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Promotional Water Bottles- Priceless Or Played Out?

When they first hit the promotional products market promotional water bottles sold like hot cakes and many companies wanted to see their business name and logo imprinted on the label of these incredible items especially on the tradeshow floor. After all, if you have ever attended an event like this you probably realize that this is one place that people are really parched and in desperate need of some free water. It seemed like a great way to advertise for a business at a tradeshow and so many companies started purchasing them for every event.

Unfortunately, as with any really good idea it has the potential to get worn out and this is actually exactly what happened to promotional water bottles. Now this does not mean that you should order promotional water bottles to use for a community event or even to sell in your own business but if you are considering using them for a tradeshow, don't bother, this is an item that has been way overplayed and since many business don't take the time to really assess the promotional items that they are using at these events water bottles will probably be overused for the next several years on the tradeshow floor and there are only so many water bottles a person will pick up and take with them when walking around all day.

If you are interested in something that works well on the tradeshow floor, consider having some promotional travel mugs and water bottles and offering customers a variety of different beverages to fill them with. This can put a whole new spin on this same concept and people will find it much more interesting and fun to do this.

Plus there are some significant benefits to using an item like a promotional travel mug over a promotional water bottle. First of all they are more earth friendly which is a better way to promote your business. Secondly, they are also reusable which makes them a better advertising investment very simply because they will last a lot longer.

When you place your promotional order for a tradeshow be sure to assess which items are working well on the tradeshow floor and which ones are overplayed. This will help you to make the most of your promotional advertising and tradeshow appearance. Don't just order the same things from year to year this can wind up being very boring and offer much less of an impact, especially for those who go to the same tradeshow year after year.

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