

Strategic booth and product support

TRADE SHOW IDEATION THAT GETS PEOPLE TALKING



Presented By





TRADE SHOWS ARE TOO EXPENSIVE TO WING IT

Trade shows are a serious investment – and showing up with generic giveaways, scattered messaging, or last-minute materials is a fast way to blend into the aisle.

Kevins Worldwide® helps companies approach trade shows with more strategy, more creativity, and a clearer plan for making the right impression with branded merch before, during, and after the event.



Trade show ideation is the process of building a full branded experience around your event goals — not just picking a piece of random swag.

It can include:

- Booth giveaways and premium attendee gifts
- Apparel for booth staff
- Pre-show mailers or invitations
- Custom kits and VIP packages
- Printed materials and signage support
- Post-show follow-up items

WHAT IS TRADE SHOW IDEATION?



The Trade Show Challenge

Most companies don't struggle because they lack products. They struggle because the products are not connected to a bigger idea. The fix is not "more stuff." It is a better plan.

Common Problems



- 01 Generic Giveaways
- 02 Last-minute Planning
- 03 No Booth Strategy
- 04 Disconnected Follow-Up

VS

What It Causes



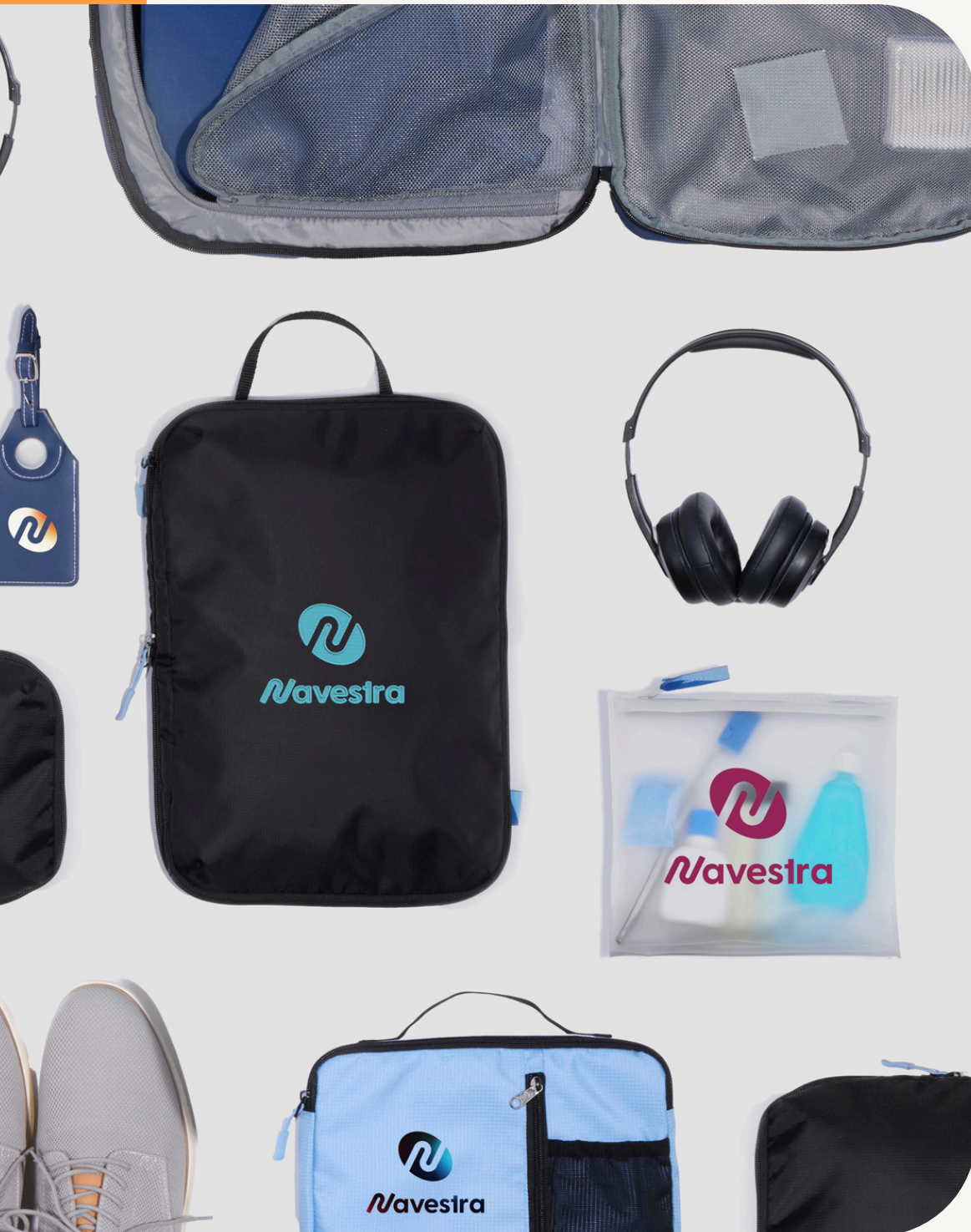
- Low Memorability 01
- Limited Options & Higher Costs 02
- Fewer Meaningful Conversations 03
- Missed Sales Opportunities 04

STRATEGY BEFORE SWAG

A successful trade show program starts long before products are selected. Before recommending giveaways, apparel, kits, or booth materials, Kevins Worldwide® works to understand the bigger picture: who you are trying to reach, what you want them to remember, and what action you want them to take after the show.

