



CUSTOM USB FLASH DRIVES

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Overview



Promotional USB drives are one of the best ways to promote your business!

- Large imprint area helps you easily broadcast your brand to your customers
- Available in different styles, sizes, and colors to meet your campaign needs!





Mass Appeal

In today's digital world, a USB drive is useful to people and other businesses, giving your promotional USB drives have a universal appeal.

it's also an effective way for you to save space when you are packing up to prepare for a conference or an industry trade show.



Why USB drives?



45%

of U.S. Consumers Own Promotional USB Drives



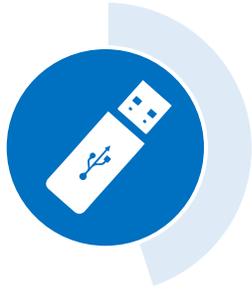
91%

of U.S. consumers keep USB drives because they are useful

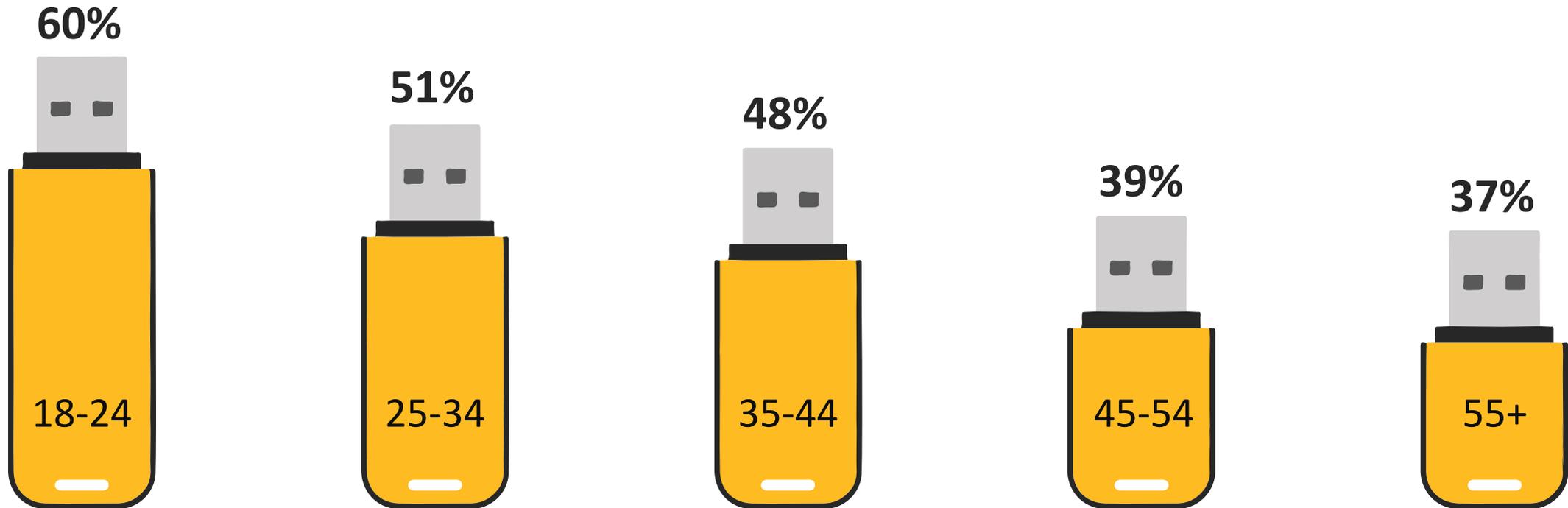
Utility is Key



Trends Among Youth

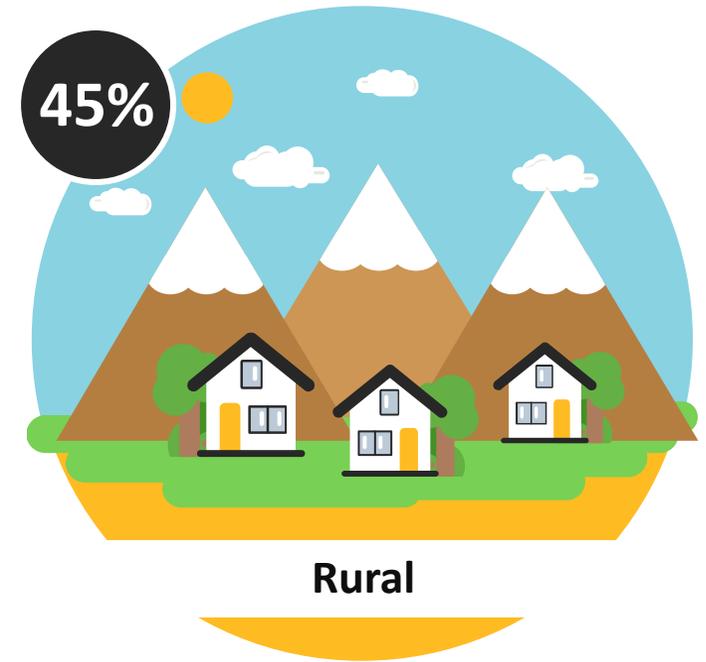
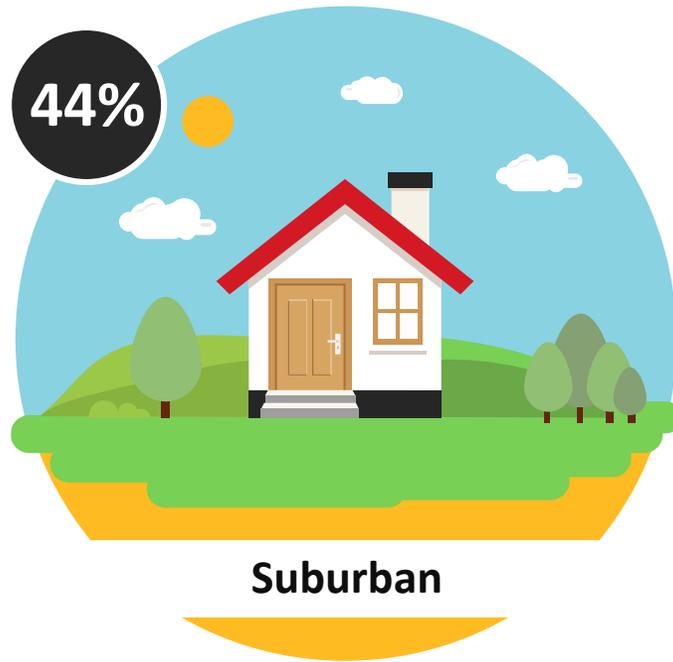
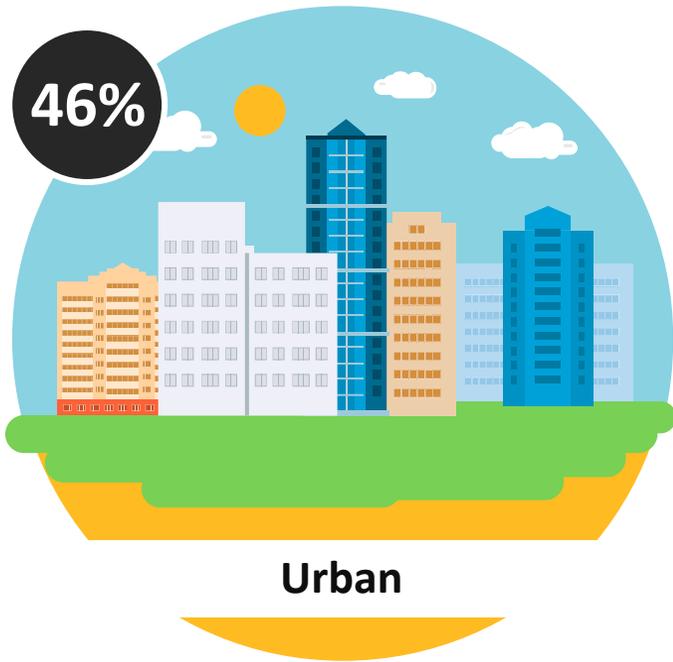


