Promo Direct Highlights Halloween Promotional Products for Seasonal Campaigns

Promo Direct highlights customizable Halloween promotional products for October events, employee activities, customer promotions, and community campaigns.



Promo Direct Highlights Halloween Promotional Products for Seasonal Campaigns

HENDERSON, NV, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- Promo Direct is highlighting its selection of Halloween-themed promotional products as businesses, organizations, and event planners prepare for seasonal campaigns and activities throughout October.

Halloween remains a significant seasonal occasion for consumers across the United States. The National Retail Federation projected $13.1 billion in Halloween spending in 2025, up from $11.6 billion the previous year and above the previous record of $12.2 billion set in 2023.

> Halloween gives businesses a chance to add personality to seasonal marketing while using branded merchandise to engage employees, customers, and communities in a fun, memorable way.”
>
> *Dave Sarro, CEO of Promo Direct*

Promo Direct's Halloween selection includes branded apparel, drinkware, bags, writing products, accessories, and other merchandise that can be incorporated into seasonal events and marketing programs. These Halloween promotional products can be customized with company logos, event artwork, Halloween-themed graphics, or campaign messages, giving organizations flexibility in how they approach their October activities.

Dave Sarro, CEO, Promo Direct: “Halloween gives businesses a chance to bring some personality to their seasonal marketing. Whether merchandise is being used for an employee celebration, customer promotion,

community event, or fundraiser, it can become part of the experience. Halloween also gives brands more freedom to have some fun with their presentation while staying true to who they are."

For businesses, Halloween promotional items can take different forms depending on the campaign. Custom apparel can create a coordinated look for employees and event teams, while drinkware, bags, pens, and smaller giveaways can provide practical options for customer outreach and community activities. Products can also be used as event prizes, employee recognition items, or additions to seasonal promotions.

Promo Direct is also highlighting Halloween merchandise for workplace activities, including costume contests, department celebrations, employee gatherings, and family events. For businesses participating in local Halloween celebrations, branded products can provide another way to engage with attendees while taking part in the surrounding community.

The timing of seasonal campaigns is another consideration for organizations preparing for October. The NRF found that 49% of consumers began their Halloween shopping in September or earlier in 2025, up from 47% in 2024. This early activity gives businesses an indication of how far in advance consumers are beginning to think about the holiday.
For organizations planning Halloween campaigns, Promo Direct's seasonal merchandise provides options for incorporating branded products into events, employee programs, customer promotions, and community activities throughout October.

About Promo Direct
Established in 1991, Promo Direct is a promotional products supplier serving businesses, organizations, and event planners with an extensive range of branded merchandise. Its product selection includes apparel, drinkware, bags, writing instruments, technology products, and seasonal merchandise.

Susan Smith
Promo Direct
+1 800-748-6150
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
X
Other

This press release can be viewed online at: https://www.einpresswire.com/article/940297713

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.