

SUMMER 2024

amplify[®]

Promotional products. Remarkable results.



Big ideas to build buzz

Stand out at your next trade show, p. 5

Customer gifts light the way

Hats off to a hotel's bright idea, p. 18

Unbeatable game-day strategy

Promo products help draw record crowd, p. 23



Share your ideas and amplify your brand's exposure! >>

Have you ever dared to *go big*?



Kevin,
with 4imprint®
33 years

Small, continuous improvements often yield big results. Yet sometimes a big idea can inspire an even bigger response. In this issue of *amplify*, we'll share stories from customers who have turned their big ideas into big successes. Here are just a few examples:

- The University of Wisconsin Oshkosh volleyball program passed out branded hand fans to get supporters hyped during its Community Night promotion, setting a new record in the process. ([Meaningful Connections, p. 23](#))
- Ace Endico holds an annual trade show and customer appreciation event. The organization swings big, hosting the

event at Yankee Stadium®. Colorful branded polos play a key role in turning the event into a home run. ([Cover, p. 5](#))

- Army veteran Chris Mercado recognized a need and took a bold step, launching an app to connect vets and military members worldwide with peer support and wellness resources. ([Remarkable Moment, p. 28](#))

If you're considering a big idea, we hope these stories help fuel a big breakthrough for your next event or promotion.

Kevin Lyons-Tarr, CEO
4imprint

Are you using promo products to pull off big ideas? We'd love to hear more. Email 4ideas@4imprint.com and tell us about it.

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amplify offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

We'd love to hear your feedback! Please send questions, comments or concerns to 4ideas@4imprint.com.



The trade show industry is bustling again. *Amplify Cover Story* explores how two customers, Ace Endico and Hillyard, use promo products to stand out from the crowd.

Hats off to **baseball caps**

Customers earned #SwaggingRights with company baseball hats



We are a landscape design company in Iowa and bought these fun floral aloha caps with our logo on them for our annual plant sale! Our entire staff wore them and then our customers wanted to buy them too, so we will be ordering more!

Tara



Bought for the team here at Angel's Envy for surpassing year-end goals!

Clinton



Looking good, feeling good! Summer appreciation swag for the entire SMT team. Polos and hats. Everyone was able to pick from three different styles. Andy T. here sporting his hat of choice.

Stanley Machining & Tool Corporation



Our team overheard these customers brag about their swag. Outfit your team with the perfect company [baseball caps](#).



Star of the show



Trade show promo products help two brands stand out





When it comes to trade show time, Maureen Hart knows the importance of looking like a team. Hart is a revenue manager and event coordinator at [Ace Endico](#), a specialty food distributor based in Brewster, New York.

Each year, the company puts on the Ace Endico Fall Food Showcase, featuring about 300 vendors. The next one is in September at Yankee Stadium. While the company's 150-plus employees won't be dressed in the baseball team's historic pinstripes, they will be dressed as a team. Each team member will be wearing a branded company [polo shirt](#).

"We're a team and we promote teamwork a lot within our company," Hart said. "We want unity. When everyone is dressed the same, everyone is treated like they're the top salesperson."

Hart purchases branded shirts each year, just as she has done for more than a decade. She picks a different color each year and always selects a breathable fabric to keep people comfortable.

Like many trade shows, Ace Endico's event is, first and foremost, a product showcase. This one also doubles as a customer appreciation event. That makes it critical for customers to be able to easily distinguish Ace Endico employees from other guests.

Origin Performance
Pique Polo - Men's



Origin Performance
Pique Polo - Ladies'

That's where the carefully selected promotional polos help the team score. Even in the bustling environment, the branded shirts make it quick and easy for customers to find employees. For employees, it builds a sense of teamwork and camaraderie throughout the event.



Trade show competition heats up

Trade shows are back. In a summer 2023 survey of event professionals, [77% of meeting and event professionals](#) said they expect a return to pre-pandemic attendance levels in North America. That aligns with what Jen Klitzke, senior trade show manager at 4imprint, is seeing across the

floor. “These events are back with a vengeance,” she said. “People really are excited to be back and making connections.”

