



ENHANCING YOUR VIRTUAL EVENT

Driving connectedness and productivity

Why Virtual Event Engagement

The COVID-19 pandemic has changed the filter on how businesses and consumers view all aspects of life. It's impact has had wide-ranging impact on our economy and is causing us to rethink supply chain and procurement priorities.

Sourcing promotional products for virtual event engagement can drive tangible benefits for your event sponsors and attendees. Taylor's strength as a leading promotional marketing distributor — with robust supply chain partners and ideation capabilities — can help you provide an immersive and engaging virtual event experience.



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Incentives encourage registration and participation

Promotional incentives can encourage registration, express appreciation for attendees and invite them to engage in a new experience.

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Promotional items can connect, refresh, entertain and capture attention

Promotional products can help connect attendees as content is delivered, provide entertainment or refreshment, and hold their attention during the event.

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They can reinforce a positive experience and facilitate post-event connections

Post-show incentives can reinforce a positive event experience, open the door for new connections afterward and encourage future participation.

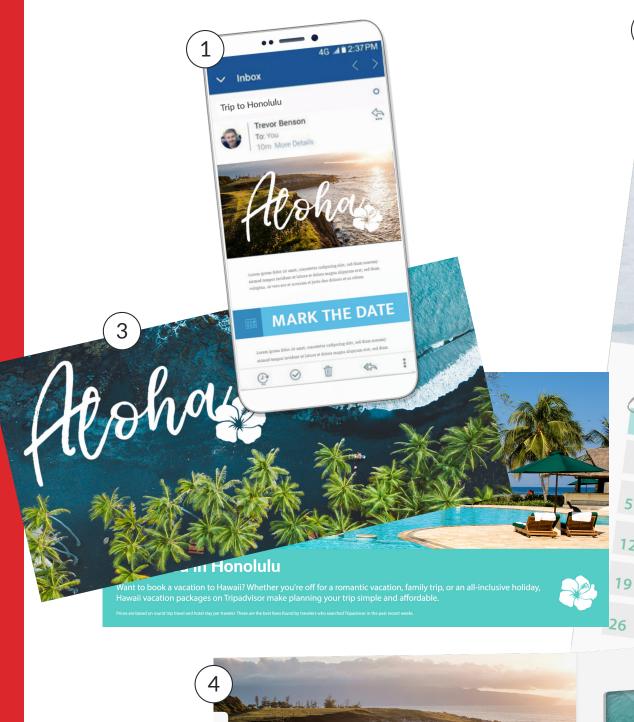




Create Awareness and Excitement

Invite and register participants to create excitement about your virtual event.

- Save the Date Email
- **Countdown Calendar**
- 3 **Event Teaser Mailer**
- Video Mailer Invitation









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Don't Miss a Detail

Studies show that writing helps drive understanding and remembering. Branded notebook and pen sets allow event participants to take notes and sketch out ideas while providing a tangible, useful reminder of the virtual event.

- **Softcover Journal Set**
- Refillable Felt Journal
- Fabrizio Journal Gift Set
- **Candy-coated Notebook Set**
- Leather Refillable Journals
- **Hardcover Journal Set**



Carry Your Brand Mission

Curate unique, on-brand products to drive impressions and build awareness.

- 1 Candle
- 2 **Technology Sheet**
- 3 **Professional Portfolio**
- 4 Umbrella
- 5 **USB Oil Diffuser Set**
- 6 Coffee Mug















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Stay Tuned

In addition to the event content, drive connectedness and attention through fun promotional items.

- 1 Handheld Tic Tac Toe
- 2 Office Oil Diffuser
- 3 Yo-Yo
- 4 Essential Oils Set
- 5 Spinner Pen













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Stay Focused

Equip them with stress relievers and technology items to maintain focus and engagement.

