

Economical Badge Holders Boldly Proclaim the Not-for-Profit Elderhostel Brand across Hundreds of Providers Worldwide

- **Challenge:** To find a cost-effective method for consistent branding despite program provider diversity.

If your company is in small or large part responsible for events hosted, arranged or co-sponsored by others, then you may be interested in effective methods of branding and spreading the word about your company during and after events. Elderhostel is a firm doing just that; the not-for-profit provides learning adventures to 160,000 older adults each year through 8,000 programs in 90 countries. Some 500 worldwide providers facilitate Elderhostel programs, working with the Elderhostel team to launch and coordinate activities. With so many hands in the pie, there is bound to be diversity both in strategy and approach—including in how program providers use name badges.

The Elderhostel team had been searching for a way to consistently present their brand in every area in which programs run when a story from Utah Valley State College, an Elderhostel program provider, trickled up. As the story goes, a gal skiing in Utah spotted a Utah Valley State College group on the slopes and, seeing their name badges, began asking questions about the trip. When she discovered she could ski more for less—and with more friends and fun—by joining the Utah Valley State group, she did. When the Elderhostel team heard this story from the program coordinators at Utah Valley—also an ePromos customer—they knew they had found their way to brand the events and contacted Account Manager Lonni Ornstein for their name badges.

- **Solution:** The Elderhostel-branded tradeshow vylon badge holder.

Lonni showed the team the most popular name badge on the ePromos site: the Tradeshow Vylon Badge Holder, a name badge and so much more. This particular badge holder, woven of vinyl and nylon for durability, comes with a clear plastic badge window, a four-and-a-half-inch-deep zippered compartment for money and identification, a business card pocket, two pen loops and an adjustable neck cord—making skiing on the slopes or maneuvering through exhibition halls a pleasure and allowing badge holders to leave their wallets and purses safely behind at the lodge or hotel. The Elderhostel team was hooked—their badge holders, imprinted with the Features Image Bonding™ process, would boldly display the Elderhostel logo, tagline, phone number and Web address at Elderhostel events around the world.

- **Result:** Name badges provide high visibility and increased marketing and advertising opportunities.

The Elderhostel team is pleased with their name badges, an excellent marketing and advertising tool and an economical way to consistently brand events across hundreds of individual program providers. They report that the badges are highly visible; people tend to stop and look when they see a large group traveling with matching name badges, which instantly declare that, with Elderhostel, you, too, can join the fun.



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