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*A Better Way To
Promote Your
Business.*

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From the desk of **Dave Stein**

RE: **Plan for Powerful '08 Promotions**

Chances are you're excited about the start of the new year. Sales meetings, trade shows, product launches, direct-mailings, recruiting fairs, get-togethers for staff – lots of opportunities to promote and celebrate! But don't kid yourself: *the dates on your calendar are closer than they appear!*

It's critical to get a jump start on planning how to promote these activities so you don't wind up settling for a humdrum, potentially ineffective promotion just days before a scheduled event. Plus, waiting until the last minute practically ensures rush charges and expedited shipping fees, which are a poor use of your budget.



As you preview your 2008 calendar, keep in mind a few of the ways I can help you:



Pre-Show, During-Show, Post-Show Promotions.

Participating in trade shows is a huge endeavor. You've invested in [exhibit materials](#), sales literature and the expense of sending staff to a show. Don't drop the ball when it comes to promoting your presence. Let's brainstorm how to attract pre-registered attendees, clients and prospects to your exhibit, impress them once they get there – and, equally

important, entice them to talk to you after they are back in their respective offices.

Quantity Discounts. Sure, it can be a challenge to anticipate your needs 6-12 months out. But it's worth the effort to try. If you expect to use a large number of [padfolios](#) over the course of a year, for example, place the order in full, get a quantity discount, and we'll release product as needed – monthly, bimonthly or quarterly. You'll save time, money and storage space!

Product Specials. On an ongoing basis, we are notified by promotional products manufacturers of merchandise available at a special price. If we have a list of your promotional needs for the year, we will always be on the lookout for products that are suited to your target audiences. An apparel item that's "retiring" in July might be an [ideal holiday gift](#) for your employees. But unless I know your holiday gift interests and budget, I wouldn't know to contact you about the offer. Keep me in the loop!



The bottom line? The more I know about your year-round promotional needs, the better equipped I'll be to help you make the most of your marketing dollars this year. Let's get together in the next few weeks to start planning your '08 promotions. Fee free to call me at **212-868-1813** or [send me an e-mail](#). You've got nothing to lose!

Dave Stein

geiger gets it...



...follow the leader