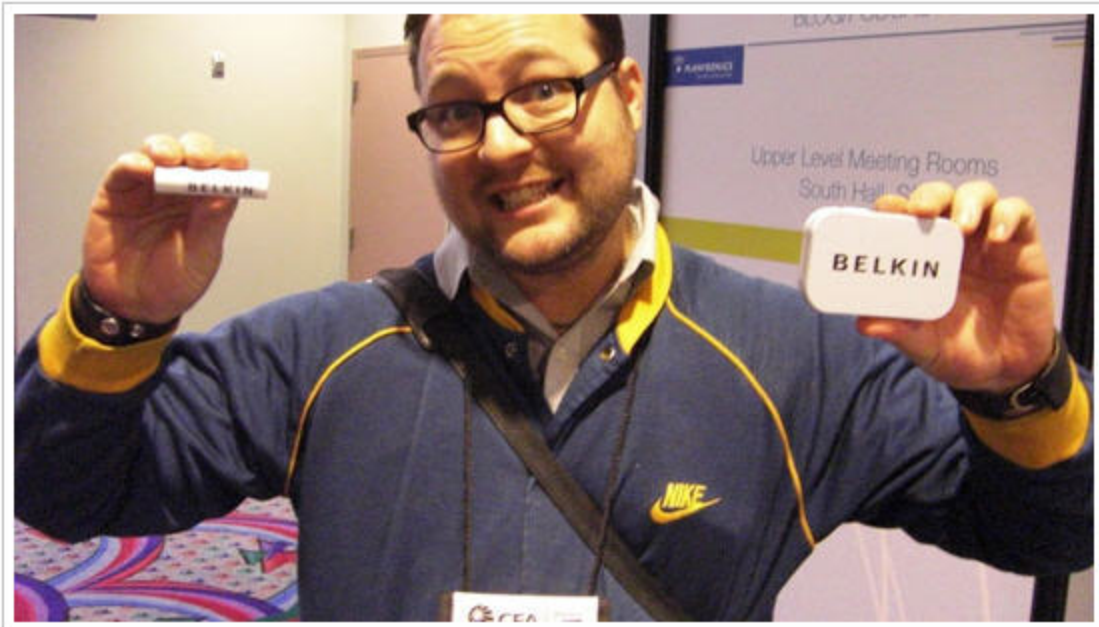


CES 2008: Belkin gets it right

Written by [Matt Hickey](#) | January 10th, 2008



We get a lot of schwag at conferences like CES, some better than others. My favorites, though, came from Belkin, who's understated schwag bag was brimming with simple Belkin-branded goodies, like these Belkin mints and this Belkin lip balm. Sure, there was a really cool USB hub and other stuff, but the point is they're smart enough to include useful stuff with their logo. That's what schwag is supposed to be, so for their achievement, we salute Belkin.