



**Specialty Promotions, LLC**  
 YOUR NAME OR LOGO  
 ON VIRTUALLY ANYTHING  
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# Promotional Times™

Information and Ideas for Improving Sales, Image and Profits

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**August 2011**

## Build Your Fan Base



Fall is the perfect time to diversify how your customers see your logo. Team sports generate a great deal of loyalty and there is a way for you to build on that loyalty without a professional sports team sized budget. Adding your logo to a sports themed ad specialty item can get you in the game.



Sports can be a fun way to start a conversation with customers - rivalries can sometimes build fast friendships. Consider trying a coaster that comes in a sports-themed shape and can fit with your customers' love of their sport. Coasters are reusable for game watching get-togethers and keep your company's name in front of your customers while they use your coaster for their company.

There are many durable and fun ad specialty coaster choices available to you that can be used as a single giveaway or combined with an inexpensive bag of peanuts or popcorn to make your customers a fan of you. Another benefit of a generic sport approach - besides not paying more than you can afford to be licensed by a

## Fall Is The Time To Grow

Help your customers beat the "winter blues" with a cheery room accent that brightens their day and features your logo. According to Care2.com one of the ways to beat seasonal suffering is to, "Surround yourself with pictures of sunny, colorful scenes.



Wear warm, bright colors, and decorate your home with them."



For a customer relationship that is sure to blossom this fall, try an ad specialty product of a flower container, where real flowers grow, while tastefully presenting your logo. A perfect hand-out item at either the register or on customer visits, this logoed flower container will brighten even the dreariest of days. As earth-friendly as it is economical, this cheery and colorful promotional flower pot will be appreciated year round.

Your customers will thank you for stimulating their other senses this fall too. Care2.com also notes that, "Aromatherapy is a wonderful ally for autumn depression." So why not try a sweet-smelling mailing



with a fragrant sachet packet that will bring an uplifting dose of scented cheer to your customers. Personalize the packet with an inspiring picture or one that incorporates your logo. Either way, this long lasting item will stimulate your customers now and all the way into winter.



Give your customers another cheery flower choice when they cozy up with a good book on a cold day. With a dual purpose logo bookmark and tear-off seed sheet, your customers can enjoy their own flowers and read their book while your logo becomes part of this bright spot in their day. This ad specialty item can easily be fit into an envelope for an inexpensive add-on to your fall mailing.

specific team - you can catch the eye of anyone new to the city who doesn't yet cheer for the home team!

**Quotable Quotes:**

An economist's guess is liable to be as good as anybody else's.  
- Will Rogers

And while the law of competition may be sometimes hard for the individual, it is best for the race, because it ensures the survival of the fittest in every department.  
- Andrew Carnegie

A word to the wise ain't necessary - it's the stupid ones that need the advice.  
- Bill Cosby



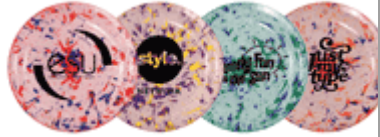
Behind every great man is a woman rolling her eyes.  
- Jim Carrey

**The Riddler:**

It cannot be seen, it weighs nothing, but when put into a barrel, it makes it lighter.

What is it?

**New and Unique Products**

		
<p><b>First Aid Kit</b></p> <p>This Kit is useful and comes in bright colors, so your imprint will stand out. Kit Contains All Domestic First Aid Supplies</p> <ul style="list-style-type: none"> <li>* 3 Band Aids, 3/4 inch</li> <li>* 3 Sterile Alcohol Pads</li> <li>* 1 Antiseptic Towelette</li> <li>* 1 Sting Relief</li> </ul>	<p><b>The Sassari Manicure Set</b></p> <p>This 5 piece travel manicure set is in the shape of a purse with a shoulder strap. Includes a heart shaped mirror with a stand, fingernail clippers, nail file, manicure scissors and tweezers. Also has a decorative lock, a snap on button to securely close the set and a metal plate for your imprint.</p>	<p><b>Confetti Flyer</b></p> <p>Looking for something new and different, a construction company chose this item as a hand-out at their summer company picnic. Everyone received this flyer as a plate holder when they got their lunch and afterwards the company held contests using the flyers as well as a Kan Jam tournament.</p>

**Blankets Warm Up Your Associates**

Prepare now to get the next hot new idea from your associates. With every thing from recycled cotton blankets to waterproof picnic blankets an ad specialty product heats up the relationship with you and your associates.



Your associates will feel the warmth of your appreciation each time they wrap up in a recycled cotton eco throw. Made from pre-consumer cotton clippings collected after the cut and sew process, this novel fabric is as durable as your company's vision and it's eco-friendly character will speak volumes to your sales force about your character as they enjoy it for years to come in their home and not in a landfill.



Keep your associates warm and dry when they picnic this fall. They will be able to enjoy some good food and fresh air as they rejuvenate themselves with the help of your company's gift of a waterproof picnic blanket. The waterproof fabric sets this picnic blanket apart from other picnic blankets and your associates will know when they use this gift from you that they are what sets your company apart from your competitors.

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