Make Your Brands Come to Life!

GETTING STARTED WITH INFLATABLE MARKETING
The vibrant colors, the uniqueness of inflatables, and the sheer size of these giant balloons will make anyone curious about what’s going on.

Because inflatables are large, they attract interest from long distances. Just the fact that you have a monster-sized Paul Bunyan on your museum property (for example) lets customers know something special is going on. Their curiosity naturally leads them to your location where they find the grand opening of your newest exhibit. Since they’ve stopped by, these customers might as well stay for lunch, right.

Kids and adults love to see giant replicas of their favorite characters and brands. They also love to get up close and personal with these figures. Once you make a personal connection, customers are more apt to frequent your location.

Nothing else makes an impact quite like a 40’ replica of your product, mascot or logo. Brand reinforcement is inevitable especially when it happens while your customers are having fun. (And inflatables are fun, as you’re about to find out.)

How about inflatable sports cages for sporting events?

Inflatable archways make the perfect finale for races. There are inflatable tents & domes that offer shade at outdoor events, and a list that’s only limited by your imagination.

The whole idea of having an event of any sort is to create an atmosphere filled with excitement. Whether your event is a fair, a conference, a celebration, a product or company launch, or any other type, you’ll also need lots of foot traffic to make it a success. Using inflatables helps you accomplish your goals. In fact, there are five distinct ways inflatable advertising can create excitement at your next event.

They are large enough to be unusual, but created in familiar shapes so they are easily recognized. And because they aren’t something customers see every day, they really stand out in a crowd and alert customers that something exciting is going on. The next time you need to build excitement at your event, think of inflatable advertising. For all the reasons listed (and more) they always produce phenomenal results with drawing a crowd and increasing sales.

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**Proven Ways Inflatables Generate Excitement at Events**

1. **Building Interest**
   - The vibrant colors, the uniqueness of inflatables, and the sheer size of these giant balloons will make anyone curious about what’s going on.
   - Because inflatables are large, they attract interest from long distances. Just the fact that you have a monster-sized Paul Bunyan on your museum property (for example) lets customers know something special is going on. Their curiosity naturally leads them to your location where they find the grand opening of your newest exhibit. Since they’ve stopped by, these customers might as well stay for lunch, right.

2. **Making a Personal Connection**
   - Kids and adults love to see giant replicas of their favorite characters and brands.
   - They also love to get up close and personal with these figures. Once you make a personal connection, customers are more apt to frequent your location.

3. **Increasing Brand Awareness**
   - Nothing else makes an impact quite like a 40’ replica of your product, mascot or logo.
   - Brand reinforcement is inevitable especially when it happens while your customers are having fun. (And inflatables are fun, as you’re about to find out.)

4. **Adding Fun**
   - How about inflatable sports cages for sporting events?
   - Inflatable archways make the perfect finale for races. There are inflatable tents & domes that offer shade at outdoor events, and a list that’s only limited by your imagination.

5. **Breaking Advertising Overload**
   - These days, your customers are seeing ads everywhere... and I mean EVERYwhere.
   - Not only are they bombarded with billboards, radio ads, and neon signs in front of stores, but they find ads on their grocery carts, and on doors to bathroom stalls for goodness sake!
Inflatable Product Lines

What do you need? A 30’ burrito? A 25’ tall chicken head? A custom finish line archway? We’ve done them all and are up for any challenge you bring! When you’re looking for creativity in your inflatable advertising, nothing but custom inflatables will do.

Product Replicas
Branding requires creating familiarity with every part of your product. That’s why custom inflatables work so well.

Mascots
Custom inflatable mascots make a strong emotional connection. Kids and adults alike stand amazed at these inflatable advertising icons towering over head.

Arches
For starting lines, finish lines, festival gateways and more, custom inflatable archways focus the attention of large crowds instantly.

Product Replicas
Sports Cages
Portable football throw stations and soccer goals bring fun and excitement to every event. Kids and adults love to try their hand (or foot!) at these games.

Cash Booths
A hilarious way to earn crowd participation. Inflate the cash vault, fill it with dollars, coupons or tickets, turn on the fan and watch the fun begin. All are custom branded for your company.

Educational Displays
These life size inflatable animals are so realistic they boost curiosity and foot traffic to your location.

Logos & Billboards
Reproduced in exact detail in any size you need, your logo can be created to stand alone or be reprinted on the side of various shapes including spheres, ovals and more.

Sports Tunnels
There are few things that get fans up on their feet faster than seeing their team burst onto the field through custom, inflatable sports tunnels.

Rehab Shelters
Once on-site, the inflatable shelter can be standing within five-minutes. It deflates and rolls up with ease allowing firefighters to arrive and depart scenes with little effort.