And those connections are important. More than 77% of trade show attendees and nearly 83% of event organizers say [in-person business-to-business conferences offer the best networking opportunities](#). To capitalize on the opportunities, organizations are finding ways to stand out—often with help from promo products for trade shows. Ace Endico’s coordinated apparel is a popular example, and one Klitzke sees more and more. “When everyone is dressed like a team, it makes the overall look of a booth more appealing,” she said. “It ties people together and it draws people in.”



“These events are back with a vengeance,” said Jen Klitzke. “People really are excited to be back and making connections.”

Trade show promo products turn heads

Another example of a company working hard to be a trade show standout is [Hillyard](#), a manufacturer and distributor of cleaning and hygiene solutions, with locations across the United States.

At a March event, the company stocked [vacuum tumblers](#) to hand out to attendees. “Longevity was something we thought about,” said Zenas Lim, a product manager at Hillyard. “It’s a tumbler you put your coffee in, you bring it to work, you have it at your desk. An insulated tumbler is so versatile, and people use them all the time.”

As inventors of the modern-day basketball gym floor finish, Hillyard has products that can be found in gyms and arenas nationwide. With its ties to hoops, Hillyard employees regularly attend the biennial Maple Flooring Manufacturing Association (MFMA) conference.



Yowie Vacuum Tumbler

Vacuum insulation helps keep a drink hot or cold on long trade show days

Lim said the MFMA event is important because it’s an opportunity to hear challenges customers are facing and to manage relationships. The company carefully considered the imprint for the tumblers. The goal: Maximize the impact of each promotional item. Along with the Hillyard logo, the tumblers included the words “First in gym finish.” The phrase draws attention to a core differentiator and entices recipients to learn more about the company’s history.

More than 77% of trade show attendees say in-person business-to-business conferences offer the best networking opportunities.

Source: [Bizzabo](#)





Hillyard's decision to imprint more than its logo is a growing trend, according to Klitzke, who sees clever sayings, colors or imagery related to the event itself, or the location imprinted on trade show promo items. "I have found the more effort people put into the creativity of their products, the better they are received, as opposed to using only a brand logo," she said.

Creativity can go a long way

As Ace Endico and Hillyard show, creative use of trade show promo products is key to helping brands stand out in bustling environments. Now, that's a Yankee Stadium-worthy home run. [4](#)

"I have found the more effort people put into the creativity of their products, the better they are received, as opposed to using only a brand logo," said Jen Klitzke.

Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization's story!



8 promo items containing **FSC-certified paper** **and wood**

By Suzanne Worwood



Add your brand to notebooks, pencils and more >>



The Forest Stewardship Council (FSC®) is a global not-for-profit organization dedicated to the promotion of responsible forest management worldwide. It defines standards of responsible forest stewardship that are supported by environmental, social and economic stakeholders, taking care of the forests as well as the people and wildlife that call them home.

Our suppliers and manufacturers of these products hold FSC chain-of-custody certification, and all products are marked with the FSC logo and their individual FSC codes. This allows your customers to know, at a glance, that you're committed to choosing more sustainable promotional products. It also allows anyone interested to verify suppliers involved by using the FSC's database.

To enable us to distribute and market these items, 4imprint holds an FSC retail license. As part of that program, the team at FSC verifies every new FSC-certified product our merchandising team selects before it goes live on our website. Our FSC retail license code is N003663.



Here are eight products containing FSC-certified paper and wood.

Jot down important info →

Logoad notepads help bring bright ideas to life

When you hand out functional TaskRight® notepads to your team or customers, they'll have a way to capture bright ideas at their fingertips. The smaller [6" x 4" notepad](#) is great for quick thoughts, while the larger [7" x 5" notepad](#) provides more space for doodles. The paper used in each notepad is FSC-certified.



