

# The Cooperator Expos

vs. other shows

Products and Services	Cooperator	Other Shows
<b>Badges &amp; Lead Retrieval</b>	✓	
Badge lead retrieval app	✓	
Badges QR Coded	✓	
Badges color coded by type <i>i.e. manager, board member</i>	✓	
Reverse marketing program for attendees post show <i>via phone app by show management</i>	✓	
<b>Booth package</b>		
Fully carpeted	✓	
Skirted table	✓	
Chairs	✓	
Provide semi-custom pre-printed postcard <i>6 x 9 format</i>	✓	
Exhibitor training workshop	✓	
<b>Marketing benefits</b>		
Registered attendee pre-show leads <i>for exhibitor's product and services</i>	✓	
Registered attendee post show leads <i>for exhibitor's product and services</i>	✓	
Company listing on Expo website <i>listing includes: logo, hyperlink, PDF brochure, contact info. and company description</i>	✓	
Pre-show exhibitor only networking event	✓	
Show issue of Cooperator monthly publication	✓	
Bonus circulation of Show issue of The Cooperator	✓	
<b>Attendee multi-touch marketing campaign</b>	✓	
Radio	✓	
Direct mail	✓	
Billboards	✓	
<b>General</b>		
Zero-tolerance suitcasing policy for non-exhibiting vendors	✓	
CEU classes	✓	
Over 28-year track record show promoter	✓	
ROI event	✓	
Dynamic Interactive Website	✓	

