

So The Conference Is Moving Online...



We've got a few ideas to help you maximize brand impact during virtual events & create visibility!

SWAG IN A BAG

PROforma
Federal

FBC[®]

Virtual conferences are the “new normal” – keyword being “new!”

If you are new to the trend too, you might be wondering how you can create visibility for your brand...Introducing SWAG IN A BAG!

Why you don't want to miss out on this opportunity:

The major advantage of participating in the Swag In A Bag promo is the lead generation and analytics opportunities that come with this kind of promotion. The promotional items in the swag bag take attendees directly to your virtual booth, which brings attendees directly to the point of purchase with an offer – there's nothing more compelling! Each time an attendee visits your booth and clicks on the offer, they will enter their email address and contact information. This means event exhibitors will have access to this information to better connect with guests both during and after the event!

- 1. Visit Our Exclusive Online Site:** Shop for your custom giveaways at <https://ProFedFBC.brandedpromotions.com>
- 2. Place Your Order Directly Online:** A representative from Proforma Federal will be in touch with you to confirm all the details.
- 3. Pre-Show Marketing is Included!** Once your company is registered in the Swag In A Bag program, your information will be included in all marketing leading up to the event. That means that sponsors and attendees will learn about you even before they log in for their first seminar!
- 4. After the Event:** Your custom branded item will arrive carefully packaged with your information included so your company continues to stand out.

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