Branded perfect-bound notebooks travel with them

Workshop attendees will reach for the [TaskRight Afton Notebook with Pen](#) during and after your event. Available in two sizes, it's ideal for capturing speaker notes and workshop insights.

TaskRight
Afton Notebook
with Pen -
7" x 5 $\frac{7}{8}$ "



TaskRight Afton Notebook
with Pen - 5 $\frac{1}{2}$ " x 3 $\frac{1}{2}$ "

Ambassador
Bound
Journal Book



The [Ambassador Bound Journal Book](#) helps welcome multiday conference attendees, on-board new hires or thank major donors. Your debossed logo on the cover adds a subtle, sophisticated reminder of your brand.



Castelli
ApPeel Bound
Notebook

The [Castelli ApPeel Bound Notebook](#) comes with its own conversation starter for sales calls or customer visits. The fabric cover is made from material containing apple peels and apple fiber.

The paper used in all three notebooks is FSC-certified.

Notebook cover made with apple peels!



Imprinted folios provide elegant organization

Whether you're recognizing employees for years of service or celebrating a company milestone, the [Pedova Zippered Padfolio](#) rises to the occasion. The folio offers organization galore with storage for pens, business cards, USBs, tablet, phone and more! Another option for honorees is the [Vernon Trails Padfolio](#).

The paper in each padfolio is FSC-certified.



Pedova Zippered Padfolio



Vernon Trails Padfolio



Provide employees with the organization they need

Promotional pencils pair perfectly with your logo

From back-to-school events to brainstorming sessions, fundraising and more, the [TaskRight Pencil](#) proves to be a popular choice for its versatility, usefulness, and connection to the preservation of healthy forests, since the wood in these pencils is FSC-certified.

TaskRight Pencil



Get 'write' into your promotions!




Souvenir Sticky Notes

Sticky notes help keep ideas (and your brand) top of mind

Customers will see your brand again and again as they jot down ideas, to-do lists and more on [Souvenir Sticky Notes](#). They'll likewise see your brand's values in action through your choice of more sustainable promotional products. The paper used in these sticky notes is FSC-certified.

Find more promo items containing FSC-certified materials with Better Choices®

When demonstrating a commitment to more sustainable promo items is important to you, we're here to help. You'll find more products containing FSC-certified wood and paper featured in our [Better Choices](#) program at [4imprint.com](#). 



Meet the author:



Suzanne Worwood,
with 4imprint 28 years
Senior VP, Merchandising



LASTING IMPRESSIONS

Yard signs for a cause



A clean-up crusade grows with promotional signs





The [Pueblo Department of Public Health and Environment](#) faced a hurdle. The organization, which serves 160,000 citizens, needed to reach residents in a specific neighborhood to let them know the date for a first-of-its-kind community clean-up event. Success hinged on engaging residents to remember the date and actively participate, crucial for fostering community bonds and enhancing the neighborhood's cleanliness. They found a powerful solution to this challenge through the utilization of [yard signs](#) for a cause.

“Spreading the word with just social media or flyers wasn’t enough. We needed to be in the community. The yard signs were a great daily reminder of the upcoming event as residents were driving through the neighborhood,” said Trysten Garcia, public information officer.

Turning waste into wins

The campaign saw impressive results: 150 community members dropped off a total of 13 tons of trash, filling seven 30-yard roll-away dumpsters, as well as loading a tractor-trailer with approximately 500 tires. Metal was also collected for recycling.

“What was most exciting for us was that this neighborhood committee brought us the idea. We just helped put their good intentions to work,” Garcia said. “The committee is made up of people who own businesses and live in the area, so their initiative gave us the confidence to ensure we would have places to put the yard signs we were ordering.”



The group selected promotional yard signs durable enough to withstand Colorado weather, spreading the campaign's message through unpredictable spring and summer conditions. The signs held up so well that they have been reused for other projects too.

