

## GETTING POSTERS AND PROMOTIONAL ITEMS

There is a standard list of promotional items used to promote shows with. While this is by no means all you'll need, it's a good start for what you should not be without:

- 8x10 photos
- High-resolution image files
- CDs/DVDs
- Posters
- Biographies

These will all help you in print, radio and television campaigns. You can acquire these through record companies, management companies, booking agencies and middle agencies. Depending how ticket sales progress, you may also want to try and set up:

- Phone interviews
- Ticket give-a-ways
- Meet-and-greets

In terms of extra, school-made posters, flyers, table tents, etc., there are a number of companies that exist to help you create them quickly and easily. One of the best known is Silverscreen Design, which you can reach at (800) 593-4052.