

## **Billions Spent on Promo Items, Skyline DFW Challenges Companies to Make Those Dollars Count**

*Dallas Area Tradeshow Display Company Helps Clients Find High-Quality Promotional Items, Apparel and Giveaways*

August 18, 2011 (FPRC) -- Dallas and Fort Worth area trade show display and event marketing company, Skyline DFW Exhibits & Events, announced today that the company will now offer promotional items and apparel as part of the company's Creative Services offering. Skyline DFW saw companies investing thousands on high-quality event and trade show displays to portray their brand. Yet, these same companies would buy low quality giveaways that reflected poorly on their brand, contradicting the message they wanted to convey to their audiences. Seeing that way too many promotional products are wasted and never make it home from trade shows, Skyline DFW works with clients to choose high-quality promotional products and logo apparel that are consistent with the client's image and brand.

Jeff Meisner, head of tradeshow exhibit company, Skyline DFW Exhibits & Events, tapped his team of tradeshow consultants to work directly with customers and help them to find promotional items and logo apparel that deliver results and impressions rather than "trinkets and trash." The promotional items team has access to thousands of items and helps customers choose high-quality giveaways and promotional items that help to drive awareness and sales.

Meisner commented on his experience, "Many of our clients come to Skyline DFW for assistance with their branding at shows and other marketing events. Unfortunately, many of these same people fail to consider how their brand is being perceived through their giveaways. If you want the market to perceive you as high-quality, make sure your choice of giveaway reflects this."

According to a 2009 Promotional Products Association International (PPAI) study of more than 1000 who recalled receiving a promotional product, 89% could recall the advertiser of the promotional product. The study also compared promotional items to traditional media such as print and television and found that promotional products "were the only media that showed staggering results in recall and reaction." The study showed that promotional items had the lowest cost per impression when compared to traditional media.

Kristin Kimmell, director for Camp Thurman, a Texas day camp program, asked the Dallas area trade show display company, Skyline DFW to help select promotional items to sell in the camp store and to provide to prospective camp donors. "The Skyline team analyzed our needs and provided us with great options for our camp store and donor program. The store items were a huge hit – some of our best sellers," remarked Kimmell.

Skyline DFW estimates that over 60% of promotional products are never used. The company works with clients to find high-value items that connect with their brands. Clients look to Skyline DFW to help them find promotional items that will end up on their customers' desks not in them. And, the company consults with customers on strategies for giveaway programs for special clients and prospects. "There is a psychology behind tradeshow or event giveaways," said Jeff Meisner, president of Skyline DFW Exhibits & Events. "We know that anyone can sell you a giveaway item, but our goal is to help you put the right giveaway item in your customer's hands – the item that

reflects the company's brand is actually used. In addition to giveaways, we help customers find the right logo apparel items for booth staffing or events – taking just one more thing off their 'to do' list and ensuring that they get high-value, quality items to represent their brands.”

Through Skyline DFW's proprietary booth staff training program, corporations learn about how to implement dress standards for events and tradeshow that help companies to stand out among their competition.

**About Skyline DFW Exhibits & Events:**

Located in the Dallas/Fort Worth metro area, Skyline DFW Exhibits & Events enhances customers' branding, product, messaging, marketing, ROI and overall company performance through the design, creation and delivery of innovative exhibit display products and turnkey services. Customers include: American Airlines, American Eurocopter, Aviall, Baylor Health, Brinks, Chesapeake Energy, Interstate Batteries, SuperMedia and Texas Health Resources.

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