Younger consumers are most likely to own a logoed USB Drive



Demographic split

City or country – everyone loves their promo USB Drives



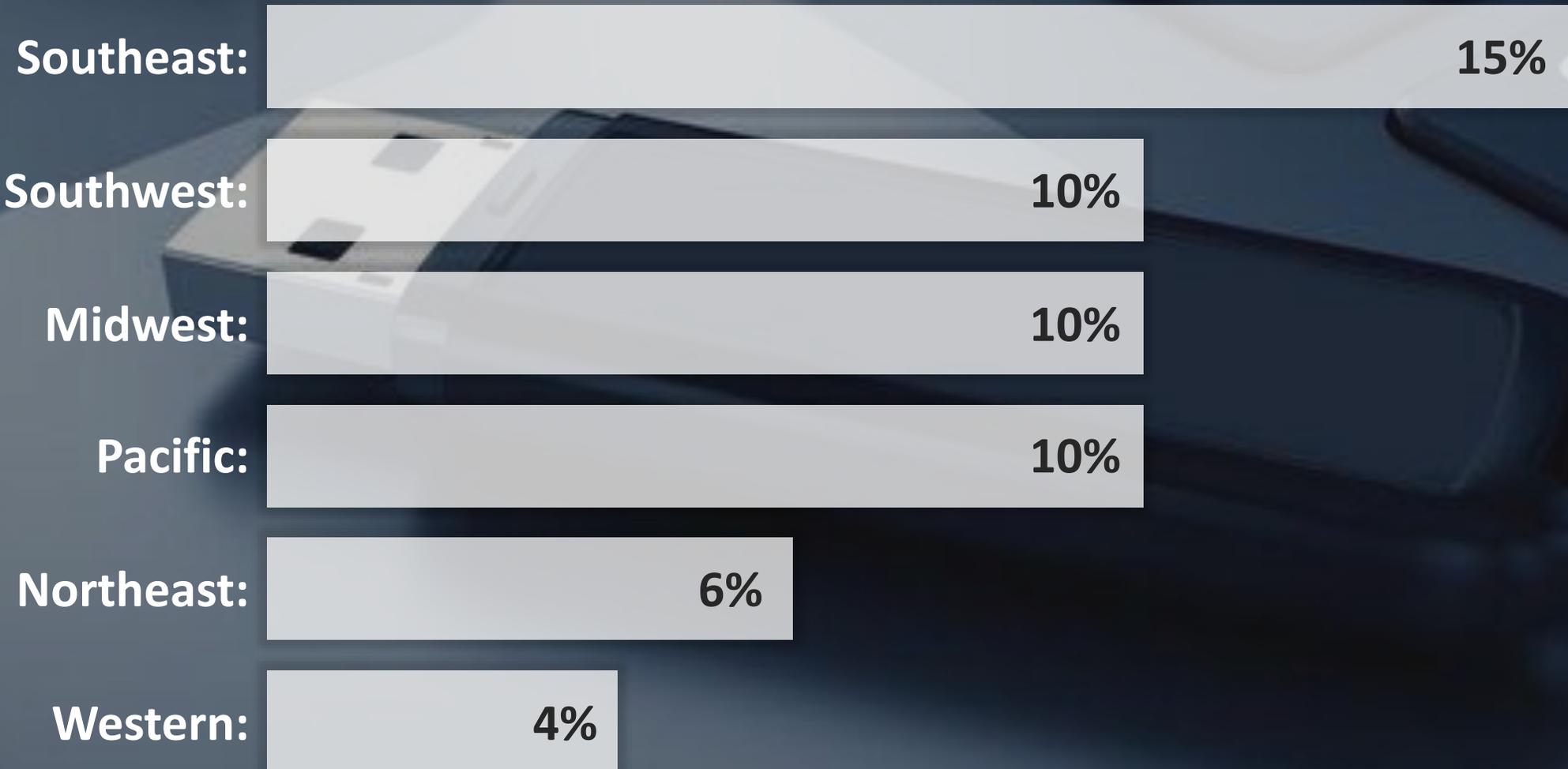


What do California and New Hampshire have in common?

