



Conference Accessories and Promotional Products Essential Partners for Conference Planners

Meeting and event planners have a continual need for promotional tools and conference accessories such as branded gifts, satchels and lanyards. They are an essential component of the planning process, supporting pre-event marketing, reinforcing the conference content, providing key partners with profile and enabling the raising of vital revenue.

The benefits of using promotional products and conference accessories, includes:

- Pre-Event Marketing - creative communication to gain the initial attention of potential delegates is important. Promotional products come into their own for this purpose, to develop interest, get a conference mailer opened and stand out in a crowded environment.
- Conference Gifts - while every event has a specific purpose and serious objective, it is often the little elements such as a fun mailer, room gifts and other giveaways, that will carry the key message well beyond the event.
- Sponsorship - apart from having a practical application; enabling delegates to carry conference material in a satchel or to be identified by wearing a lanyard, items branded with a sponsor's logo or message offers profile for associated partners and assists budget control.