

A Make & Take Experience

Interactive On-Site Activation

OBJECTIVE

The Sourcing Group hosts an Annual Sales Meeting for their sales force each year with the main purpose of networking alongside industry and company education. We use the Welcome Cocktail Hour as a way to jumpstart networking and engage with an elite group of our trusted suppliers. Each year, the suppliers work to create an engaging experience that showcases their unique products and services and allows the TSG employees to keep their company top-of-mind as they source and develop ideas for their clients all year long.

STRATEGY & EXECUTION

One of TSG's preferred suppliers introduced an on-site "Hat Bar" to create an engaging, interactive experience that encouraged personalization, conversation, and brand connection. A dedicated table was set up featuring a curated selection of hats in various styles, colors, and fits—carefully chosen to align with attendee preferences and ensure broad appeal.

Attendees were invited to:

- Select their hat of choice
- Choose from a wide assortment of patches
- Customize further with accessories such as chains, ropes, and pins

At the end of the table, a hat press station allowed patches to be heat-adhered on-site, transforming each hat into a unique piece. The process was simple, hands-on, and highly interactive, encouraging attendees to engage with one another while designing their hats. All patches were fully customizable, demonstrating how designs can be tailored to reflect a brand identity, event theme, or specific message.

RESULTS

The Hat Bar was a standout success, instantly drawing attention and participation during the cocktail hour. Attendees embraced the creative freedom, resulting in completely unique hats that served as both functional merchandise and personal keepsakes from the event.

Beyond hats, the activation sparked excitement around the broader possibilities of modular and mix-and-match products. The concept can easily expand to items such as belt bags, backpacks, pens or any product with interchangeable components. Even for audiences less interested in patches, countless alternatives exist through color customization, interchangeable parts, personalized details or even "Build Your Own" kits.

This activation successfully demonstrated how opening the door to more immersive and interactive experiences can lend itself to more memorable events in the future.



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