

Marketing Advantage

The Cooperator Expo Western Florida

THE COOPERATOR EXPO 2017

WHERE BUILDINGS MEET SERVICES

Radio



TV



Billboard



Direct Mail Campaign - 300,000



- First & Last Call Postcard
- Matchbook Mailers
- VIP Attendee Brochure (6 page brochure)
- Email distributions 30,000

Publications



The Cooperator Western Florida
Circulation 18,000;
Show Issue
Circulation 30,000

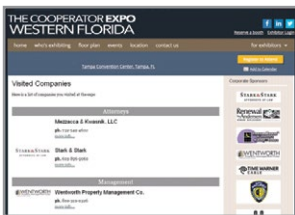


Expo Program Guide, each attendee receives

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

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

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



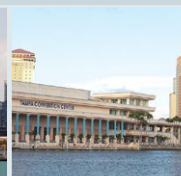
New England

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