- 1 Personal Fan
- 2 Headphones
- 3 Stress Ball
- 4 Ear Buds with Pouch
- 5 Webcam Cover
- 6 Keyboard Wristband Rest









MEDX





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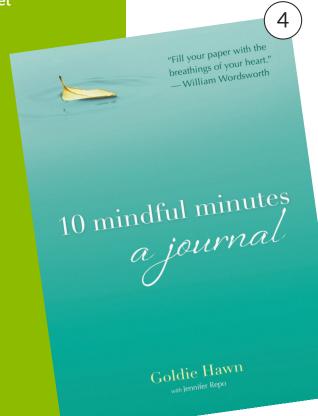
Show Your Appreciation

Express your appreciation for their participation and commitment.

- Popcorn Gift Tube
- Mini Gumball Gift Container
- 3 Drinkware
- **Relaxation Journal**
- 5 Hydropod Grow Set
- Drinkware and Snack Set











Put It All Together

Extend the experience with a branded bag that drives impressions long after the event.

- 1 Stylish Tote Bag
- 2 Backpack
- 3 Functional Tote Bag
- 4 Drawstring Bag





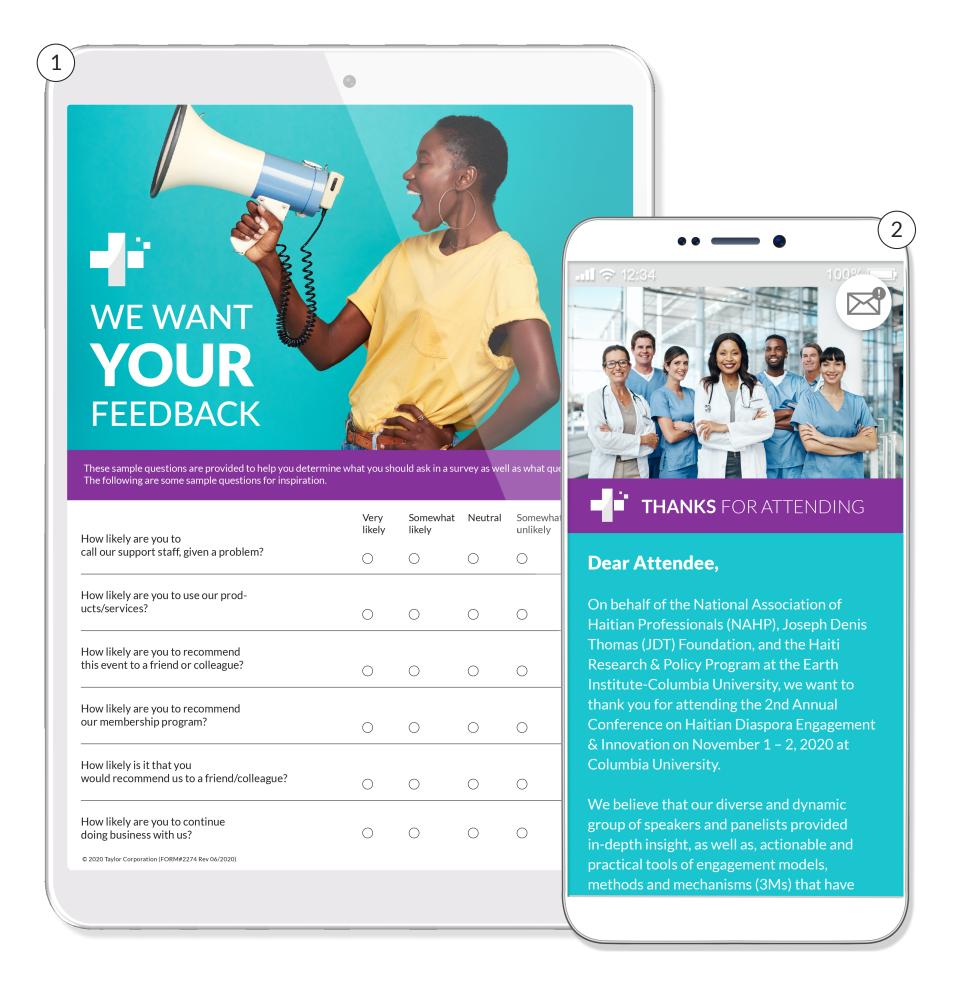
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Follow-Up to Reinforce

Continue the conversation post-event with surveys, email updates and more.

- 1 Online Survey
- 2 Email Update





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