**Give Them a Reason to Stop by**

Send your best contacts a personalized message, and entice them to attend by offering an incentive. If you’re launching a new product or have updated an existing product, promote it. If you don't have anything new, consider making a special offer such as a show-only discount or a gift exclusively for VIP attendees, redeemable with a coupon or promotional code—something more premium than what you’d give out to regular attendees. You can also offer a gift with purchase to incentivize higher sales.

What you give your attendees, both regular and VIP, will depend on who you are and what you do. If you want to stand out, resist going the typical route of pens, bags, and water bottles, and don’t waste money on drawings for generic giveaways like iPads, which won’t attract your demographic in particular. Make sure your [promotional gift](http://www.ebscocreativeconcepts.com/branded-merchandise/branded-products/) is relevant to your brand. If you sell pet products, it could be a branded pet toy, leash, or food bowl. If you sell electronics, a branded USB drive or device case might make sense. Also make sure your gift is useful to the recipient and will potentially be used over a longer period of time in order to keep your company top of mind.