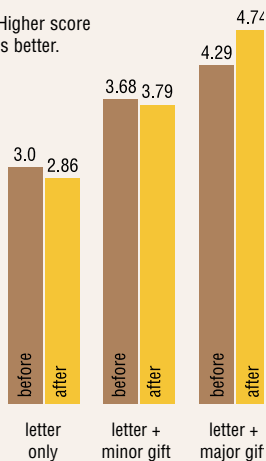


# Get real, measurable results from your trade show activities.

We know that the business success relies heavily on maintaining and fostering new relationships. Business gifts show your clients how much you value them and gives you visibility that can last a lifetime. More importantly, business gifts generate both new and repeat sales.

## THE PROOF

Higher score  
is better.



In a 1998 study, Dr. Richard Beltramini of Wayne State University demonstrated that business gifts effectively improved both sales and customer attitudes. Beltramini accomplished this by comparing results across three customer groups: The "Letter Group" received only a letter of thanks, the "Silver Group" received the letter plus a silver desk set (\$20 retail value) and the "Gold Group" received the letter plus a gold desk set (\$40 retail value). Measurements were taken both before and after delivery of the gifts.

Those who received the silver and gold gifts were 23 and 43 percent (respectively) more satisfied with the company than those who received only a letter of thanks.

- Silver and gold gift recipients' "intent to buy" ratings were 33 percent and 66 percent (respectively) higher than the letter recipients.
- Even six months after the gifts were distributed, sales for the silver and gold groups were 4.2 and 400 percent higher (respectively) than sales for the letter-only group.
- While both the silver and gold gifts had an impact on both attitudes and behavior, the gold (more expensive) gift did have a much greater impact on this group of customers.

## Drive Sportswear and Promotions

... the driving force in the promotional products industry.

To learn more about how you can maximize your return on investment, please contact Ryan or Len at 403-517-0020 today.

