



Imprint Items Supplied Custom Wine Bottle Auction Paddles Used During 2026 NAA Benefit Auction Summit

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MINNEAPOLIS, MN - October 22, 2026 -

Imprint Items supplied custom wine bottle auction paddles that attendees used during sessions at the National Auction Association Benefit Auction Summit, held August 30 through September 1, 2026, at the Napa Valley Marriott Hotel and Spa in Napa, California. The Minnesota-based provider of custom printed promotional products and branded merchandise also staffed a booth at the gathering of benefit auction professionals and distributed gavel-themed items that included pens, portfolios, wine opener and topper sets, additional custom paddles, giveaways, and candy.

The wine bottle paddles carried company imprints and were prepared specifically for summit activities, where several appeared in use. The gavel-themed products likewise carried imprints and were handed out from the booth throughout the event. These items were produced following the company's established workflow of free digital proofs that allow review of logo placement, colors, and imprint methods before production begins. Imprint methods available include screen printing, embroidery, laser engraving, full-color digital printing, pad

printing, and debossing, with the method selected according to product material and artwork.

“The summit was a natural setting for the wine bottle paddles, and it was good to see them being used during the event,” said Julie Roy, owner of Imprint Items. “The gavel-themed items also gave attendees a tangible example of the kinds of products used at professional gatherings.”

The company has operated for more than 40 years as a division of Collegiate Concepts, Inc., a Midwest family business based in the Twin Cities area of Minnesota. In 2026, it completed an ownership transition to a family of entrepreneurs that invested in technology updates and expanded capabilities while retaining the practice of guiding clients from product selection through delivery.

Roy attended the summit with her son, who assisted at the booth and participated in interactions with attendees. According to company information, Imprint Items is an authorized ASI/ESP+ partner with access to more than one million products sourced from warehouses in the United States, Canada, and international locations, supporting delivery across all 50 states. The organization reports that it serves more than 5,000 businesses, schools, nonprofits, healthcare organizations, and corporations.

“Seeing the paddles in use at the summit brought the project full circle, from preparing the artwork to producing the finished items for the event,” Roy said.

Free electronic proofs are part of the standard process for every order. Standard production after proof approval typically requires 10 to 14 business days. Free screens and setup charges apply on qualifying screen-print orders, and free embroidery setup is available on qualifying apparel orders of 72 pieces or more. Design assistance includes comparisons of product options, colors, and imprint placements, and samples are available on many items.

The 2026 ownership transition introduced technology investments that support ordering and proofing workflows. The company continues to source both commonly requested items and less frequently available products for client projects. Custom packaging options exist for selected items and feature full-color printing on cardboard constructions. Minimum order amounts generally begin at \$250 per product.

Imprint Items is a United States-based specialist in custom promotional products and branded merchandise. For more than 40 years, the organization has supplied items for trade show giveaways, employee recognition, client gifts, and event materials to clients nationwide. The company remains based in the Twin Cities and applies established production and fulfillment processes to projects that range from nonprofit events to corporate programs. The August-September 2026 summit participation applied those processes to

auction-specific products for an industry professional gathering of benefit auction specialists.

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Imprint Items

Imprint Items delivers premium custom products and SWAG backed by an intentional strategy to help brands stand out, build relationships, and drive impact!

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