

## MARKETING CHECKLIST FOR A SUCCESSFUL NEOCON EAST 2009!

Below is a checklist of 5 great marketing opportunities all exhibitors should take advantage of to maximize your investment at NeoCon East 2009:

### Promoting Your Company IS A MUST!

#### 1) Complimentary NeoCon East Electronic VIP Invitations

NEW and IMPROVED! We have created attractive electronic invitations for you to invite all your clients and prospective clients to the show. Simply personalize the invite and blast it out to your clients, reps and dealers. **CLICK HERE** to complete the form to request a link to a free e-vite or please contact Kathy Piechnik at [kpiechnik@mmart.com](mailto:kpiechnik@mmart.com)

#### 2) Sponsorships

Sponsorships are an easy and inexpensive way to get prime exposure beyond your booth space at NeoCon East. Whether it's a display to introduce new product or banners hung in high traffic areas to lanyards hung along with show badges around the neck of every attendee, the perfect sponsorship to meet your business goals can be accomplished. **CLICK HERE** to see all available sponsorships or please contact Kathy Piechnik at 312.527.7619 or [kpiechnik@mmart.com](mailto:kpiechnik@mmart.com).

#### 3) New Products Press Release

The PRESS is interested in your products! Be sure to send your press kits to our PR dept. and complete the [New Products Press Release Form](#) to get FREE promotion through our PR department

#### 4) Booth Hospitality

An excellent way to draw traffic to your booth, providing hospitality to attendees can be that spark that makes your exhibit stand out. If you are having hospitality, giveaways, contests or other attractions in your booth during NeoCon East, let us know and get free promotion on the NeoCon East Web site. **CLICK HERE** to complete the **Booth Hospitality Response Form**. Contact Kathy Piechnik at 312-527-7619 or email [kpiechnik@mmart.com](mailto:kpiechnik@mmart.com) if you have any questions.

#### 5) Tour 4 the Cure - Help Unite the Furnishings Industry in the Battle Against Breast Cancer

Join in the Tour 4 the Cure, a special fundraising event to benefit The Common Thread for the Cure Foundation in its mission to provide confidential Helping Hand Grants to assist individuals affiliated with the furnishings industry who are battling breast cancer. Select NeoCon East exhibitors that lend support to The Common Thread for the Cure will be the Tour 4 The Cure destinations on the show floor. Attendees that visit these destination booths during NeoCon East will have an opportunity to win prize giveaways. For more information, contact Suzann Burkhead-Bray at 336-841-4868 or visit [www.commonthread.info](http://www.commonthread.info).