

CREATE

A "SHOW" STOPPER

Turn Your Event Bag into
a Destination Souvenir
For Maximum Impact

Conferences and trade shows are often held in desirable destinations to entice people to attend. Turn a basic event bag into a sought-after souvenir by making the host city the star of the bag's imprint! If the bag becomes a beautiful conversation piece, attendees will carry it long after the show ends and boost your return on investment.

3 Tips for Creating a Souvenir Bag

1. Choose multi-color artwork to showcase key landmarks or locales in the host city.
2. Pick imprint processes and bag styles that allow for the strongest visual statement.
3. Select a durable bag material to ensure longevity and repeated use.



SCOTT
Heavy-Duty Polyester Tote
Pages 34-35