

6 Reasons to Sponsor Event Key Cards



BRAND VISIBILITY



During the lifespan of an event, *an attendee will actively look at their keycard 8 – 12 times/day*. This represents repeat impressions to your targeted demographic. Place a QR Code to link to a landing page for you/your clients to track participation, download an app, or provide fluid event information and updates for the attendees.

ROI



The cost to brand a key card is minimized by the potential return on investment. *64% of attendees are not current customers of the companies' exhibits they visit. 38% of attendees state that visiting exhibits influences future purchases and investments.* You have the opportunity to place an alternative to a business card in all of their hands.

INCREASED TRAFFIC

Key card branding is proven to drive up to **TWICE** as much traffic to your tradeshow booth.



PORTABILITY

While produced on a small format, a key card is *sleek and portable*, making it easy for your marketing message to travel beyond the timeframe of the event.



CREATE MEMORIES



If a brand or event resonates with an attendee, they will likely keep their keycard as a memento or keepsake of the event - thereby increasing the number of impressions. Promoting a future event increases these odds even more. *52% of persons polled said their impression of a company is more positive after receiving promotional products.*

You have the ability to share the expense and the available real estate on the key card. You will receive all the benefits of key card sponsorship at a reduced cost.

CO-OP BRANDING



For information on Branded Event Key Cards, please contact PLI at **1-800-752-1017** or visit us at www.plicards.com.

References:

<http://www.exhibitsurveys.com/trends>

Center for Exhibition Industry Research, "Leveraging Your Exhibition Sponsorship," Report #G16.05