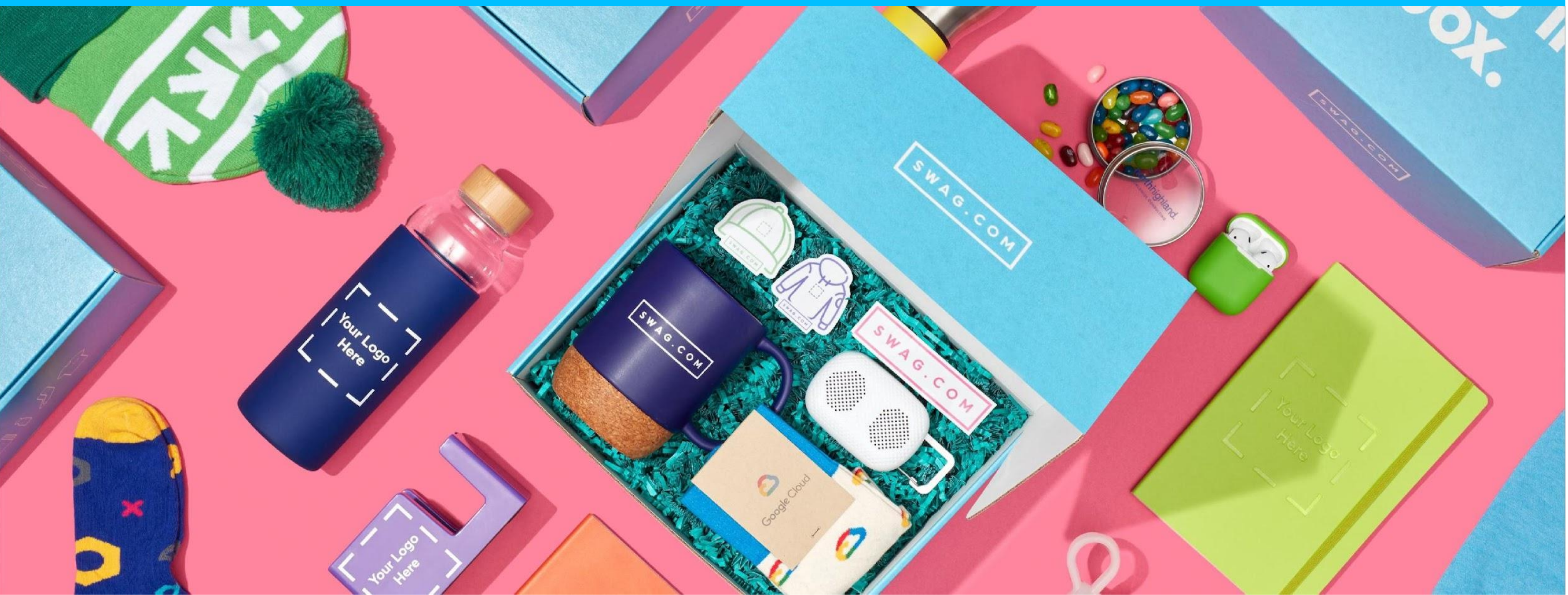


SWAG.COM

5 Swag Mistakes (And What to Do Instead)



Stuff We All Get

Giveaways should be part of your strategy not an afterthought

- ❖ Align with Branding and Campaign
- ❖ Helps amplify your event experience
- ❖ Create buzz and foot traffic
- ❖ **Hot Take:** If it is an afterthought, don't do it



Swag: More than a Necessary Evil

Thoughtful swag is a chance to stand out

- ◆ **Think beyond the logo**
- ◆ **Use creativity, humor**
- ◆ **Choose a useful item**
- ◆ **Connect products with your brands**

5 Swag Mistakes (And What to Do Instead)

Mistake #1: Ignoring Quality & Brand Consistency



Why It's a Problem:

Swag that doesn't match your company's branding—whether in design, messaging, or quality—can dilute your brand identity and feel disconnected from the rest of your event presence.

What to do Instead:

Invest in quality products that show off your brand and/or align with your messaging. This doesn't have to mean expensive items, just not 'cheap'



**Mistake #2: Choosing
Swag That's Difficult to
Carry / Travel With / Ship**



Why It's a Problem:

Bulky, heavy, or easily breakable swag can be a burden for attendees who are already juggling bags and needing to travel light.

What to do Instead:

Opt for compact, lightweight, and travel-friendly swag. Or have a plan to send swag after the event.

Mistake #3

**Not Using Swag to
Drive Connections**



Why It's a Problem:

Simply handing out freebies doesn't guarantee meaningful interactions with your staff or create a good brand touchpoint

✓

✓

What to do Instead:

Use swag as a strategic tool for engagement, not just a giveaway.



**Mistake #4: Being
overly wasteful**

Why It's a Problem:

Conference swag (rightfully) gets a bad rap. Many traditional swag items contribute to landfill waste. Apart from the wasteful and environmental impact, it can make your brand look outdated and environmentally irresponsible.

What to do Instead:

Opt for items with a useful purpose that will not end up in the hotel waste-bin. Choose eco-conscious items.

Mistake #5: Poor Swag Logistics & Storage



Why It's a Problem:

Coordinating swag for multiple events can be a nightmare—items get lost in transit, shipments arrive late, and leftover swag sits unused in an office or warehouse, taking up space and going to waste.

What to do Instead:

Plan ahead and find a partner that can support with logistics, storage and shipping.



Conclusion:

Swag should be used to enhance your presence at an event

- ◆ Make it part of your story
- ◆ Use it to stand out, gain buzz and start conversations
- ◆ Give away something that will be used
- ◆ Whatever you choose will reflect on your brand, so don't give out crap
- ◆ Use resources to help you find the right option

— What we do

Swag.com is the best place for companies to buy quality promotional products that people will actually want to keep.

We have curated the best of what's out there to make sure that everything that we offer will help you stand out.

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Thanks.

If you need any help curating your perfect order, please contact us and we would be happy to help!



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