

# Event Swag Tier Strategy Blueprint

For Event Marketing Teams | [Powered by BlinkSwag](#)

Use this blueprint to structure swag distribution at events so you attract booth traffic, capture leads, and reward high-value prospects effectively.

---

## AISLE TIER STRATEGY

- Use lightweight items such as stickers, pins, or lanyards to attract booth visitors.
  - Distribute freely to increase booth visibility and traffic.
  - Use visually appealing displays to signal booth activity.
- 

## COUNTER TIER STRATEGY

- Offer mid-value customized items such as hats, T-shirts, or tote bags.
  - Require a quick badge scan or short conversation with a booth representative before distribution.
  - Use this stage to capture attendee contact information.
- 

## VIP TIER STRATEGY

- Reserve premium swag kits or tech accessories for highly qualified leads.
  - Unlock this tier through meeting bookings or product demos.
  - Track VIP rewards to evaluate lead quality after the event.
- 

## BUDGET ALLOCATION MODEL

- Allocate approximately 50% of the budget to counter-tier items.
  - Reserve 20–30% of the budget for VIP-tier rewards.
  - Use the remaining budget for aisle-tier traffic drivers.
-