



Promotional Merchandise News & Tips

Parting Gifts

Reese Witherspoon may turn down her next goodie bag at the Oscars, but attendees at your next event will still be expecting one. Here are some great ideas for cool gift bags at three different types of events.

The Product Launch

The best giveaways for product launches are useful items that relate directly to the new products. Since product launches are designed to impress clients, prospects and other VIP's, it's also important that goodie bag items have at least a little cache, you want to ensure the participants feel they are receiving an item that is exclusive.

Product Launches: Goodie Bag Must-Haves

- Brand-name apparel
- M & M's in company colors
- Logoed iPod cases
- High-end chocolates
- Items that can be used with the new product

Outdoor Charity Events

If you're planning an outdoor event, such as a walk-a-thon, festival or other charity gathering, you should always keep in mind: nourishment and comfort. Your participants are taking time out of their busy schedules to support their charity and goodie bags can be an effective way to support their efforts.

Charity Events: Goodie Bag Must-Haves

- Sunscreen towelettes
- Colorful caps
- Mini-fans
- Spa items
- Cool nylon bags

The Golf Tournament

Golfers are typically gadget lovers, so stuffing knapsacks with all of the latest and, greatest in golfing gadgetry is the way to go for golfing gift bags. Some items to consider: multi-tasking tools that feature divot tools, groove cleaners, ball markers and cleaning brushes. Also don't forget the apparel, Golfer go crazy over the newest apparel on the market.

Golf Tournament: Goodie Bag Must-Haves

- Moisture-wicking shirt
- Multi-tasking golf tool
- Sweatband with watch
- Leather luggage/golf bag tags
- Golf Balls

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By: Linda Lierly {excerpts taken}

Corporate Gifts: Tips & Techniques

- Corporate event gifts should be creative, useful, memorable and appropriate to the recipient.
- An ideal gift is one that ties in with the event, such as a picture book, clothing or souvenir reminiscent of the occasion.
- Giveaways at corporate events are reflective of the company and its reputation, so strive for as luxurious a gift as the budget can bear.
- Often the most appreciated gifts are those that recipients can use in their everyday lives.
- Companies can avoid the difficulty of choosing one particular giveaway by giving recipients a choice of gifts, often presented on a dedicated Web site.
- In choosing a corporate gift, be aware of the recipients' demographic profile and job categories.

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By: Christopher Hosford {excerpts taken}