



British Promotional
Merchandise Association Ltd

CAMERAS

1. Always agree a budget for the project.
2. State the type of camera(s) you have in mind (from single-use to state-of-the- art).
3. Consider the inclusion of film, batteries, developing and a camera case.
4. Personalisation or branding is important, but again there are many options – subtle, standard and in-your-face! It can be the camera that is branded, the case or just the wrist strap. You then need to consider whether to use mono reproduction, multi colour or full colour.
5. Remember, many cameras are imported from the Far East, so allow sufficient lead time.
6. Always inform the supplier of the method of delivery as delivery to personal addresses is obviously more expensive than a bulk drop.
7. Finally, payment terms must be agreed in advance.