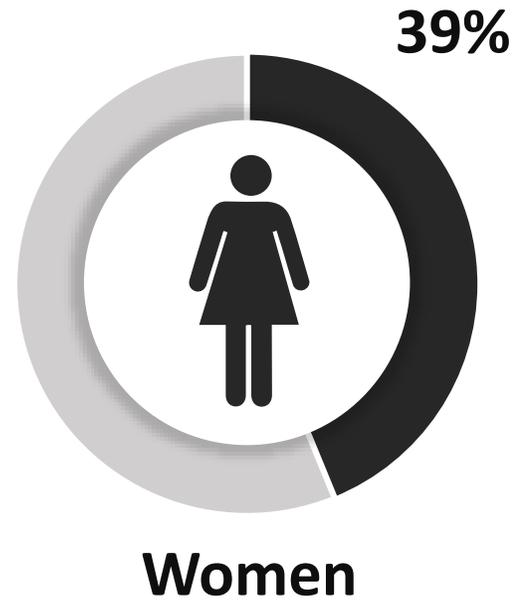
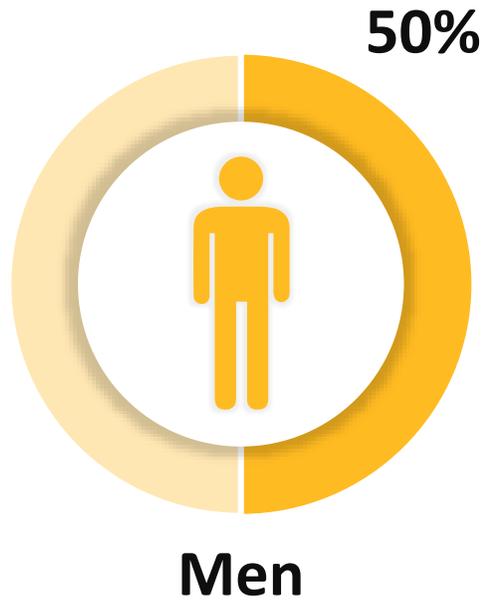
They both chose USB Drives as their most influential promo product.



Consumers in the Southeast are most likely to own a USB drive



Did you know more Men own a branded USB than Women?



3 reasons to choose custom USBs

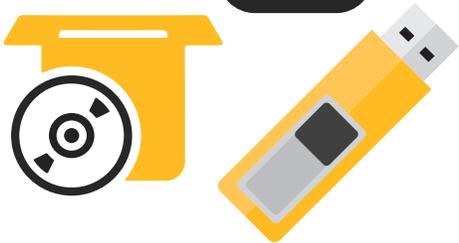
1

Have Important files available to you 24/7:

Store as many files as you want with multiple gigabytes of storage!



APP



Carry Software and Applications on the go:

Copy all the important software in your USB, and just plug-n-play when you want

2

3

Share pre-loaded content with your target audience:

Perfect for company presentations, photos, medical files, orientation documents, student curriculum & much more!



USBs are also Eco-friendly

Have you ever been to a conference or trade show and received a large stack of paperwork or other materials?

- Brochures are costly to print and tedious to store
- Share your presentation on a USB drive and GO GREEN
- Consumers care about companies that care about the environment



