

Tue, 17 Apr 2012

8:37 AM

Most Common Uses for Carnival Wristbands

Remember the days of your hometown carnival? You had to stand in line to pay an entrance fee, and then once you were inside, you had to stand in line to buy tickets that came in bunches of 10, 20, 40, 60, and 100. Rides, games and sometimes even food cost anywhere from 2 to 4 tickets. You-or, usually your parents-would have to keep track of the tickets and be careful not to lose them when you went on rides. When tickets ran out, you had to beg your parents for more, and then stand in line again. Carnival

Wristbands

can eliminate all that hassle, and bring many other additional benefits, too. Following are the most common uses for Carnival Wristbands.

Admissions. It is a great security benefit to use Carnival Wristbands to identify patrons who have paid admission and are authorized to be on the carnival grounds. Anyone not wearing a Carnival Wristband can easily be identified by security and other carnival personnel.

Special access. Many carnivals choose to use different colored wristbands for color coding. Color coded Carnival Wristbands can indicate different levels of access, such as VIPs, all-day access, special event access, and so on. Different colors for Carnival Wristbands can also be used to indicate different event dates or days. For example, using blue Carnival Wristbands for the first day of the fair and orange Carnival Wristbands for the second day. Doing so prevents attendees from reusing their wristbands in an attempt to gain access a second day, when they only paid for one day.

Special events. What's a carnival without concerts, rodeos or other shows? Most carnivals book extra entertainment to attract more guests and increase revenue. Tickets to see such entertainment are separate from the standard carnival entry fee.

Therefore, specially colored or imprinted

Carnival

Wristbands are appropriate-even critical-to identifying paid concert-goers. You can have a range of colors for Carnival Wristbands to identify VIPs, staff, volunteers, performers, or other special groups of guests. Because Carnival Wristbands are brightly colored and highly visible, it is easy for staff to quickly identify authorized persons and remove anyone who isn't permitted.

Unlimited rides or all day passes. By providing Carnival Wristbands as a pass for unlimited rides or an all day pass for weekdays that typically have lower attendance, patrons can move about from ride to ride without worry of losing tickets. Lines for the rides move along more quickly, as well. Ride operators can identify any carnival goer who has access to unlimited rides by a quick glance at their wrist. Additionally, Carnival Wristbands are non-transferable. There's a unique tamper cuts feature at the adhesive closure that causes the Carnival Wristbands to shred when they are removed. That means a patron cannot just slip off the Carnival Wristband and give it to a friend to "reuse".

Alcohol service.

Oftentimes, alcohol is served at carnivals. Distribute specially colored Carnival Wristbands or ones pre-printed with "Over 21" to designate guests who have had their ID verified and are of legal drinking age. By having staff check IDs only once, and then applying a Carnival Wristband to only those who are of legal age to drink, service is quicker. Servers can immediately identify who they can serve without rechecking IDs each time.

Prevent counterfeits. You can custom print logos, a tagline, event dates, and even sponsors' logos on Carnival

Wristbands, making them one-of-a-kind. Having unique Carnival Wristbands prevent counterfeits and gate crashers from using stock wristbands they purchased at a local party store to gain access to the carnival.

Raffles. Serial numbered Carnival Wristbands are great for raffles. Tyvek wristbands are one example of pre-numbered Carnival Wristbands with pull-off tabs. They are easy to use and fun for participants. Each person who buys an entry to the carnival raffle gets a wristband to wear and removes the detachable stub, which serves as the ticket stub. The stub is entered into the raffle. When the winning numbers are announced, each person who entered the raffle just checks their Carnival Wristband.

Sponsorships.

Sell

advertising space to sponsors. Custom printing sponsors' logos on Carnival Wristbands is a great way to cover the cost of your wristband program. You can also do some cross promotions. Maybe a local ice cream shop has a booth at your carnival. An incentivizing promotion could be imprinted beneath their logo, such as, "Stop by our booth, get a free cone!"

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

Fri, 11 May 2012

2:15 AM

Customizing Event Wristbands Boosts Security, Sales and Brand Awareness

If

you have ever organized a large event, you know that wristbands can make a difference with security and sales. It's easier for staff to recognize who should and who should not be in the venue, and concession lines just seem to move along more quickly. If you want

to step it up a notch, custom event wristbands are the way to go!
By customizing event wristbands, you can give security, sales and
your brand a real boost.

Custom
event wristbands

can
be imprinted with unique art or text. Even photographs can be
imprinted on custom event wristbands, so feel free to use your
imagination! Here are a few effective ideas:

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Logos

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Taglines

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Coupons

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Bar
codes

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Website
addresses

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Quick
response (QR) codes

The
benefits of custom event wristbands are plentiful. Let's talk
security first. Party crashers-nobody likes them. Party crashers
are burdensome. They put a dent in profitability and are a
security risk. Custom even wristbands enable staff to identify
authorized guests and personnel quickly and easily. Coming in a
variety of colors, you can have distinguishing text imprinted,
such as "VIP" or "STAFF." You can also imprint the date of the
event. This is especially effective if the event has multiple
dates-each requiring separate tickets. With just a quick glance,
security staff can identify other staff members, VIP's and
other ticket holders.

Another
advantage of custom event wristbands is that it helps your
security staff spot any fake wristbands. People may get the idea
to go to a party store and purchase generic wristbands in an
attempt to get into an event for free. Custom event wristbands
dim that bright idea quickly.

Now,
let's talk sales growth. Will alcohol be served? You can speed up
concession stand lines to increase sales if you imprint "Over 21"
on guests who are of legal drinking age. When guests arrive, have
greeters check IDs upon entry. If guest is verified to be age 21
or over, an Over 21 custom event wristband can be applied to
their wrist.

