

# Promotional Products Checklist

**Event:** Trade Show \_\_\_\_\_ Seminar \_\_\_\_\_  
Award Trip \_\_\_\_\_ Sales Call \_\_\_\_\_  
Award Ceremony \_\_\_\_\_ Room Gift \_\_\_\_\_  
Executive Gift \_\_\_\_\_ Employee Event \_\_\_\_\_  
Product Introduction \_\_\_\_\_ Other \_\_\_\_\_

**Event Location or Trip Destination:** \_\_\_\_\_

**Theme:** Show \_\_\_\_\_  
Meeting \_\_\_\_\_  
Trip \_\_\_\_\_  
Destination \_\_\_\_\_  
Our Product \_\_\_\_\_

**Audience:** Male (%) \_\_\_\_\_ Female (%) \_\_\_\_\_ Age Range \_\_\_\_\_  
Target Audience's work environment/occupation \_\_\_\_\_

**Objective/Benefit:** What do you wish to accomplish with the promotional items selected?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**The Item Should:** Go Home \_\_\_\_\_ Stay on Desk \_\_\_\_\_  
Go In Car \_\_\_\_\_ Other \_\_\_\_\_

**Suggestions (specific items to be researched):** \_\_\_\_\_

**Available Budget (per item):** \_\_\_\_\_ **Required Date:** \_\_\_\_\_

**Artwork Available:** \_\_\_\_\_ **Required Quantity:** \_\_\_\_\_

**Ship to Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Hold for:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

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