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## Branding & Promotion Experts

Gossett Marketing is celebrating our 28th year as a promotional marketing agency. We are experienced marketing professionals that understand business, the bottom line and the importance of maintaining your brand image in all that you do.



Danette Gossett



Greetings!

As the news continues to report, the economy is opening up!

I think we are all hoping and planning for a rapid return to a new normal during the third and fourth quarters of this year. I know we are already fielding calls from companies seeking assistance with their trade shows this fall or returning to company-wide in-person events and more.

As you start to plan, please keep in mind that while business is coming back up, it will not be business as it used to be. There are employee shortages, supply shortages, shipping concerns, and price increases to contend with at all levels.

Manufacturing production times initially increased because the factory floors were refigured for social distancing and fewer workers on the line. While some may not have the social distancing needs any longer, many facilities are now having worker shortages so they can't fill all their production lines or shifts.

As we all know, many production facilities and raw materials were changed to PPE's during the pandemic. And of course, we are pleased they were. However, the changes continue to have widespread repercussions on varying manufacturing materials. A small example is the current shortage of labels. Yes, the labels that get imprinted and adhered to any number of items to brand them for you. There is now a shortage. Why? Because they still using them on the millions of hand sanitizer bottles that are being produced.

And, unrelated to the Pandemic, the Suez Canal blockage has wreaked havoc on supply shipments. If you live in Los Angeles, you have seen the hundreds of ships just waiting to get into port.

We just completed a 1500 quantity beach towel order for a client's employee recognition event next week. We were lucky to secure enough stock. As it turns out, the towel supplier had three containers stuck in the back-up from

the Suez Canal blockage. Those containers were supposed to be delivered this week, their new ETA is mid -June! And there are many more items that are delayed.

And finally, prices are increasing. We have been notified by many of our manufacturers that there will be price increases starting June 1. Why? For example, the cost of cotton has increased an average of 31% year-over-year. And the cost of polyester has also experienced an approximate 29% year-over-year increase. So, be prepared, your apparel cost is going up!

Costs of goods are not the only reason pricing is going up. As most everyone is aware, most goods are produced somewhere else and are shipped to the United States. The cost of shipping goods across the ocean has increased by 293% year over year. Yes, that is not a typo. A 293% increase.

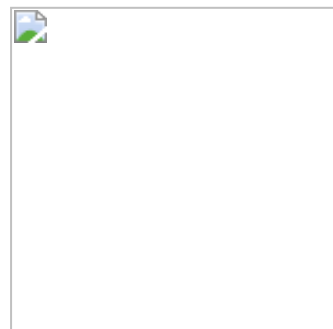
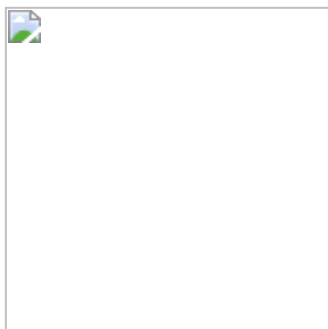
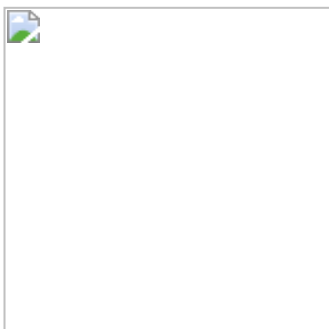
In addition, the shipment timing has increased as well. In the past when items were shipping you could be confident as to the timing. Currently, 50% of vessel departures are delayed. And they are not delayed by a day or two, the average delay is 16 days. On top of that, the transit times are approximately 40% longer.

As you can see, there are a lot of moving parts to supply you with the best-branded materials for your events, recognition, onboarding and more.

It can be difficult to plan early. However, now might be the time to start. I'm not saying items won't be available. Many companies have brought in a lot of inventory of certain items. But are they the items you want? Maybe, maybe not.

I know it may be early, but it's not too early to start thinking about your fourth-quarter plans. It's been a hard couple of years. We need to be thankful we've gained ground and are coming back, so if you anticipate thanking your employees and your clients this year. Think ahead.

We are here to help.



**Work from Home Kit**

Each kit includes a Webcam cover and wireless charging pad. Packed in a carrying pouch with zip locking closure.  1 color imprint on each item.  50 Qty: \$11.20 each	<b>Dual Phone Wallet with Earbud Pocket</b>  Holds approx. 4 cards, ID, etc. Front pocket expands to hold wireless earbuds.  1 color 1 location imprint  150 Qty: \$2.25 each	<b>SPF 15 Lip Balm in Holder</b>  SPF 15 lip balm with light vanilla scent. Silicone holder.  1 color imprint on decal.  150 Qty: \$1.80 each
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## Expect A Richer Harvest Of Trade Shows This Fall

This spring and summer will certainly show signs of new confidence and growth around trade shows. However, attendance may still be somewhat spotty as the pandemic still presents health threats. But with vaccinations happening throughout the U.S. and around the world, by fall we may have a real cornucopia of trade shows.

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## Promotional Marketing Expert, Danette Gossett, Writes About How The Fall Trade Show Season May Be The Most Exciting One Since Pre-Pandemic Times.

*Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, alerts readers to a cornucopia of trade shows coming in the fall and assures them that everyone still has a love for free stuff.*

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