USB drives compared to other Promotional products

of months promotional items are kept



5.3 Months

Writing
Instruments



5.5 Months

Health/
Safety



6.0 Months

Caps &
headwear



6.0 Months

Desk/office
accessories



6.6 Months

Average



6.8 Months

Bags



6.9 Months

USB drives



7.1 Months

Drinkware



7.3 Months

Outerwear &
fleece

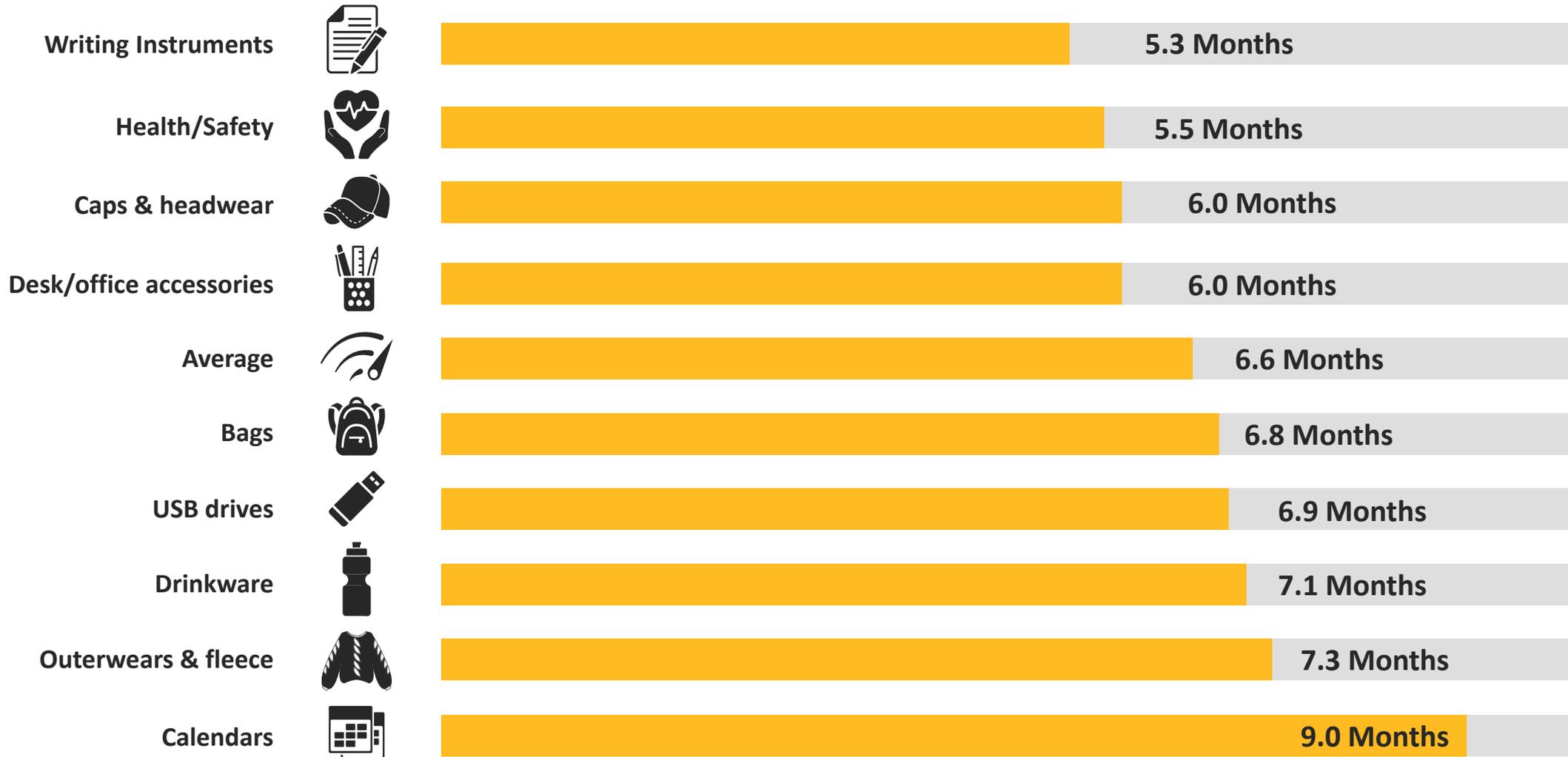


9.0 Months

Calendars

USB drives compared to other Promotional products

of months promotional items are kept



USB is the #1 Influencer

If you want to influence opinions, give away USB drives.
Top 5 most influential products on opinion of advertisers.



