

USB Flash Drives

ATTRACT AND CLOSE MORE TRADE SHOW BUSINESS



At Your Next Show Consider Using USB Flash Drives to Create Excitement, Build Traffic and Close More Business!

What makes a good imprinted product to give away at a trade show? If one looks at the imprinted products that they have collected and kept, they tend to have a few characteristics in common. For one, they have a high perceived value. People typically don't throw anything away that they believe to be valuable. Secondly, they tend to use those promotional items they have on an on-going basis. If it is of no use to them, then put it aside or discard it all together. Thirdly, those items tend to be both durable and reliable – they have served their recipient over the long haul without failing. In addition to the above, good imprinted products are tasteful and carry an attractive message. The most expensive imprinted item around can look cheap if the artwork is poorly done, or the message is in bad taste. Finally, they have that “Wow” factor – one that leaves the recipient's eyes gleaming and the competitors burning with envy.

The above reasons are why one of the fastest growing premium imprinted promotional giveaways are USB Flash Drives. Flash drives are really unique items that help to complement our reliance on technology to get the job done. They can store movies, music files, and countless amounts of data and can easily be carried anywhere. Salespeople like them because when they are traveling, they can securely carry their presentation on it and easily access that information at any copy shop or hotel business office. Why have USB Flash drives gained such wide scale acceptance? Let's explore this briefly.

Flash drives are reliable. They don't fail often. It is estimated that a flash drive can last in excess of 10 years! In addition they are portable and can hold a lot of information and data. For example a high capacity flash drive has the storage equivalent of 91 CD's or 16 DVD's!

Lots of Options!

Our USB Flash Drives are the perfect imprinted promotional item. With a lifetime warranty and reliability unprecedented among other storage devices, you can be sure that your message will get continual impressions for years to come, building awareness for your product or service and growing your sales.

For a full listing of our drives, storage capacities, color availability and imprinting options, please call us toll free, In-Vision Marketing , at 888-717-3277, or email us at sales@in-visionmarketing.com.

USB FLASH DRIVES

Besides being reliable and portable, flash drives also have a high perceived value. Today, many types of flash drives are available - swivel drives, drives encased in metal, plastic, wood, or high grade leather cases. They come in all shapes as well - round, square, rectangular, or can be manufactured to be shaped like any product. They can also serve a dual use - flash drive pens, flash drive mp3 players, etc. With all these options available, USB flash drive manufacturers are taking great care to present their items in a very sleek, streamlined, high end manner. Couple that with their usefulness and variety of imprinting options and flash drives become a valuable product in the eyes of the recipient.

Now, given the benefits of USB flash drives, how can they be successfully integrated into a trade show? Some trade shows can have quite a few attendees, so giving a flash drive away to all booth visitors is not practical. So, it's important to develop a strategy that will identify high potential prospects from those visitors who aren't serious buyers. This way, USB flash drives- that have been loaded with product literature/sales presentations - can be given to those high potential prospects and another imprinted item can be developed to give to those attendees that are just browsing.

Flash Drives as a part of your trade show marketing can make a significant difference in helping attract prospects, qualifying them and converting them into customers.

For help in putting together a comprehensive flash drive program, along with other imprinted promotional components for your next trade show, contact In-Vision Marketing today. We will work closely with you to develop the right program that meets your needs and your budget. You can contact us at 888-717-3277 or visit us on the web at www.in-visionmarketing.com

TRADE SHOW TIPS

Here are just a few general tips to help you make your next trade show more successful:

- Have something to show and to sell. Make sure you are demonstrating your product, or if a food, sampling it.
- Make sure your product literature is available and attendees have easy access to it.
- Be inviting. Don't allow employees or staffers to stand in the booth, frowning, with their arms folded.
- Make sure you have the right location. Determine where you want to be before you spend your money.
- Stay in the booth. Don't wander around leaving the booth poorly staffed or not staffed at all. If you want to see what your competitors are up to, do it before the floor opens to attendees.
- Feed your prospects. If you have a food item that you are selling, make sure it is prepared and ready for sampling. If you are selling a non-food item, be sure to have mints and water in your booth.
- Eliminate clutter. Make sure your booth is easy to maneuver and clean.
- Be polite and courteous to everyone. Even competitors.
- Look good. Image is everything. Make sure your staff is uniformly dressed, in corporate logo'd apparel and their clothes are pressed.
- Give something away! Don't allow your visitor to walk away empty handed. Make sure your logo or message is prominently displayed on anything you give away.
- Sell, sell, and sell some more. Always be in a selling mode. Read tips on how to sell at trade shows before attending.



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