The ripple effect

When a community is given the right tools and support, the impact can be profound and lasting. Not only did neighborhood residents experience the immediate benefit of cleaner streets, they also became motivated to continue the good work year after year.

“With us helping their initiative come to life, the community members have become so invested in it, their goal is to host clean-up

events each year. They've already planned two more for this year,” Garcia said.

The first of the 2024 events occurred with equally exciting results. Six 40-yard dumpsters were filled with trash, alongside a 20-yard dumpster loaded with metal scrap. Additionally, volunteers collected 45 tires and approximately 100 gallons of oil for recycling.

Neighborhood organizers recognize that healthier communities are built on projects like this. Using yard signs for a cause spreads the word, fosters a stronger sense of community and helps neighborhoods grow and thrive. [4](#)

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Your message will catch their eyes with these signs



Outdoor Value
Razor Sail Sign

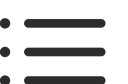
Whether inside or outdoors, your space can have the perfect sign



Impress
A-Frame Sign



Barracuda
Retractable Banner



Lighting the way with a bright idea

Having a hoot with fun promo items

When the annual Cowboy Mardi Gras takes over the small Texas town of Bandera, the [Best Western® Bandera Suites and Saloon](#) is ready. The only hotel in town embraces the three-day hootenanny, offering fun promo items for staff and guests.

★ Joining the shindig

Upon checking into their rooms for this year's Cowboy Mardi Gras weekend, hotel guests were much obliged to find two [light-up cowboy hats](#). The headwear was a perfect fit for the bash in Bandera—aka the Cowboy Capital of the World®. The light-up hats were seen late into the night, on the streets, and in and around the bars and restaurants.

“People really liked the light-up hats,” said Charisse Hilchey, director of sales and marketing for Lodging Host Hotel Corp., the hotel's management company. “They thought they were fun.”

★ Saddling up

The weekend included fun swag for employees as well. Each staff member was given a



light-up hat to keep guests—and each other—smiling. “The staff is a hoot,” Hilchey said. After the guests and staff were outfitted, the remaining light-up hats were sold in the hotel gift shop.

★ Standing out from the herd

Hilchey liked the one-size-fits-all aspect of the light-up cowboy hats. She also chose colors that complemented Best Western's branding. While she's still putting together promotions for next year, there's plenty of time. However, for Cowboy Mardi Gras guests, planning is already a thing of the past—the Best Western Bandera Suites and Saloon is fully booked for the February event.



Culture of care



Safety promotions help keep employees healthy and happy



Every shift at [D&M Plastics®](#) begins the same way. Employees gather for a “huddle,” a meeting that begins with a conversation about safety. The company specializes in custom injection molding and serves customers in medical, electronics and other industries. The strategy behind the daily discussions on safety: Keep the topic top of mind. D&M Plastics’ team has logged more than 2,500 working days without an incident.

“Our team members are our greatest asset and we want to do everything we can to make sure they have a safe environment,” said Martin Tremonti, chief operating officer. “We believe when an employee feels safe and comfortable in their environment, it allows them to focus their attention on the quality of the work.”

An essential element of a workplace

Regardless of the industry, a culture of safety is important from top to bottom in any organization. In a 2023 survey, [workplace safety was among the top drivers of employee retention](#) for a third consecutive

“We believe when an employee feels safe and comfortable in their environment, it allows them to focus their attention on the quality of the work,”
Martin Tremonti said.

year. Only pay and benefits ranked higher. And 48% of American workers in another survey said they’d consider taking less pay for a [job with a higher priority on safety](#).

It’s clear why nurturing a safe environment through strong leadership and improved training is among [this year’s workplace safety trends](#). Safety promotions, which may consist of anything from drawings for prizes to safety awards, are helping organizations achieve their objectives. Two customers—D&M Plastics and a cybersecurity conference called BloomCon—are outstanding examples.

48% of American workers would consider taking less pay for a job with a higher priority on safety.

