

Do you enjoy reading our newsletter? Call, fax or email us with your comments.

The Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success? Please contact us at:

**imprint area
2.75" x .95"**

We answered in:

- Lead Generation
- Employee Motivation
- Green Promotions
- Apparel
- Trade Show Success
- Spring/Summer Promotions
- Discounts/Rewards
- New Products

I need: literature spring samples of these products

Contact: _____
 Company: _____
 Address (if different from address): _____

Phone/Fax/E-mail: _____
 Title: _____

return address

4.875" x 4"
optional information area

imprint area
2.875" x 2.875"

**Custom Header
imprint area
5.5" x 2.25"**

Spring has Sprung

Spring has sprung. As the temperature warms up, encourage clients, customers and employees that are itching to get outdoors to keep your company front of mind with these great promotional items.

- The Urban Peak Backpack** is an impressive looking product and your company's brand is going to look great on it. Coated by rubber and treated with a special UV-resistant finish, this item is sure to be well-traveled. Where will your logo go - the top, front, back, or down to the feet?
- People love high-tech gadgets, and since spring weather can be unpredictable, this promotional item is almost guaranteed to be an instant hit. Clients will always know when the weather is perfect to get outside and enjoy their day. Plus, they will have your company to thank.
- Spring Cleaning.** According to a survey by the Soap and Detergent Association, nearly two-thirds of people will engage in spring cleaning with the kitchen and bathrooms at the top of the clean list. Make this work easier for clients by offering branded products that get the job done. Customers will appreciate you.
- Spring Forward.** Want your organization's name to hang around for a while? Then do not miss out on using daylight saving time as a marketing opportunity. Send clients a friendly time change reminder and include a gift: a wall clock. Whether the clock hangs in an office, waiting room or home - it's about time your company gets the notice it deserves.
- Spring Showers.** The best part about spring showers being "spring showers" is the great promotional items that you can give to the clients with advertising your brand.
- With large areas for imprinting logos, it is no wonder that umbrellas are one of the most popular promotional items. Call your representative today to discover ideas from high-quality umbrellas, beach and pool umbrellas, to non-traditional umbrellas - the choice are endless.

MARKETING TIPS
 Includes Logo
INCENTIVES & REWARDS
 Names the Power of Social Media

MOTIVATION
 Something Different
SUCCESS STORY
 Promotional Success Paths
 Branding Power
THE BODILY
 Your Chance to Win a Free Gift
LADNAPPE
 Quizzes Games

DEAR ADDY
 Answers Your Promotional Questions

WHERE TO:

***** Please copy and fax or mail your request *****

Dear Addy,

NEED HELP SEND US YOUR QUESTIONS.

- My corporation wants to contribute gifts to a local elementary school after students finish a neighborhood garden project. This project started as a way to commemorate Earth Day but has turned into something much greater for the community. How can we celebrate these students' initiative?
- Books always make a great gift, especially for schools. Whether your corporation decides to distribute themed books on the environment or personal journals to encourage writing, make sure that the gift is branded. Students and teachers will love being recognized and parents will fondly remember your organization's goodwill.
- My University is holding a recruitment weekend. We will be offering tours and information sessions to prospective students. Should promotional items be given out?
- Absolutely distribute promotional items. They might make the difference when it's decision time. I always like to include at least two branded items for these types of events. The first item should help make their present experience more enjoyable, such as snacks and water. If people are hungry or thirsty, that is all they will be thinking about during the tour and presentation. The other promotional item should have a longer life. You cannot go wrong with tote, visor, and fan apparel.