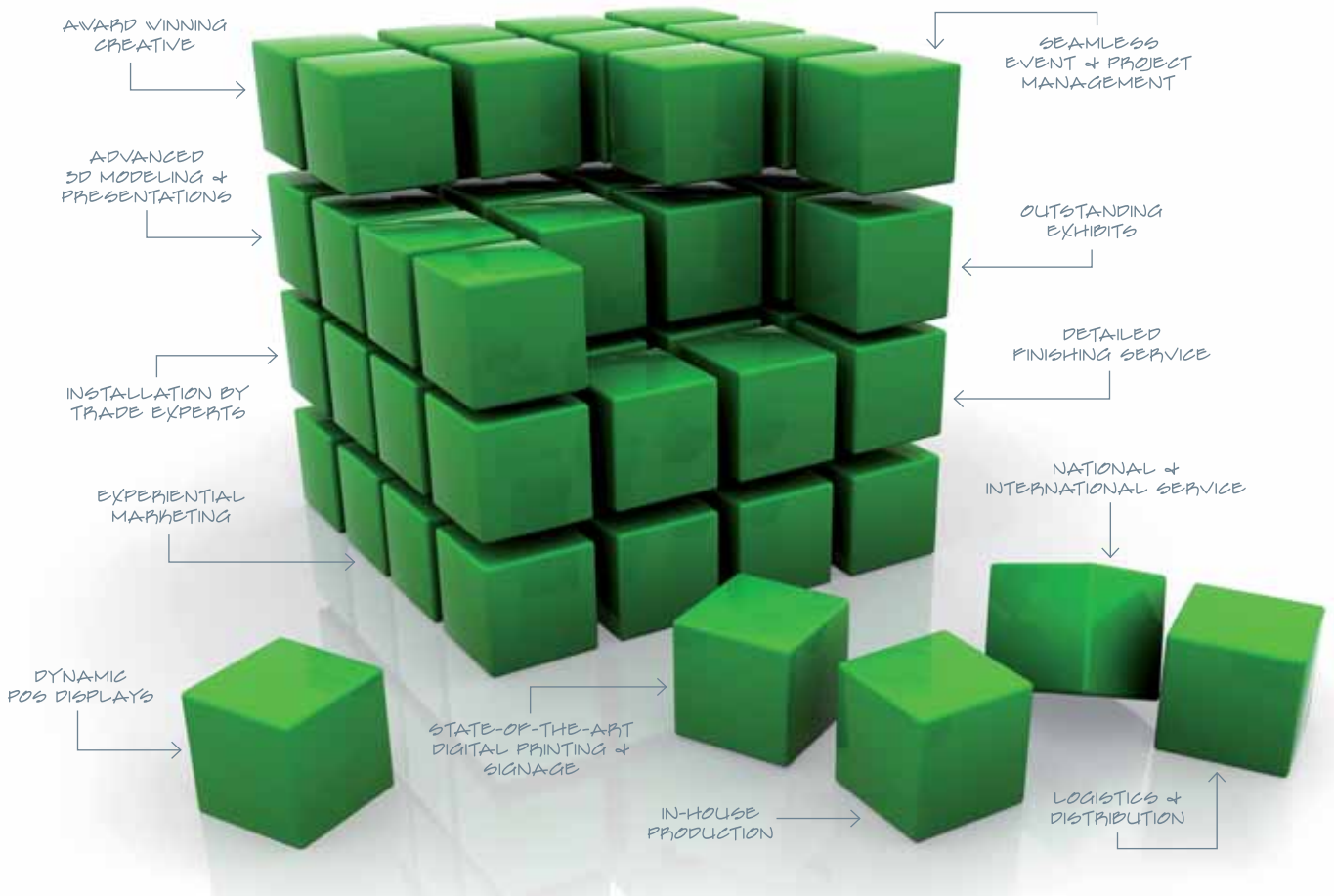
Tel: **(03) 5434 6005**

Email: [m.mcewan@bendigo.vic.gov.au](mailto:m.mcewan@bendigo.vic.gov.au)

Web: [www.bendigoexhibitioncentre.com.au](http://www.bendigoexhibitioncentre.com.au)

**Bendigo Exhibition Centre**  
**Prince of Wales Showgrounds**  
**Holmes Road, Bendigo VIC 3550**

# We bring all the pieces together...



## to make custom displays competitive.



Custom POS displays and exhibits give products the cut through they need, but often at a price only the top brands can afford. But with our **'concept to creation'** approach, we offer you the affordable, customised display or exhibit you thought was out of your reach.

**How do we do it?** Quite simply, we handle the entire project - no out-sourcing. So, you know exactly what you're getting, when you're getting it and how much it's costing. And with everything handled in-house, you'll be surprised at the time and cost savings.

FOR A CURRENT LIST OF CLIENTS, AWARDS & PROJECTS, OR TO SIMPLY FIND OUT HOW A CUSTOM POS DISPLAY OR EXHIBIT CAN BRING YOUR BRAND TO LIFE, CALL 03 9416 7577 OR VISIT [WWW.SYNERGYDESIGN.COM.AU](http://WWW.SYNERGYDESIGN.COM.AU)



synergy design

CONCEPT TO CREATION

# design | print | display

portable display stands banners  
posters large format printing indoor  
outdoor flags point of sale offset  
printing screen printing dye  
sublimation printing flat bed printing  
laminating mounting + more



Xstand



Xstand  
XDE



baseSTAND



Euro



RollUp



OzZPole  
(outdoor)



PopUp

- > suit any budget
- > full design service available
- > custom design & manufacture



[www.xgroup.com.au](http://www.xgroup.com.au)  
[info@xgroup.com.au](mailto:info@xgroup.com.au)  
**[03] 9584 1200**

## PROMOTIONAL IDEAS

**A variety of thought-starters for exhibitors from the Australasian Promotional Products Association.**

### UNDER \$10 FOR 500+

#### Leather ID kit

Designed as a conference/convention ID holder, this wallet item can also be used as a handy travel wallet.

Features include:

- full grain leather top card slot for business cards and adjustable neck/shoulder strap;
- front velcro flap to hold ID items with internal security pocket for passport and pen pocket;
- rear zip pocket for hotel key/money with a removable phone holder with belt carry clip.



### UNDER \$6 FOR 500+

#### Organise this

This mini notepad holder and calendar is a great way to add a little bit of colour to your life and the lives of those around you.

It features:

- an organiser with a flip lid and two (75mm x 47mm and 40mm x 48mm) sticky note pads;
- eight assorted coloured note-flags;
- 2007/2008 reversible calendar insert.



### UNDER \$3 FOR 500+

#### Non-plastic fantastic

The anti-plastic bag lobby will thank you for giving away these durable double long handle calico tote bags which can be used for grocery shopping and the like long after the exhibition has finished.

The planet will thank you (and your brand will live on).

Features include:

- made from cotton;
- renewable resource;
- new style;
- double handles.



*\*All items available through APPA members. Contact APPA members by visiting [www.appa.com.au](http://www.appa.com.au) and clicking on List of Members, then select your local region.*

