



BizBash Introduces Swag Week

BizBash is Offering a Digital Destination of All-Things Swag with the Launch of Swag Week on BizBash.com

LOS ANGELES, CA, USA, February 18, 2014 /EINPresswire.com/ -- Ever received a potato peeler with a bag of potatoes as a corporate gift? Are there gifts that you've received that end up being more of a nuisance than a treat? When do celebrity gifting suites make sense? Despite the scare the I.R.S. gave the event community a few years ago, gifting suites and guest favors are here to stay, and BizBash is offering a digital destination of all-things swag with the launch of [Swag Week](#) on BizBash.com.

"Swag used to be a dirty word, but there are still plenty of marketers looking to thank clients and guests with tasteful—and attention-getting—gifts," says Anna Sekula, executive editor of BizBash. "With Swag Week, we wanted to focus attention on an aspect of events many dismiss as frivolous, but still has value to attendees and hosts alike."

Highlights from Swag Week, which launched February 17, include "The [Craziest Swag](#) Guests Have Ever Received," "What Event Marketers Need to Know About Swag Suites," "The Dos and Don'ts of Gift Bags," and "Naturally Gifted: 12 Eco-Friendly Favors for Meetings." Additionally, [Swag Week features top companies](#) that event organizers can use for gifting and premium products for their events including Gifts for the Good Life, Scarborough & Tweed, Axis Promotions, and CandyWarehouse.

As part of the Swag Week site takeover, BizBash is treating event organizers to a "We Love Our Readers" giveaway featuring the ultimate goodie bag for one lucky reader. To explore everything that Swag Week has to offer, visit www.BizBash.com today. Swag Week will end on Sunday, February 23.

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