EXPERIENCE HIGHLIGHT

ENHANCING & EXTENDING THE EXPERIENCE

finding ways to...

- surprise and delight
- tell our unique food stories
- deliver on creating superior points of difference
- leave lasting impressions on our clients and guests

... all beyond the four walls of our building properties

FEED FROM THE FIELD

HAVE SOMETHING YOU WOULD LIKE TO SHARE WITH ALL OF LEVY? SHARING IS AS EASY AS POSTING TO SOCIAL MEDIA

CLICK HERE TO FIND OUT MORE

XD EXPERIENCE DESIGN

VISIT THE EXPERIENCE DESIGN RESOURCE SITE FOR FUN IDEAS, INSPIRATION, INFORMATION, AND MORE

CLICK HERE TO FIND OUT MORE

Canva

HAVE YOU JOINED OUR EASY TO USE, CORPORATE DESIGN PROGRAM ACCOUNT TO CREATE EYE-CATCHING PIECES OF VISUAL CONTENT?

CLICK HERE TO FIND OUT MORE

PROPERTY spotlight

WANT YOUR CREATIVE, INNOVATIVE, STRATEGIC AND "WOW-WORTHY" WINS SHARED WITH OUR DIVISION?

CLICK HERE TO FIND OUT MORE

ENHANCING & EXTENDING THE EXPERIENCE

ATTENDEE GIVEAWAYS

Why Giveaways?

Promotional Product Strategy….

01 Makes People Happy

Promotional products make people happy - that part's not hard to figure out. In fact, it's widely known in the marketing world that consumers get a more favorable impression of an advertiser after receiving a giveaway item. Even if it's a relatively simple giveaway, you are still offering a gift to your prospects. That will help them remember you in a positive light and might also have a reciprocal effect in the future

02 Improves Your Image

Using giveaways positions your brand positively in the eyes of prospects and certainly makes it more likely for them to consider your products or services. Products offered freely to people who visit events and conferences will make these individuals feel warmly towards your organization, especially if this is their first connection

03 Tells Your Story

In the day and age of differentiation, immersive experiences, social media, and having a unique identity - telling your "story" is everything. A giveaway creates a physical platform for guests to get a deeper view into who you are, what your message is, what your initiatives are, and what you specialize in

04 Creates Lasting Impressions

71.6% of attendees who receive a promotional product at a conference remember the name of the company that gave them the product. This proves that conference attendees are sure to remember your brand upon receiving your courteous giveaway

Giveaway Considerations

How do you choose a giveaway, that enhances your brand and the guest experience at the same time?

CONSIDER WHAT YOU SPECIALIZE IN

Is there something you are known for with food and beverage?

Find a way to create a representation or "snapshot" version of this to package up and share with your attendees

This helps to tell your "Food Story"

CONSIDER THE CLIENT/ GUEST

Creating a giveaway that is event-centric or customized for the client culture/ guest demographic can earn you points with providing a uniquely tailored experience to attendees

This allows for a more personal connection/ reaction

CONSIDER GIVEAWAY FORMAT/ APPLICATION

Should you provide something that the attendees can use throughout the conference duration?

Or should you provide something that they can take home with them and use later on?

There is value in both considerations

GIVEAWAYS "FOR NOW"....
ITEMS THAT GUESTS CAN ENJOY DURING EVENT/ CONFERENCE

SEASONED
NUTS

"GARDEN
GRANOLA"

CRISPY ROASTED
CHICKPEAS

SNACK
MIX

DEHYDRATED
FRUIT CHIPS

FLAVORED
POPCORN

"ONE-A-DAY"
WELLNESS SHOTS

INSTANT HOT
CHOCOLATE TUBES

HOUSE-MADE WATER
FLAVOR ENHANCER DROPS

LOOSE LEAF
TEA

TOOTHPASTE
TABLETS

FLAVORED
LIP BALM

ESSENTIAL
OILS

REUSABLE
BRANDED WATER BOTTLE

REUSABLE
TO-GO COFFEE CUP

GIVEAWAYS "FOR LATER"....
ITEMS THAT GUESTS CAN ENJOY AT HOME, POST-EVENT/ CONFERENCE

"DRY CRAFT" COCKTAIL/ DRINK INFUSIONS

PASTA PACKS

SEED GROWING BOMBS

DRIED HERBS

HOUSE-MADE JAM/ CONDIMENTS

FLAVORED COURSE SALTS

FLAVOR INFUSED OLIVE OILS

HOUSE-BRINED OLIVES

SAUCE PACKS

SPICE/ SEASONING PACKS

APPLE CIDER VINEGAR

FLAVORING EXTRACTS

HOT SAUCE

HOUSE-MADE CROUTONS

SALAD DRESSING