 alt_text



Greetings!

I know all the world is speaking about the Coronavirus and I don't want to minimize any concerns, but we also need to keep our businesses moving.

It was nice to hear on the news the other day one broadcaster encouraging people to get out and visit their local businesses if they weren't in an area of "concern". It's vitally important that we don't forget that many small businesses can't last for a few weeks let alone a month without business. If you have a favorite neighborhood restaurant then go. If not, they may be closed when you try to go next month.

Last weekend I was visiting my parents on the West Coast of Florida and we went out to lunch at a local spot they enjoy. I was so pleased to see the restaurant quite busy with patrons. Now, of course, Florida is not a hotbed for this virus yet and hopefully will not become one. However, I was still thrilled to see people out and about.

I also went to a networking reception last night. I am pleased to report there were probably 100 people in attendance. We of course joked about not shaking hands and there was plenty of hand sanitizer available if wanted, but we still exchanged business cards and made new connections.

However, many people are cancelling events that have large numbers of attendees. It is understandable, better safe than sorry for sure.

And yes, it is affecting my business. As most know, one of our many marketing offerings is promotional products. And many of those products are used for conferences or trade shows. I've had several cancel events over the past two weeks and cancel their orders. We also produced awards for a company's top sellers each year. Well, they've postponed the event and cancelled the awards, at least for now.

It will be a short-term situation and business will turn around so don't be caught unprepared. I recently met with one of my manufacturer's and he indicated that businesses need to be prepared for the upswing. And he's right.

When looking at your sales efforts in the coming months, meetings with clients or trade show programs that are being rescheduled you will still need a branded item to help keep your brand top of mind. With the delay in the factories reopening after the China portion of COVID-19, there will be a

shortage of some products come April, probably until July. If you have your heart set on a certain type of item, I'd encourage you to order it now.

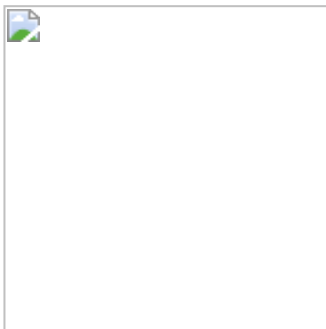
We are always here to help so don't hesitate to reach out. And as we all know, remember to keep washing your hands!

Danette

Did You Know:

You may think that giving away an item at a trade show or as a leave behind after a meeting may not need to be specially packaged. But, ask yourself, what impact would it have if it did? Anything you can do to make your clients feel that they are important to you is worth its weight in gold.

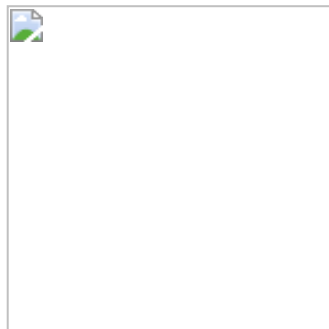
Danette



Frosted Tote Bag
20" handles. 300D Polyester and Frosted PVC.

1 color 1 location imprint

100 Qty: \$3.50 each

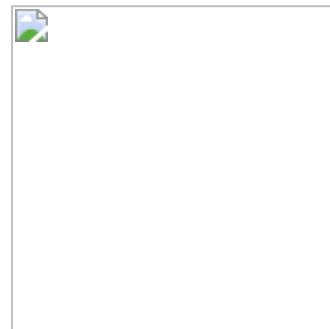


Travel Earbuds Kit

Includes travel pouch and matching earbuds

1 color 1 location imprint on pouch.

100 Qty: 3.15 each



Antibacterial Hand Sanitizer Spray

Handy .33 oz translucent frosted tube. Light citrus scent. Choice of cap color.

Full color decal.

150 Qty: \$1.45 each

Become A Permanent Part Of The Solution For Earth Day's 50th Anniversary

Climate Action is the theme for this year's 50th Anniversary Earth Day.

There's still plenty of time to take action and order recycled and sustainable promotional items to show your clients, employees and prospects that you care about the fate of Mother Earth.

[~ Read More](#)

Promotional Marketing Expert, Danette Gossett, Speaks To The Value Of A Good Wrap

Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, tells readers that the right packaging is not just a throw away but is another marketing opportunity that can make gift recipients feel extra special.

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