Source: [DuraPlas](#)





Safety is a team effort

D&M Plastics celebrates the safe behaviors of the 60 employees at its facility in Burlington, Illinois, with safety-related products, like [fleece blankets](#), [flashlights](#) and [vehicle safety kits](#). The company also tracks near-miss incidents to use as learning opportunities. These learning opportunities are all the more reason to make daily huddles and safety promotions part of the culture.

Tremonti said the company’s streak of accident- and injury-free days spans more than 10 years and is a testament to that workplace culture. Keeping safety top of mind helps keep employees happy. A safety focus also helps ensure an emphasis on product quality. Safety awards help celebrate the effort and care put in by the whole team.

“When we have customers come through the plant, they tell us they see how our people really get along great with each other,” he said. “People do a great job and take care of each other. It really is a team, and everyone has each other’s backs.”



Crossland®
Fleece
Blanket



Blackhawk COB
Flashlight



Safety goes beyond physical protection

Emily Dobson, a cybersecurity analyst and recent graduate of [Bloomsburg University](#) in Bloomsburg, Pennsylvania, helped organize BloomCon, an annual cybersecurity conference. The two-day event provided an opportunity for students, alumni, prospective students and industry professionals to network and share ideas.



There's a need for events like BloomCon because online safety is a growing area of importance for employers. Studies have indicated [82% of data breaches](#) involve a human-related vulnerability, so awareness and education are important elements of online safety.

At the conference, about 800 people attended sessions on a range of topics related to online safety and security, including penetration testing, vulnerability management, phishing and emerging technologies.

“The overall purpose of BloomCon is to help people,” Dobson said. “It’s about bringing awareness to everything that’s out there.”

Attendees received [notebooks](#), [branded pens](#), conference badges and other items stuffed into [drawstring sportpacks](#) used as swag bags. “We were looking for something that everybody would like,” Dobson said. “We decided on bags because everybody could continue to use them after the conference and they would be free promotion all year-round.”

Promotional
Drawstring
Sportpack



Safe behaviors begin with awareness

Much of workplace safety comes down to awareness. Broadly, there's room to grow, as 76% of employees think their company's [safety communication needs improvement](#). D&M Plastics and BloomCon do their parts by putting knowledge sharing at the center of their efforts. With a solid understanding of risks, procedures and expectations, workers can help ensure their workplaces remain safe places. [4](#)

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Can't beat 'em

Game-day promotions spike energy and attendance



Three in four fans expect to receive a free item when attending a sporting event with a promotional theme, according to [Morning Consult](#)®.

When the [University of Wisconsin Oshkosh](#) women's volleyball program wanted to pack the gym for its inaugural Community Night, the staff smartly added an at-the-door handout to its game-day promotions strategy. Jon Ellmann, UW Oshkosh volleyball head coach, shares how those promo products helped strengthen the connection between [UW Oshkosh Titans volleyball](#) and the local community.

Interview featuring:



Jon Ellmann
UW Oshkosh
Volleyball
Head Coach



Q: What is special about UW Oshkosh and its volleyball program?

A: UW Oshkosh is the third largest university in Wisconsin, with more than 10,000 students. We're a Division III volleyball program with a lot of success over the years, including 14 regular-season conference championships and 19 NCAA® tournament appearances, with four trips to the Final Four.



Q: What was the premise of Community Night?

A: Before the 2023 season, we were discussing goals for the program, and community engagement is always one that's at the top of the list. We have this amazing institution, in a really cool city and region, and wanted to do something special.

UW Oshkosh has the largest home venue for an NCAA Division III women's volleyball team, with a capacity of 5,600. We found out the Division III attendance record for regular-season women's volleyball was 3,051 and wanted to take a shot at breaking it.

We didn't charge for admission and did a lot of community outreach, talking with the school districts, some major employers and companies in the area, anybody we could get to come hang out for a night.

Q: How did you decide on a promotional product to feature?

