



# Event Sales & Marketing Services

Strategies that promote your value and popularity while increasing associate members and prospects.



## **SOCIAL NETWORKING & VIRAL MARKETING**

ConferenceDirect would locate digital opportunities to promote your meeting. We develop messaging for placement within blogs and other electronic venues to create awareness and enthusiasm about your program.

## **WEBSITE DEVELOPMENT/ENHANCEMENT**

ConferenceDirect works with your personnel to revamp messaging on your website and/or create micro-sites to increase the visibility of your event among core stakeholder groups. The site(s) serve as a portal to which all marketing activities will drive prospective attendees.

## **BROADCAST EMAIL**

ConferenceDirect searches for available third-party lists for distribution of broadcast email to promote your event. We create messaging and if needed, distribute the emails.

## **PRINT ADVERTISING**

ConferenceDirect identifies print and digital advertising opportunities and venues to help promote your event. We write messaging for the ads as well as coordinate production and placement.

## **GOOGLE ADWORD CAMPAIGN**

ConferenceDirect identifies keyword combinations and corresponding AdWord campaigns to run during the months prior to the annual meeting to get in front of audiences seeking such programs. Expenses would be minimal based on click-throughs to your site.

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## DIRECT MAIL

ConferenceDirect procures lists, writes copy, and coordinates production and distribution of direct mail to audiences of qualified prospects.

## MEDIA RELATIONS

ConferenceDirect assembles lists of journalists, writes and distributes press releases, and manages inquiries to build visibility and media exposure.

## STRATEGIC ALLIANCES

ConferenceDirect, with your direction, will seek opportunities to co-brand your event with related organizations. This could involve placement of information on their websites, being listed on a calendar of events, or any other number of potential partnerships.



Let's Talk

## ConferenceDirect Global Headquarters

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We strive to ensure that the Sponsorship and Exhibit sales program provides a convincing reason for associate members and prospective vendors to support the program.

## KEY SERVICES DELIVERED

1. Manage all action teams, deadlines, and communication with client
2. Serve as the primary contact for all sponsor and exhibitor communication; copy for the Sponsorship and Exhibit marketing collateral
3. Provide copy for the Sponsorship and Exhibit web site
4. Provide copy for the Sponsorship and Exhibit contracts
5. Manage, market and plan the sponsorship and exhibit program
6. Implement a professional sales and marketing campaign
7. Coordinate all sponsorship and exhibit contract maintenance
8. Generate sponsor and exhibitor statements
9. Generate sponsor and exhibitor final invoices
10. Submit monthly deposit batches
11. Generate sponsor and exhibitor final payment statements
12. Process sponsor and exhibitor credit card payments, subject to client direction
13. Process sponsor and exhibitor check payments, subject to client direction
14. Provide all follow up on outstanding and unpaid balances
15. Assign Exhibit Space in cooperation with client