

# Marketing Advantage

The Cooperator Expo Chicagoland

# THE COOPERATOR EXPO 2017

WHERE BUILDINGS MEET SERVICES

## Radio



## Direct Mail Campaign - 300,000

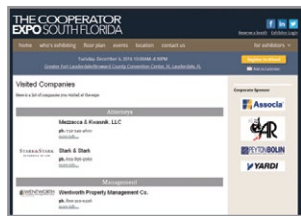


- Postcards
- VIP Attendee Brochure (6 page brochure)
- Email distributions 30,000

## 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.

## TV



## Billboard

Along I-95



## Publications



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



Expo Program Guide, each attendee receives

## 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



**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