

# Marketing Advantage

The Cooperator Expo New Jersey

## Radio



## Billboards



## Direct Mail Campaign - 300,000



- Three postcard mailings
- VIP Attendee Brochure (6-page brochure)
- 30,000 email distributions

## Publications



The New Jersey Cooperator  
Circulation 11,000;  
Show Issue  
Circulation 16,500

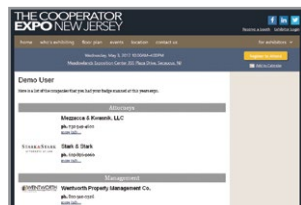


Each attendee receives an Expo Program Guide.

## Lead Retrieval



Scanner:  
Easy low-cost way to capture leads.



Reverse Marketing:  
Every time you use a lead retrieval device (available for purchase at an additional cost) to scan attendee badges at the Expo, a link is created between you and the attendee.

## Attendee Badges



Identify Your Best Prospects  
(color-coded badges & QR Code)

Registration QR Code

<b>PROPERTY MANAGER</b>	<b>Green</b> for Property Managers
<b>BOARD MEMBER</b>	<b>Orange</b> for Board Members & Board Presidents
<b>EXHIBITOR</b>	<b>Yellow</b> for Exhibitors
<b>BUILDING OWNER</b>	<b>Blue</b> for Building Owners

## Our Show Venues

<b>New York Spring</b>	<b>New York Fall</b>	<b>New Jersey</b>	<b>New England</b>	<b>Chicagoland Spring</b>	<b>Chicagoland Fall</b>	<b>Western Florida</b>	<b>South Florida</b>
New York Hilton Midtown <a href="http://coopexpo.com">coopexpo.com</a>	Jacob Javits Convention Center <a href="http://coopexpo.com">coopexpo.com</a>	Meadowlands Expo Center <a href="http://nj-expo.com">nj-expo.com</a>	Seaport World Trade Center <a href="http://ne-expo.com">ne-expo.com</a>	Donald E. Stephens Convention Center <a href="http://spring.ilexpo.com">spring.ilexpo.com</a>	Navy Pier Convention Center <a href="http://fall.ilexpo.com">fall.ilexpo.com</a>	Tampa Convention Center <a href="http://tampa-expo.com">tampa-expo.com</a>	Greater Fort Lauderdale/Broward County Convention Center <a href="http://fl-expo.com">fl-expo.com</a>