A: We knew we wanted to give something away, and we were looking for what would make the biggest impact. We wanted something people could use that night and then would take with them. We found these [hand fans](#) that ended up looking really cool with the UW Oshkosh Titans logo on them. Everybody had the fans, and they were waving them around. It really added to the energy in the gym.



Show team spirit with these promotional items



Spirit Rally Towel



LED Pom Pom +

Megaphone



Foam #1 Hand +

Q: How did the event turn out?

A: Community Night was massive. We ended up drawing 2,725 people, so we didn't break the record for all of Division III, but the energy was still unlike almost any match we've played before. It also was the biggest crowd for a volleyball game in UW Oshkosh history. We happened to go in undefeated at 17-0 and we played a conference rival that was having a great season, so there was a lot of energy there.

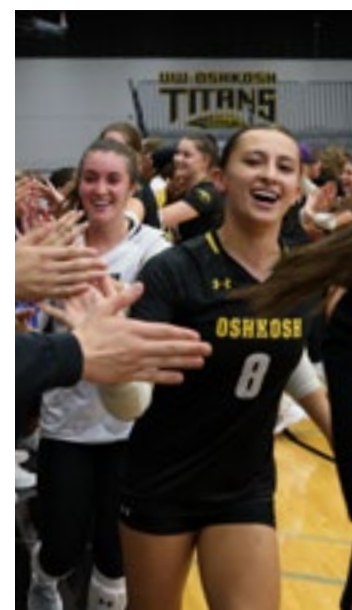


“... the energy was still unlike almost any match we've played before. It also was the biggest crowd for a volleyball game in UW Oshkosh history,” Jon Ellmann said.



Q: How did the rest of the season pan out?

A: We won that night 3-1, and the rest of the year went historically well. We ended the regular season undefeated. We won 34 consecutive matches—a conference record. We earned an at-large bid to the NCAA tournament and got to play our first three matches at home. We advanced to the Elite Eight in California and lost, so we finished tied for fifth in the country. It was a historic season for us by almost every metric. [4](#)



Do you want to be featured in amplify? Email 4ideas@4imprint.com to share your organization's story!

Put your ideas into action

Share your story and amplify your exposure!

Have you used our promotional products to boost your brand? Or do you have exciting plans to do so? We'd love to hear your story and collaborate to amplify your success. As a valued 4imprint partner, you'll gain FREE marketing exposure for your brand.

Email your stories to 4ideas@4imprint.com. If selected, we'll lend a hand and may even help cover the cost of additional promotional items! This is a fantastic opportunity to showcase how our products have helped you and to inspire others.

Note: 4imprint partnered with the University of Wisconsin Oshkosh and sponsored the game-day promotions mentioned in this story.



Nobody left behind

By Cheryl Sina

Branded items for events help nonprofit carry out important mission

Years ago, Chris Mercado, founder of [Objective Zero](#), reached out to a fellow Army veteran after noticing concerning social media content. The fellow veteran was Justin Miller, who was struggling through mental health issues. The phone call from Mercado came at exactly the right moment. The experience inspired the pair to launch an app in 2016 that connects veterans and active military members, their families and caregivers with peer support and wellness resources.

Today, the app is available in all 50 states and 28 countries, boasting over 22,000 app downloads. The organization's nearly 3,000

volunteers collaborate with many other mission-aligned groups and resources. To get the word out, Objective Zero used a *one by one*[®] grant to expand its range of branded items for events by incorporating [cleaning cloths](#). These cloths, compact and versatile, serve multiple purposes, including cleaning smartphone screens, while also promoting Objective Zero's brand across the nation. With a growing base of app users, the cleaning cloths are a useful reminder that help is within reach! [4](#)



Meet the author:

Cheryl Sina, with 4imprint 25 years
Community Engagement Manager and *one by one* Coordinator

one by one is our way of giving back. We award \$500 grants for promotional products to organizations that are making a difference. Interested in learning more? Visit the *one by one* website. onebyone.4imprint.com

onebyone[®]



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