Types of USB Flash Drives



Secure Pen Drives



High-Performance USB Drives



Novelty USB Drives



Security Flash Drives



Music Flash Drives



Boot Flash Drives



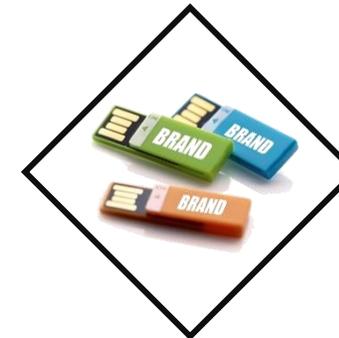
Credit Card Drive



Keychain USB Drives



Wristband USB Drives



Branded USB Drives



Customized USB Drives

In short, there are plenty of types of USB drives based on the performance, functionality, security, size, and speed. You can also *design your own* USB drives.

100% Customized USB Drives

Custom 3D USB drives are one of the best leave-behind gifts! These miniature products look so cute and are also very functional. Your clients will never throw something like this away – making it truly a gift that keeps on giving.



Case Study

Clark County School District “Student Support Division”

See how flash drives were used to support and manage the development of students with learning disabilities.

Background:

Clark County School District (CCSD) is responsible for the support of approximately 320 schools covering Grades 3-12. The “Student Support Division” for those schools provides support for students with learning disabilities such as Special Education, remedial students, and English as a Second Language.

With learning disabilities, many students need to review content over and over again to understand it. Much of the content and home work is provided in the form of software that helps them review math and science. The homework provided by CCSD is saved electronically. Though this requires all students To have a computer, research had shown that while not all of the students have computers, almost all have access to a PC when they need it.

The Challenge:

With out consistent access to the same computer, software can’t be provided for installation on a home or personal computer. Students need to be provided with electronic access to the Science and Math review software whether at the school, library, or home. Students also require a means to efficiently transport and organize their work.





Case Study

The Solution:

2500 USB Wrist bands (5 different colors—500 each color) were pre-loaded with software that runs directly off of the flash drive. The CCSD purchased USB copy machines to be able to custom pre-load their software solutions on site. Drives included no custom logo prints in the CCSD represents multiple schools with in the district.

These drives accomplished:

- Easy and desirable to carry (reminded some students of a concert)
- Students don't have to depend on a single Computer to complete their work
- Wrist band colors help coordinate solutions-different colors are intended for different purposes depending on student need and profile
- Pre-loaded file systems help students organize their work
- Additionally, presents the work to the students in an engaging way

“Our results are mostly anecdotal as there are too many factors involved with the education improvement process to attribute performance to just the flash drives. However, assignment completion is the best indicator of performance, and we have been very happy with the results.”

Collen Knapp

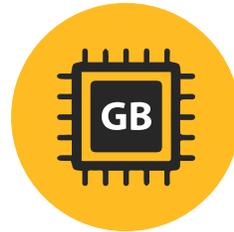
Students Support Division

Why iPromo?

There are a lot of USB suppliers available but when it comes to promotional USB drives, there is no one better than iPromo and the reasons are:



IPROMO USB's are stylish.



IPROMO USB's are available in every size like **1GB, 2GB, 4GB, 8GB, 16GB**.



IPROMO has **custom USB flash drives for weddings, schools, reunions, musicians** etc.



IPROMO provides USB in affordable **budget**.



IPROMO's **USB are branded** and can be used for a long time. While some IPROMO USB's have **lifetime warranty**.

Market With Promotional Usb Drives

- A USB drive is a useful tool for consumers and can be a positive way for you to market your company to others.
- Are you interested in using USB drives as part of your marketing campaign?





Learn more about our USB drive options, competitive prices, and our product lifetime warranty.



SPEAK WITH A PROMO SPECIALIST
888-994-7766



WWW.IPROMO.COM



1035 WEST LAKE ST,
CHICAGO, IL 60607 USA



sales@ipromo.com