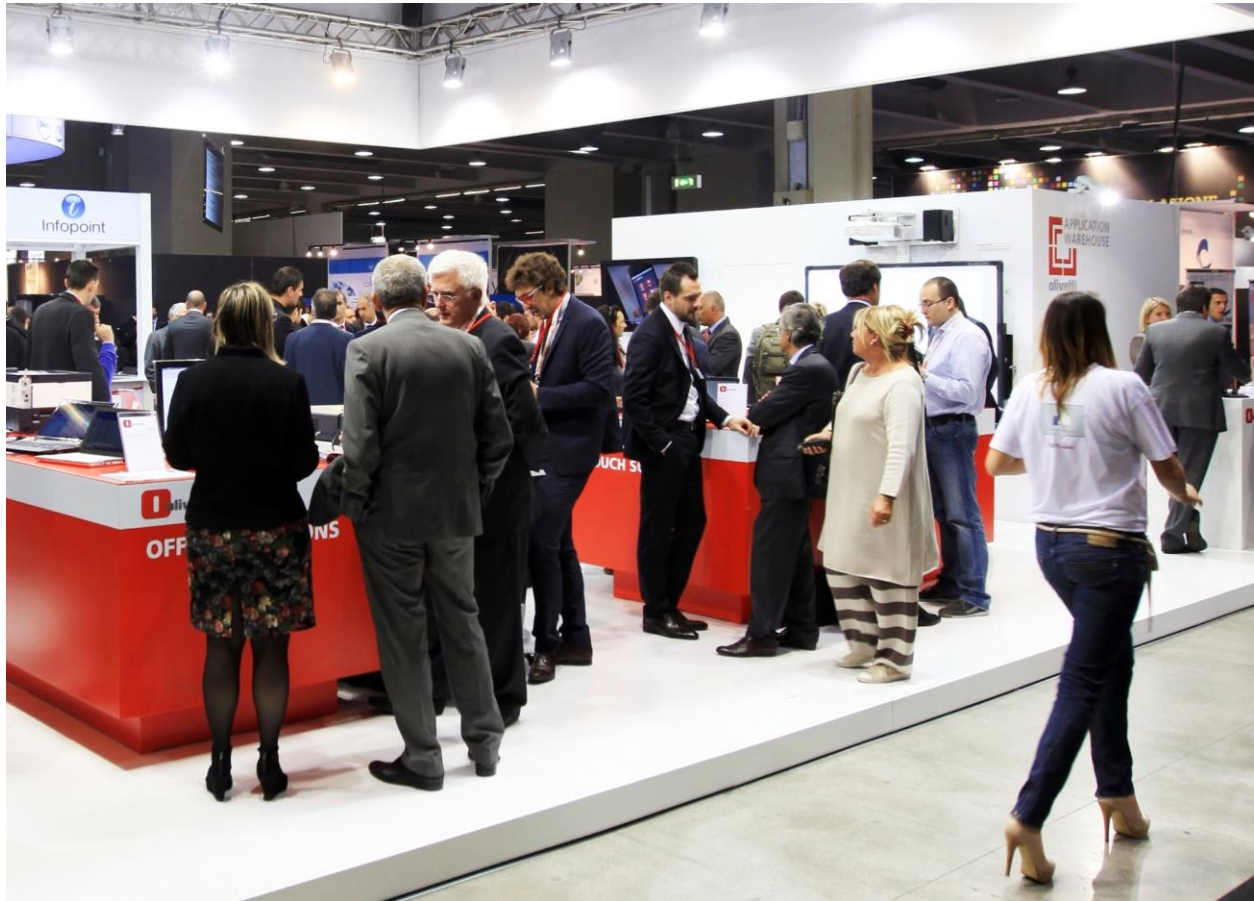


# Custom Lanyards for Trade Fairs



After supplying an extensive variety of custom lanyards to businesses and trade fairs in the UK for over 15 years, we are always asked by our customers which branded item is used the most for events, is cost-effective, and also has the best return on investment.

Below, we discuss custom lanyards for trade fairs.

