

Promotional Flash Drives are often used at exhibitions and shows. Traditional marketing material is still being used in a big way, but promotional flash drives are becoming more popular. One of their benefits is their ability to hold so much information on such a small and inexpensive device. They also have their uses after the show, with visitors using them for all sorts of things once they are back to their office. So the branding on the flash drive is very important, as this is something that the user could see each time they use the USB. Having your brand in front of your target demographic is the aim for all marketing departments, so this is also appealing from a marketing perspective. With that in mind, it is probably best to use the USB's with the larger storage, as they are more likely to be used afterwards.