

SWAG PRO

How to turn swag into a strategic sales tool

Power of SWAG: How TheGuarantors Turned Swag into a Strategic Sales Tool

SWAG PRO

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First: some overall Swag suggestions

Most companies treat swag as an afterthought



No Strategy

Items ordered last-minute with no connection to audience, goals, or brand



Cheap = Forgettable

Low-cost giveaways end up in the trash — and take your brand with them



Logistics Chaos

Missed shipping windows, wrong venues, storage nightmares for lean teams



Zero ROI Visibility

No tracking of cost-per-lead, lead quality, or brand retention from events

THE SCALE

100+ Events Per Year. 4-Person Team.

60–70

Trade Shows

focused on new lead
generation

30+

Mgmt Conferences

for relationship-building

100+

Total Events

annually, executed by a lean
team

THE FRAMEWORK

Plan Early. Map to Audience. Stay Consistent.

Trade Shows

Focus: New Lead Generation

- Higher-value items for qualified leads
- Lower-cost items for broad engagement
- Swag used to incentivize demos

Mgmt Conferences

Focus: Relationship-Building

- Premium, practical items
- Everyday essentials (bottles, notebooks)
- Trust-signaling quality over volume

Internal Summits

Focus: Team Recognition

- Custom versions of event swag
- Employee-specific designs
- Celebrates the sales team heartbeat

★ Plan the full year in January–March and map merchandise before each event

Merchandise That Converts Conversations

1

Qualify On-Site

Reps assess title, seniority, and fit during live booth conversations — before reaching for swag

2

Tier Your Merch

High-value items reserved for top-fit leads. Quality baseline items available for all attendees

3

Incentivize Action

Premium swag used as a hook to book demos, schedule follow-ups, and deepen engagement

"Swag can absolutely be used as a sales tool. You want higher-cost items to go to qualified leads — but always have something of quality to offer everyone."

Choosing the Right Swag

In trust-first categories — real estate, fintech, financial services — every brand touchpoint signals credibility.

Cheap, disposable swag says:

"We'll cut corners."

Quality, practical swag says:

"We are intentional about our customers"

THE RESULTS

Years

Attendees still using items from prior events

100%

Brand guideline compliance maintained across all activations



Long-term brand visibility beyond the show floor

Build Infrastructure, Not Just Inventory

CHALLENGES WITHOUT INFRASTRUCTURE

✗ Coordinating overlapping shipments

✗ Strict convention center receiving windows

✗ Managing inventory between events

✗ No storage space in office

HOW THE GUARANTORS SOLVES IT

✓ Centralized warehouse storage

✓ Direct-to-convention-center shipping

✓ Controlled delivery timing

✓ Booth-specific labeling for smooth receiving

"Being able to choose when swag shipments arrive is key." — Alexandra Nazaire

KEY TAKEAWAYS

What You Can Apply Starting Today

- | | | |
|----|--|--|
| 01 | Plan your full event calendar early | Map merchandise to each audience segment — new leads, existing customers, internal teams |
| 02 | Invest in infrastructure, not just product | Warehousing, logistics partnerships, and scheduled shipping unlock scalability for lean teams |
| 03 | Quality signals credibility | Especially in trust-first industries — your swag reflects your brand promise |
| 04 | Train reps to use swag strategically | Tier your merch by lead quality and use premium items to drive demo bookings |
| 05 | "Restock and go" beats reinventing every show | Identify your top-performing items and systematize restocking — predictable and cost-efficient |

THANK YOU

Ready to make swag a growth driver?

Want Alexandra's Story?

Read the full TheGuarantors case study at [Swag.com](https://www.swag.com) to see how strategy + infrastructure drive results at scale.

Alexandra Nazaire | Senior Director of Events Marketing, TheGuarantors

Talk to Our Team

Visit [Swag.com](https://www.swag.com) to explore Swag Pro — warehousing, fulfillment, and account management for event teams of any size.

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