## Custom Lanyards for Trade Fairs

Trade fairs are a platform that businesses can use to network, exchange ideas, and learn new things. These platforms are mainly business-to-business affairs, and attendees from all over the world come to the biggest events on the calendar. Whether you're organising one, exhibiting at one, or even both, lanyards are a typical sight at any trade show. Custom lanyards for trade shows can be used for a variety of things and are a priceless investment for marketing and event planning.

But before we consider the benefits of using custom lanyards at trade fairs, let's understand

what trade fairs really are.

## What are Trade Shows

Trade shows are events where businesses in a certain industry can display and promote their newest innovations and products. Frequently linked to a particular location or space, companies can organise trade fairs to educate their staff. Usually, only company representatives and members of the press are allowed to attend their trade exhibitions. They are, most times, closed to the public.

These events are also cost-effective ways of generating sales by leveraging sales calls after the event. The Centre for Exhibition Industry Research (CEIR) reports that closing a sale that begins at a trade fair has a higher tendency than regular sales calls.

Other benefits of trade shows are for building brand awareness, networking, and learning industry insights. Popular examples around the world are the American Bankers Association Convention, Pack Expo, and the World Alzheimer Congress. Regardless of the size of the event, you can be sure that lanyards will feature!



## Uses for Custom Lanyards at Trade Fairs

Contrary to popular misconceptions, lanyards are not just accessories used for holding ID cards around the neck. Lanyards are versatile items. Whether you're among those organising a trade fair, exhibiting at the event, or a guest, you'll need to use a lanyard at some point.

Some of the uses of trade fairs which we will talk about soon are:

- Lanyards are an economical tool for Marketing

- Lanyards for Access to the event
- Visitor Lanyards

Trade shows are important to make people have your brand in their heads. The event gives them an idea of who you are and why they should become your customers or partners. That said, our custom lanyards can be of help for your next trade fair.

Customise your lanyards in a few steps! Get started for free by uploading your brand's logo, choosing text format, and creating magic with bold & unique colours. Ensure it reflects your brand company's identity and makes a positive statement.

## **Lanyards are economical tool for Marketing**

At the end of the day, the main purpose of organising any trade show is to sell a product. This process may further involve displaying products and how they can help the public, getting sales leads and potential networks.

However, you don't have to spend a fortune on a marketing strategy. Simply giving out lanyards or other custom personalised items as freebies do the trick. And because they can last a long time, your potential customers from the trade fair events would always promote your brand to the public.

## **Lanyards for Access to the event**

Usually, trade shows start with a large number of organisers exhibitors, and attendees. CES, which is the biggest trade show, for instance, can record over 180,000 attendees, including over 4400 exhibitors and 1000 presenters. Organising people is already a tedious activity, especially with this volume of attendees. This is where lanyards come in handy.

ID Card holders can come with lanyards. Hence, they can easily be used for access to the venue, parking, and restrooms, as well as by special guests and speakers.

## **Visitor Lanyards**

In the business sector, nothing is more important than having happy clients. Everyone enjoys receiving gifts; they put a smile on people's faces no matter how little they are. Reward visitors who stop by at your trade fair by giving them something to take home.

Imagine thousands of your customers walking around the trade fair with your lanyards around their necks, increasing awareness of your brand. For such a small investment, they would grab the interest and curiosity of additional potential clients and convert more prospects into new real customers.

Lanyards are also universal. Whether your attendees travel from Leeds to London or Bristol, people love to use lanyards every day for ID badges. So, this can also serve as an economical

tool for marketing.

## **Ordering Custom Lanyards for Trade Fairs**

You are the artist, and our Custom Lanyards are the canvas. In a few seconds, you may quickly add your graphics, logo, and desired to word using our online lanyards creator. Once you've entered all the information, including the lanyards' material, quantity, and colour, you can preview your custom lanyard online. You can also check other designs to see which one will work best with the trade show's theme.

Just Lanyards' eco-friendly trade fair products are the best sustainable merchandise available. Here, you can always choose from a wide selection of lanyards in our online store perfect for giving away at trade shows, concerts, and festivals. Get in touch for a tailored lanyard experience for all kinds of trade shows. So, order these valuable items in bulk today!