Art Displays
Highly portable, extremely lifelike and much less costly than traditional mediums, custom inflatable art is perfect for museums, exhibits, sculptures, modern art and more.

Stage Props
Whether you require something fairly generic or a highly detailed replica, inflatable stage props from Landmark Creations deliver.

Replicated in exact detail in any size you need, your logo can be created to stand alone or be reprinted on the side of various shapes including spheres, ovals and more.
Is That Inflatable Really A Bargain?

It never fails. You get quotes on new inflatables and one quote is lower than the others. You go with the bargain company thinking you’ve saved your company or client several hundred dollars. Soon afterward you begin having trouble with your purchase. As it turns out, this “bargain-priced” inflatable doesn’t have much value.

The old saying, “You get what you pay for” really is true. Yes, there are companies out there who can and do offer rock bottom pricing on inflatables. However, if you look closely at the major differences they don’t tell you about, you’ll quickly see that saving a little money on the front end can cause you or your client lots of heartache and frustration down the road.

Quality Adds To the Cost

When you purchase a quality inflatable, it will be designed to last for years to come, to install flawlessly every time, and to hold up well through many inflations, deflations and shipments. That’s because quality inflatables have certain things in common.

Construction

Look for double-stitched seams at the pressure points. Also ask questions about the specifics of the anchoring system. Nothing ruins a promotion more quickly than an inflatable that tries to “fly away” in the middle of all the fun.

Does your inflatable look “lumpy?” That means extra care was not taken with the baffling. Inflatable of questionable quality will lack a smooth, flat surface. Also pay attention to the design. Is it realistic? Does it match your logo, mascot, or product? Unrealistic replicas really damage branding.

Fabrics

Look for premium quality materials including 7.5 – 18 ounce UV and vinyl-coated nylon. If required, make sure it is flame retardant!

Hardware

Wind, rain and other weather elements can really wreak havoc on inflatables. The hardware included with your balloon should be of the highest quality in order to keep your inflatable steady and in place throughout your promotion.

Artwork

None of the above really matters if you don’t have an inflatable that looks exactly like you imagined. Poor artwork and craftsmanship can lead to a replica of your product or mascot that appears “cheap.” Always ask to see examples before ordering an inflatable. Be sure the artist and his/her staff are skilled and talented with reproductions of this type.

Once you have the whole story about the quotes you’ve received, you’ll be able to make a more informed decision about which inflatable truly offers the most value for the price.
Play it Safe: A Checklist for Choosing An Inflatables Vendor

Let’s face it: Inflatables are an investment, not an impulse buy. That’s why it only makes sense to purchase inflatables from long-standing companies who have proven track records with design quality, on-time delivery, customer service and more. But honestly, how would you know? If you contacted an inflatables company (or they contacted you), how could you determine with a fair amount of certainty that your project would turn out exactly the way you wanted?

Based on years of hearing tales from clients who came to Landmark after using the other guys, we’ve compiled a checklist of things to consider, things to make sure of and things to avoid like the plague. Using our inside knowledge, you’ll be able to make a more confident decision on the vendor that’s right for you.

Things To Consider

While answering “no” to any of these is no cause to sound an alarm, you would do better to work with a vendor who does/offers everything below.

Has the company asked about the factors of your campaign or the primary use of the inflatable?
This could have a profound effect on how the balloon performs, the size, shape and more.

Do you like the concept illustration (quote sketch) the vendor provided?
Is the sketch from the same company that will build your inflatable? If not, what assurances do you have that you’ll get the same caliber of creativity?

Does your point of contact have a long history with the company? How long has your contact been employed and what position do they hold?
Being forced to change representatives in the middle of a project isn’t the end of the world, but having your rep quit or be fired mid-stream certainly can complicate and delay matters.

Are all needed accessories provided?
Do UL-approved blowers, 4000# rated nylon tethers and other needed accessories come with the inflatable or do those cost extra?

Are they trying to sell you what they want you to buy?
Don’t be pushed around. You’re paying for your inflatable and it should be exactly what you want and need, not what the vendor is trying to get rid of.

Things To Make Sure Of

If you find yourself answering “no” to one or more of these, you’ll want to tread carefully. Each of these questions will show you about the level of quality provided by the vendor as well as their ability to stand behind their products.

Do you like the inflatables pictured on their site?
What you see on the company’s website should be a representation of the best they have to offer. If you aren’t pleased with what you find online, chances are good you won’t be pleased with the final product they deliver.

How long is the warranty?
What does it cover?

Has the business been operational for a significant time? Can they prove it?
Isn’t it awful that you even need to worry about that? Unfortunately, we’ve heard some horror stories from clients that now cause us to advise you to ask. Can the vendor provide customer testimonials or media coverage that shows they’ve been in business as long as they claim?