This approach helps ensure every product has a purpose. A giveaway should not just sit on a table – it should support your message, attract the right attendees, and create a reason for continued conversation.

By starting with strategy, we help companies move beyond “what should we hand out?” and toward a more complete trade show experience that connects product, presentation, and follow-up.



PRODUCT IDEAS WITH PURPOSE



Attract

Low-cost, useful items that draw booth traffic and start conversations.



Engage

Interactive or themed products that support your booth message and make the experience more memorable.



Follow Up

Higher-value items, kits, or mailers that continue the conversation after the event.



BEYOND THE BOOTH

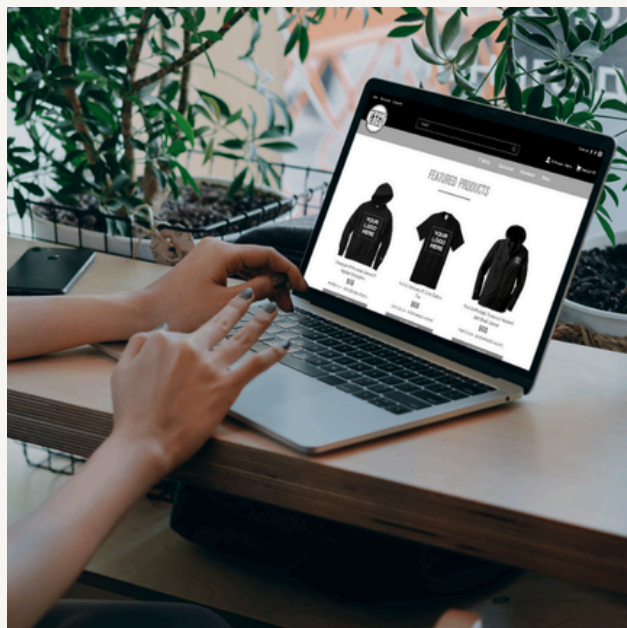


Trade show success does not start when the doors open, and it does not end when the booth comes down. A stronger trade show plan can include:

- **Staff apparel that creates a polished brand presence**
- **Custom kits for VIP prospects or meetings**
- **Event signage and printed collateral**
- **Post-show gifts tied to sales follow up**

HOW KEVINS WORLDWIDE HELPS

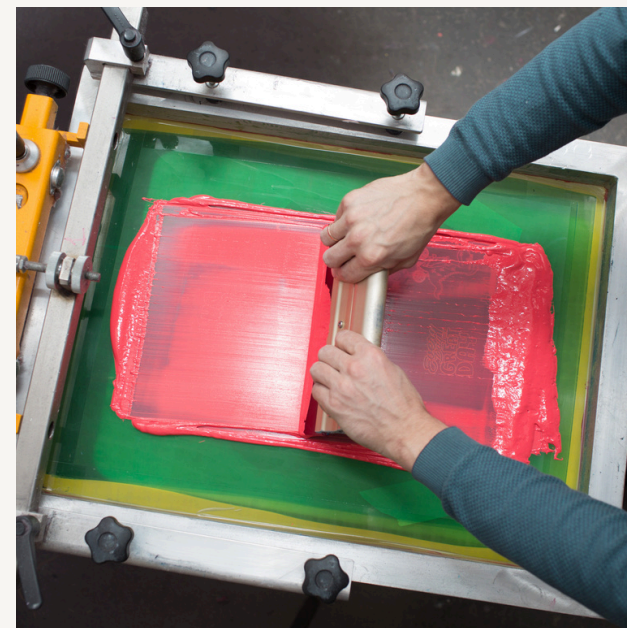
We bring the product knowledge, creative thinking, and execution support needed to make trade show planning easier. Kevins Worldwide offers a broader service model including dedicated account support, proactive research, quality control, secure store capabilities, pick/pack logistics, and fast human response times.



Product Research and Recommendations



Budget-conscious Product Planning



In-house Decoration



Kitting and Fulfillment



Shipping to Your Office, Booth, Hotel, or Attendees

EXAMPLE TRADE SHOW PLAN

Goal: Drive qualified conversations at the booth and create a reason to follow up.

Hint: It involves swag!

- Pre-Show: Send a mailier or invite to top prospects
- At Booth: Offer a useful giveaway tied to the event theme
- VIP Meetings: Provide a premium kit or higher-value item
- Post-Show: Send a thank-you gift or spec sample





LET'S MAKE YOUR NEXT SHOW WORK HARDER

Your trade show presence should do more than look good. It should attract the right people, support better conversations, and give your team something meaningful to build on afterward.

Kevins Worldwide helps turn trade show ideas into complete branded experiences – from product selection and decoration to kitting, fulfillment, and follow-up.

Let's build a smarter plan for your next event.

✉ Info@KevinsWW.com

🌐 www.KevinsWW.com

