

Marketing Advantage

The New England Condominium Expo

THE NEW ENGLAND
CONDOMINIUM
EXPO 2018
WHERE BUILDINGS MEET SERVICES

Radio



Monthly Publications



New England Condominium
Circulation
12,000; Show Issue Circulation
20,000

Direct Mail Campaign - 300,000



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

Expo Program Guide

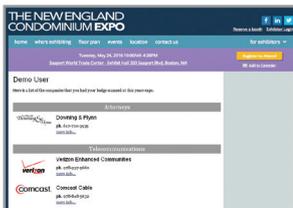


Each attendee receives an Expo Program Guide.

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

PROPERTY MANAGER	Green for Property Managers
BOARD MEMBER	Orange for Board Members & Board Presidents
EXHIBITOR	Yellow for Exhibitors

Our Show Venues



New York Spring

New York Hilton Midtown

coopexpo.com



New Jersey

Meadowlands Expo Center

nj-expo.com



Chicagoand Spring

Donald E. Stephens Convention Center

spring.ilexpo.com



New England

Seaport World Trade Center

ne-expo.com



New York Fall

Jacob Javits Convention Center

coopexpo.com



Chicagoand Fall

McCormick Place

fall.ilexpo.com



South Florida

Greater Fort Lauderdale/Broward County Convention Center

fl-expo.com



Western Florida

Tampa Convention Center

tampa-expo.com



Las Vegas

Rio All-Suite Hotel and Casino

lv-expo.com