Is the company’s location stated on their website?
Will you be able to reach them when needed?

Do they use top-quality construction practices?
Without double-stitched seams and internal tethering you run a serious risk of incurring damage to your inflatable, even with normal wear and tear.

Things To Avoid Like the Plague

If even one of these questions has a “no” answer, run like the wind! These are warning signs that almost always lead to a poor performing inflatable and an overall bad experience.

Does the vendor provide referrals?
If they are unable to offer a minimum of three recent referrals, don’t bother working with them. If they do offer referrals, be sure you call each one.

Do the images on their site belong to them?
Again, it’s a shame you even have to ask, but you really should. There have been numerous cases of vendors who copy images from other websites. If the vendor can’t verify the images on their site are from projects they created, end your conversation right there.

Do their claims seem realistic?
There are certain factors that come into play with every inflatables project. Lead times that are far faster than others or pricing that is exceptionally lower than competitors’ bids should send up a red flag.

Are their salespeople professional?
Using hard-sell tactics and bashing competitors to try and gain business is not only unprofessional, it is oftentimes dishonest. Companies that participate in these sales practices usually carry that behavior over into other areas of their business, too. This should be a deal-breaker.
Our Process: Create Your Inflatable in Three Easy Steps

In three easy steps, inflatable product manufacturer, Landmark Creations will transform your big ideas into gigantic, custom made inflatable advertising realities!

1. **Step One - You Have A Vision**
   Once you’re finished with your brainstorming session, email your ideas to Landmark! Even if you’re still working with a vague concept, our professionals can offer important insights into which type of custom made inflatable advertising to choose, what size would work best, and what to consider during the design phase. We can also offer creative ways to use promotional inflatables that will reinforce your corporate brand identity.

2. **Step Two - We Convert Your Vision Into A Blueprint**
   We are an inflatable products manufacturer with talented artists that will make a finished rendering so you can see the specifics of your future promotional inflatables. This will also give you the opportunity to offer final approval on the color scheme and artwork. Once your approval has been given, the production process will begin.

3. **Step Three - Your Vision Is Realized!**
   You will receive a photograph via email requesting final approval and offering you one last opportunity to make adjustments prior to shipment. Normally within 4 to 6 weeks our experienced craftsmen will carefully prepare your full-sized custom-made promotional inflatable. Rush orders are also available upon request.
A Checklist for Ordering the Right Inflatable for Your Event

With customizable sizes and features, inflatables can be produced that work with practically any budget. You will want to discuss the maker’s manufacturing standards, however, to be sure you’re getting true value and quality as well as a fair price.

Our inflatable will be used:
- [ ] at trade show(s)
- [ ] for mobile marketing event(s)
- [ ] at grand opening(s)
- [ ] for outdoor fairs & festivals
- [ ] other: _____________________

Our inflatable will be installed:
- [ ] outdoors – primarily on:
  - [ ] grass
  - [ ] concrete
  - [ ] asphalt
- [ ] indoors – average space is ___ x ___ x ___
- [ ] custom installs (special requirements):

Our inflatable will be used:
- [ ] at a single location
- [ ] at multiple locations

The design of the inflatable is based on:
- [ ] A picture / concept is available.
- [ ] A concept drawing is needed.
- [ ] Landmark’s Product ID#____________

Who has access to your artwork/ style guides?
Artwork can be obtained from: _____________________________________

How many will you need?
Quantity can affect price in some instances so if you plan to order more than one inflatable, please let us know.

When do you need it? Rush fees may apply to last-minute projects so order as far in advance as possible. Standard lead times are 4-6 weeks. Also, please note that Pantone® color fabrics take longer to produce and can add 2-4 weeks to your lead time.
Why Landmark Creations?

Over 25 Years Of Exceeding Our Customers’ Expectations

Since our inception in 1986, Landmark Creations has been an inflatable manufacturer that is managed and operated by its shareholders. This translates into an environment where our employees genuinely care about our customers by providing them with custom inflatables that never fail to exceed their expectations.

The largest brands in the world trust us to manufacture their inflatables!

Our full creative staff of painters, graphic artists, sculptors and illustrators has had the good fortune of manufacturing custom inflatables for major corporations such as: Lady GAGA, David Byrne, Cartoon Network, X Games, VANS, Wounded Warrior Project, Minnesota Historical Society, Ragnar Relay, and countless others.

We use only the finest materials, state of the art equipment, and updated design techniques to ensure cutting edge inflatables are manufactured to your specifications and built to last.

You will not find an inflatable manufacturer more committed to quality, or relentless in the pursuit of customer service.