

BRAND BUILDERS

Superhero themed promotions firm, The P.O.P. Shop took over the first floor of The Art Institute of Atlanta on September 18th to present the Brand Builders Expo, a brand boosting expo turbo-charged with creativity. The company's entire team of marketing superheroes were on hand, along with many of their partners, helping

attendees plan for 2008, get ideas and consider holiday gifts for clients or employees. The event was open to marketing managers, agencies, business owners and buyers of printing and promotional products. Attendees received VIP Access to money saving coupons and specials, and access to The Art Institute's Gallery.



P.O.P. Shop Superheroes Sonya Beam, Melisa Meason, Carrie Hankins, Brian Beam, Meg Gerhold, Joan Parker, and Gina Thompson

Marketing Strategy

Put On A Show For Clients

❖ It's a bird. It's a plane. It's The P.O.P. Shop ([asi/288992](#)).

This distributor firm, which tags itself as a superhero-themed company, is taking over the Art Institute of Atlanta for The Brand Builders Expo, an event meant to showcase the company and drum up some business in the process. The one-day event, taking place on September 18, will highlight a gallery of promotional products and printing suggestions which can be branded with any logo.

The expo is an independently branded event that is primarily for The P.O.P. Shop's client base, but other brand marketers and potential clients have been invited. "It's essentially an 'end-user show' in larger proportion," says Sonya Beam, marketing superhero of The P.O.P. Shop. "We are positioned as a promotions firm, supplying all sorts of branded materials from signage, collateral, and displays through common promotional products. It's a big expense to put this on, but we know our clients will respond with business after learning more about what we

can do for their brand."

Ultimately, that's the objective of this kind of customer event. "It goes without saying that our overall goal is to increase revenues," Beam says. "We want this event to be a venue for planning 2008, sparking ideas for their brands and allowing us to build stronger relationships with value-added face time."



The P.O.P. Shop is expecting 150-200 attendees throughout the day. "It's exciting that we are getting such great interest," she says. "We have a client flying in from Boston, and through word of mouth, approximately 50% of attendees are new contacts."

Even if clients have visited an end-user show before, The P.O.P. Shop wants to offer an event that is different. "We wanted

to communicate our added-value creativity," says Beam. "We will have printing and point-of-purchase on site, along with story boards showcasing some of our client promotions bringing all the elements together for an end result."

While the event will be valued at approximately \$15,000 to \$20,000, The P.O.P.

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Shop expects its out-of-pocket costs to be in the range of \$6,000 to \$8,000. Suppliers donated many of the products and giveaways for the event, and the company bartered other aspects of the day. "Our lunch is catered by Sweet Tomatoes, which is one of our clients," Beam says. "We have negotiated to do the catering in trade for their promotional products and printing." — JM