

## Find out How a Corporate Gift Road Show Might Benefit Your organisation

Corporate gifts Road Shows are an excellent way for a firm to discover about what's different in the corporate products industry and to be able to touch and feel the products. This short article talks about how a company who has a trustworthy supplier for their promotional merchandise can easily set up such an event.

These days big organisations don't want a large number of suppliers for any of their merchandise or services and promotional merchandise are no exception. Consolidation of supply saves time as well as cash. Putting all their purchases into the hands of one dealer of business items means that they can negotiate better rates and improved levels of service. Corporate products programmes are extremely popular with big corporations these days with more and more switching over from ad hoc purchases. Simply by organizing for their corporate products dealer to have a variety of pre branded promotional merchandise on the shelf for a same day delivery means they get a great service. As well as that they don't have to commit any warehouse or office cupboard space neither do they have to pay for the products until they need them. This is especially relevant with promotional clothing where for instance a selection of printed T-shirts or embroidered polo shirts with a variety of sizes could take up a good deal of space and tie up a lot of money.

When a promotional products programme has been established it makes it very easy for a Road Show event to take place. They are often called farmers markets and consist of a supplier turning up at an arranged place generally in the company head office. Usually they are located in the reception area where a decent flow of visitors might be guaranteed. Every bit as popular is the staff canteen or restaurant as the majority of people visit one or both of these areas at some time in the course of the business day.

The supplier usually displays the promotional merchandise on a pair of large tables along with a couple of pop up banners at the rear to let people know exactly what it's all about. Free products or samples will often be offered, in many cases by the producers of new or innovative products who are keen to get their items shown.

It doesn't have to be general corporate gifts that are displayed on such days. Frequently a firm will have an event to publicise or perhaps a company wide initiative that they would like everybody to be involved in. The environment is obviously a major subject at the moment and when a company introduces for example a new Green policy they will often invite all the related manufacturers to come together to show what part in the policy they are playing. These manufacturers may well include the cleaning contractors who are using chemical free products or a corporate clothing dealer who shows a ran

If your company has a promotional gifts programme in situ and you've never seen a road show then ask your marketing division if they could hold one, having read this article you now know how useful that could be.

### About the Author

BTC Group screen print and embroider hundreds of thousands of different pieces of [Promotional Clothing](#) every year. To see how they do it why not watch a short [Video](#) and see how this great company does it so well.

Source: <http://www.interester.com>