

# Marketing Advantage

The Cooperator Expo

THE COOPERATOR  
**EXPO 2017**  
WHERE BUILDINGS MEET SERVICES

## Publications



The Cooperator  
Circulation  
30,000;  
Show Issue  
Circulation  
40,000



Each attendee  
receives an  
Expo Program  
Guide.

## Direct Mail Campaign - 300,000



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

## Exhibitor Workshop



Whether you are a seasoned exhibitor or new to exhibiting, we guarantee this workshop will give you new insights and practical skills you can put to work immediately to not just survive, but thrive.

You will learn:

- Fast track to achieving exhibitor ROI
- Setting goals and developing action plans
- Trade show success strategies for tough times
- Getting more bang for your trade show buck
- State-of-the-art pre-show marketing process
- Effective exhibit design
- Improving lead quality and sales conversion
- And much more!

## Evites



Create your personal  
email marketing  
campaign online

## Lead Retrieval



Scanner:  
Easy low-cost way to capture leads.

## 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



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.

## Our Show Venues



**New York Spring**

New York Hilton Midtown  
coopexpo.com



**New York Fall**

Jacob Javits Convention Center  
coopexpo.com



**New Jersey**

Meadowlands Expo Center  
nj-expo.com



**New England**

Seaport World Trade Center  
ne-expo.com



**Chicagoland Spring**

Donald E. Stephens Convention Center  
spring.ilexpo.com



**Chicagoland Fall**

Navy Pier Convention Center  
fall.ilexpo.com



**Western Florida**

Tampa Convention Center  
tampa-expo.com



**South Florida**

Greater Fort Lauderdale/Broward County Convention Center  
fl-expo.com