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If the dry cleaner didn't give you a 2010 calendar, but you've amassed a collection of logoed, reusable shopping bags and your HR department gave away hand sanitizers, you have general idea of what happened to the \$20 billion-a-year swag business.

The part of the advertising industry behind giveaways and freebies — swag, or Stuff We All Get, as the star of *The Office* television show once called it — exhibited new lines of promotional products at the Dallas Convention Center this week, hoping to make a comeback.

Rows and rows of exhibitors were hawking future freebies in a setting where you'd expect Michael Scott, Steve Carell's character in NBC's *The Office*, to come around the corner.

Don't say *tchotchkes* around this group. "The word has a negative meaning, standing for something without value," said Joe Haley, managing editor of the Advertising Specialty Institute's



Lisa Campbell (left) and Amy McMillin heard the pitches of Kathy Vichakchon and Harry Fotopoulos, whose big seller is hand sanitizer.

Counselor magazine.

Celebrity and fashion events made bags of expensive swag stylish and, on *The Office*, Dunder Mifflin's Scranton manager made swag cool with the show's sizable audience.

"I basically decorated my condo for free with all of my swag," Scott said in the third season after returning from the Office Supply Convention in Phila-

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