

Organised simultaneously with

entreprendre  
ondernemen **2015** | Trends  
18 & 19/03/2015 | BRUSSELS | TOUR&TAXIS



## **PROMGIFTS 2015**

**Tour & Taxis – Brussels**

**18th & 19th March 2015**

## **PROMGIFTS PRO DAY**

**17th March 2015 from 15:00 to 19:00 hours**

(Exclusively for distributors of promotional products)

**BAPP**  
BELGIAN ASSOCIATION OF  
PROMOTIONAL PRODUCTS

**Roularta**  
EVENTS  
FAIRS  
SEMINARS

**ADVANCED FAIR**

## What is PromGifts?

**PromGifts is the only professional Belgian trade fair for promotional products.**

The trade fair brings manufacturers and adviser-distributors of promotional articles, incentives and business gifts together in one location.

By means of this trade fair, the *Belgian Association of Promotional Products* (BAPP) wants to give companies active in this business the opportunity to meet potential decision-makers from all sectors in a single location.



## What is the BAPP ?

The *Belgian Association of Promotional Products* (BAPP) was founded in 2000 and works to professionalise, protect and promote the sector of business gifts and promotional items in general, and the professional interest of its statutory members in particular. It unites around 180 companies that are active in the sector of promotional communication.

## Why participate as an exhibitor at PromGifts?

- PromGifts is **the only Belgian trade fair for professionals in this sector**
- The **differentiation between adviser-distributors and manufacturers** is a totally **new and unique** concept
- The trade fair is run by and for professionals and it attracted **over 5,000 visitors in 2014**.
- It offers the opportunity to **meet potential-decision makers** from all sectors **in a single location**
- **It offers you the opportunity to make your brand and products known** to a quality public
- The trade show is supported by a **promotional campaign** at the cost of **150,000€**
- The trade fair is supported by **Roularta Media Group**
- **Awards** are presented to recognise the best products and cases, i.e. case stories of promotional communication.
- Numerous **networking activities**
- As it is organised simultaneously with the trade fairs for **Enterprise – Franchising and E-Shop**, PromGifts will benefit from the 15,000 visitors who visit these trade fairs each year.

## Who are the exhibitors?

All companies active in the sector of business gifts and promotional products:

- Business gifts
- Promotional products
- Free gifts
- Merchandising articles
- Promotional textile
- Techniques for imprinted advertising
- Indoor and outdoor promotional material
- End-of-year gifts
- Incentives
- Loyalty programmes
- Fair trade and green promotional products



## An innovative concept

PromGifts is based on an innovative concept, i.e. separate presentations of manufacturers and adviser-distributors.

The manufacturers in this sector who sell through intermediary adviser-distributors are grouped together in the '**INTERNATIONAL MANUFACTURERS' SHOWROOM**', which is clearly marked in the centre of the tradeshow, whilst the exhibiting distributors are located around this zone.



The adviser-distributor invites his clients and prospective clients for a free visit to the trade fair via invitation cards that he has received in his 'promotional and communication package'. Upon the arrival of the visitor, the distributor receives a SMS on his mobile phone to warn him of the arrival of the client at the trade fair and this allows him to receive the client and to take him on a visit to the manufacturers' showroom. This procedure generates on the spot concrete orders for the manufacturers and the adviser-distributors.

The scanning of the visitors also allows for a better follow-up of the sales offers for distributors and manufacturers.

## The promotion

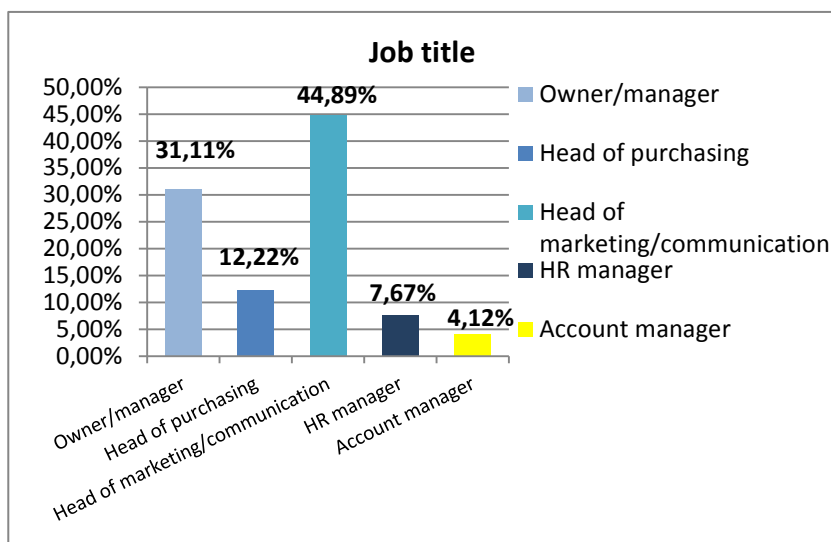
**The PromGifts trade fair is promoted by a far ranging media action campaign with a value of 150,000 €.** According to the plan the targeted publicity campaign acts through the following channels:

- A publicity campaign with a value of 70,000 € in Trends, Trends/Tendances, Bizz and Trends.be
- A publicity campaign with a value of 50,000 € in the specialised press (Promo Biss, MM, Pub, Rendevenement,..)
- Direct Marketing to over 25,000 addresses of heads of marketing, purchase, sales and HR.
- Maximum visibility in the professional magazine Promo Biss
- An efficient and intuitive web site
- An active campaign in the social media (Facebook, Linked In and Twitter)

## Some figures of the PromGifts in 2014:

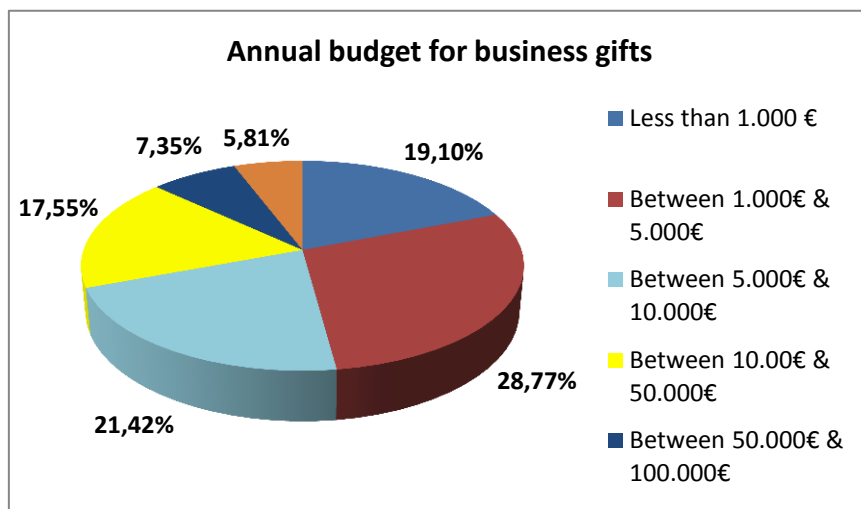
- Number of visitors: 5,255
- Women: 52 %
- Men: 48%
- Brussels: 37%
- Walloon Brabant: 6%
- Flemish Brabant: 12%
- Flanders: 34%
- Wallonia: 11%
- International enterprises: 36%
- Publicly owned companies: 14%
- Communication and publicity agencies: 13%
- SME : 37%

## Visitors' Profile:



The visitors to PromGifts are co-decision-makers who are directly involved in the purchasing of business gifts and/or promotional items within their company and they work in the following departments: marketing, product management, communication, sales and sales promotions, purchase management, HR management.....

In the PromGifts,trade show of 2014 the total number of visitors represented a potential of over **14 million euros** for the purchase of promotional articles.



## Zone for Distributors - 2 possible formulas



**Fully equipped exhibition stand**

The practical and economical formula. This 'key-in-hand' stand facilitates your installation to the maximum. It includes the partitions, the fitted carpet, electrical connection, lighting and lettering (name of the company). There is a possibility of renting a furniture package in addition



**Exhibition space only**

The free and creative formula. The availability of a bare space allows you to put together a unique structure in order to enhance the standing of your brand. You take care of the concept, the setting up and the dismantling.

## Zone for Manufacturers—an all-in formula



Basic Stand: carpet, back partitions and partial partitions on each side, electrical material and connection, sign with the company name, the flag of the country of origin of the company, and the BAPP logo. Stands available in sizes from 6 to 36m<sup>2</sup>.

There is a possibility of renting a furniture package in addition.



**Free Catering for all exhibitors**

### Some testimonials

*"This was only the second time that Alpha Bags participated in a long series of events. In general the quality of the visitors we met in PromGifts 2014 was excellent. The number of visitors was higher as well.*

*Thanks to PromGifts, we received excellent orders and were able to establish numerous interesting contacts. Of course we will be present again at PromGifts 2015."*

*Koen De Bock de Alpha Bags & Travel*

*« This is the ideal concept to advise our clients. We can now take them to visit the stands of the manufacturers who can provide all necessary explanations and so generate concrete orders for their products. »*

*Michel van Bavel from Van Bavel Business Gifts*

*« I heard remarks from end-user customers who had only intended to come for a quick look and had not expected to see such a diversity of products. They were delighted and stayed much longer than planned. »*

*Vick Verhaeghe from V-Projects*

*« This concept allows us as manufacturers to show the entire scope of our product range and to get immediate reactions from the decision-makers. Afterwards, the orders are dealt with in close collaboration with our adviser-distributors in order to have a more efficient follow-up. We want to abide by our sales strategy acting through adviser-distributors and this trade fair gives us the opportunity to make our products known and defend them to the decision-makers, whilst we abide by the market structure».*

*Erich Cormann from B.W.S.*

**Register without further delay and benefit by choosing a priority stand!**  
If you book **before 15 September 2014** you benefit from a **reduced tariff**

#### **RESERVATION AND INFORMATION:**

**BAPP asbl**

Rue de la Limite 43

B-1950 Kraainem

E-mail : [info@bapp.com](mailto:info@bapp.com)

Website : [www.promgifts.be](http://www.promgifts.be)

**Project Manager**

Erich Cormann

Tel : +32 (0) 476 480 715

E-mail : [management@bapp.be](mailto:management@bapp.be)