

Uniquely Logoed Tradeshow Bag Benefits Exhibitors, Attendees at Event Produced by Niche Tradeshow and Event Management Firm The RDP Group

- **Challenge:** Develop a tradeshow bag that does more than just carry tradeshow giveaways

The RDP Group, a niche tradeshow company, has successfully managed and produced thousands of trade and consumer events across the U.S. As a tradeshow management expert, the RDP Group regularly taps promotional products not only for the shows themselves, but also to raise community awareness and thus to produce events that break attendance records at civic and convention centers nationwide. For one recent show, the GLBT Expo, billed as the largest event of its kind in the world, the RDP Group turned to ePromos for help in quickly producing a plastic tradeshow bag large enough to fit tradeshow goodies ... and with a twist on the typical tradeshow logo.

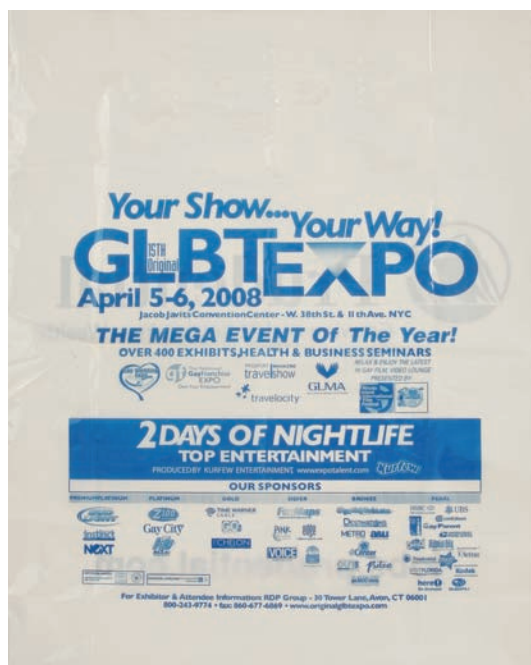
- **Solution:** Frosted, die-cut handle bag of generous proportions, imprinted with logos of event exhibitors and sponsors

Promotions Specialist Brent Mittleman guided the RDP team to a frosted die-cut handle bag of generous proportions—generous enough to hold lots of tradeshow giveaways, and generous enough to print the logos of many attendees, as well as details about the event itself. Most tradeshow bags feature only one, large event logo; this bag, in contrast, helped further set the RDP Group apart by providing exhibitors and sponsors with an additional advertising opportunity.

- **Result:** Finely detailed, multi-logoed event bags received on time ... and well received!

With time remaining until the expo in short supply, and with many details to be proofed on the bag, Brent worked extra closely with our supplier to ensure both accuracy and speed in the printing. And because going the extra mile is the ePromos' way, Brent also hand-delivered the bags so the team would have them in time.

The RDP team reports another successful expo, with the bags being well received by attendees, exhibitors and sponsors alike. The team also reports their intention to continue to work with Brent on future tradeshow endeavors—for yet another ePromos' promotion success!



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