If
you would like to provide some incentive for purchases, you can

imprint special offers directly on custom event wristbands, like "2-for-1 sodas" or "buy a t-shirt, get a free cap." A strong call to action is sure to boost sales.

Custom event wristbands provide an opportunity to sell advertising space.

Partnering

with corporate sponsors and having their logos imprinted on custom

event

wristbands

will

not only cover the cost, but might also generate surplus revenue.

Let's say you are hosting a post-race night celebration for athletes. You could get sponsorship from a sporting goods store who may want to have their logo imprinted. Maybe they also want to include a promotion like, "show us your wristband, get 20% off purchase." It's an excellent opportunity for companies to reach a highly targeted audience.

Last,

but not least, custom event wristbands provide a unique way to heighten brand awareness and build customer loyalty. People tend to wear their custom event wristbands for days, weeks-event months-after the event is over. It often brings a smile to their face as they remember the great time they had your event. Custom event wristbands imprinted with cool logos or catchy taglines will catch the eye of friends and strangers alike. Your guests become a walking, talking mini billboard.

Custom

event wristbands can also be a catalyst for social media activity. Get your guests talking on Facebook or Twitter about the great time they had at your event. They can "check in" or post photos with their family and friends. Include a website on the custom event wristband so that guests can post links directly to the website of your company, products or causes.

Another

great promotional idea is imprinting quick response (QR) codes.

These

little

two-dimensional barcodes, which can be accessed on-the-go by people with Smart phones, can contain exclusive information, offers, and freebies. With QR codes imprinted on custom event wristbands, you can offer almost anything from discounted tickets for upcoming events to buy-one-get-one-free dinners. They can link to anything from a continuously updated playlist at a DJ night to an updated schedule of seminars at a tradeshow or all-day conference.

The

benefits the custom event wristbands offer seems to be endless.

Not only are they practical, but also fun. It's hard to beat that combination. If you are looking for a way to boost sales, security and brand awareness, custom event wristbands are just the ticket!

Security: Public

Location: Not Specified

Mood: Not Specified

Music:

2:32 AM

Wristbands for Admissions

Admission wristbands for entry into events are a popular substitute for tickets due to their simplicity and multiple uses. They cannot be lost because they are securely fastened to the wrist. Additionally, admission wristbands are a highly effective identification tool-assisting with crowd control-and can even increase profits.

Admission wristbands enable staff to do their jobs more

efficiently and effectively. When hosting an event, nobody wants party crashers invading the space and mooching food and drink for which guests paid. Using wristbands

for admissions enables security staff to spot uninvited guests by just glancing at the wrist. Crowd control made easy! If an event is spread across multiple days, admission wristbands can be color coded or imprinted with the date so security can identify any guests trying to re-use their one day pass to enter the event again.

For large events, color coding can be used to indicate and identify different levels of access, including general admission, VIPs, staff, volunteers, performers, or other special groups of guests. Perhaps a popular singing artist is performing at the event and a handful of guests purchased or won backstage passes. Those guests could wear admission wristbands in a special color. For further distinction, you could have these wristbands imprinted with "VIP". Same goes for staff, which could wear admission wristbands of a specifically designated color and imprinted with "STAFF". By making these designations with admission wristbands, security and other staff can quickly and easily identify whether someone is a welcome guest or staff member and ensure they are where they are permitted to be.

If alcohol is being served at your event, admission wristbands are an extremely helpful tool and can even up your profits. Staff can check IDs to verify age upon guest entry. If guests are of legal drinking age, they receive a specially-colored admission wristband. To make things even quicker, "Over 21" can be imprinted on the wristbands.

How could this possibly increase profits? Concession lines move much faster when staff does not have to check IDs for every single transaction that includes an alcoholic beverage. If lines move faster, more people get through the lines and are likely to return for another purchase. Quicker service leads to increased spending, which, in turn, leads to increased profits.

Just as you can imprint "VIP" and "Over 21" on admission wristbands, you can also imprint logos and taglines on admission wristbands. Custom printing wristbands has advantages. First, as implied earlier, imprinting a unique design on admission wristbands helps prevent counterfeits and the risk of crashers purchasing stock wristbands at a party store to gain event access. Second, imprinting the logo or tagline of the organization that is hosting the event promotes their brand. Admission wristbands become a walking mini advertisement.

If the design imprinted on the admission wristband is cool and guests have a great time at the event, then they are likely to continue wearing the wristband for days or weeks to come. Admission wristbands can become conversation starters—from the water cooler at work to the neighborhood grocery store. You can get creative about using admission wristbands for branding. Try imprinting the organization's website address on the wristband. Online traffic will spike! Plus, in this day of social media, it is likely that guests may get on Twitter or Facebook and tweet or post your website address, and then comment about the organization and the great time they had at the event.

Another way to put wristbands to good branding use is to turn them into a coupon. Imprint discounts, such as, "get 20% off product X with this wristband" or "show us your wristband and get \$10 off when you spend \$50." By imprinting a coupon on an admission wristband, you invite guests to take action. Imprinting quick response (QR) codes is another way to get guests to take action and create buzz on the social network scene. Perhaps the QR code is an invitation to get on an email list to receive exclusive offers. Both imprinted coupons and QR codes are effective ways that admission wristbands can help build the brand and grow profits.

If you want to cover the costs of admission wristbands—or maybe even make a profit—sponsorships can do the trick. It's like selling advertising space and the advertisement is right on your target's wrist where it is viewed constantly during the event. Imprint sponsor logos, coupons and promotions. Again, the goal is to get people to take action to grow the brand and increase sales. Who knew a simple admission wristband could accomplish so much?

Security: Public

Location: Not Specified

Mood: Not Specified

Music: