



## Direct Mail Campaign - 300,000



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

## Publications



The Nevada Cooperator

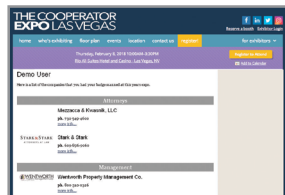


Each attendee receives an Expo Program Guide.

## 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)

<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

## ATTENDEE INTEREST

(Based on registered attendees' interests at The Cooperator Expo)

Access Control ..... 182	Collections..... 146	Flooring..... 158	Painting..... 190	Soundproofing..... 99
Accounting ..... 212	Communications ..... 133	Garage Doors & Gates..... 141	Parking Lot Maintenance .. 165	Storage ..... 70
Appliance Replacement .... 106	Concrete Restoration..... 154	Gutters ..... 110	Parking/Garages ..... 120	Telecommunications ..... 85
Architects/Engineers ..... 197	Construction Services ..... 154	HVAC..... 154	Paving/Sealcoating ..... 209	Tile & Stone..... 99
Association Rating Service... 84	Doors ..... 170	Insurance ..... 200	Personnel Screening..... 185	Utility Audits..... 74
Attorneys..... 235	Electrical Contractors ..... 140	Intercoms ..... 158	Pest Control ..... 192	Vendor/Bid Software ..... 102
Banking..... 76	Elevators ..... 132	Interior Design ..... 95	Plumbing..... 242	Waste Removal ..... 114
Bed Bugs..... 150	Energy Conservation..... 205	Janitorial Services..... 134	Power Washing..... 92	Waterproofing ..... 101
Blinds..... 70	Environmental ..... 110	Janitorial Supplies..... 105	Property Management..... 402	Window Washing ..... 126
Boilers..... 145	Exterior Maintenance..... 249	Landscaping..... 244	Reserve Study ..... 173	Windows ..... 180
Bookkeeping ..... 153	Fencing ..... 118	Laundry Rooms..... 122	Roofing..... 243	
Cable, Internet & Phone.... 160	FHA Approval ..... 134	LED Lighting..... 94	Security ..... 167	
Carpet Cleaning..... 144	Fire Protection ..... 154	Lighting/Bulbs..... 87	Sidewalk Repairs ..... 129	
Chute-Duct Cleaning..... 97	Flood Prevention ..... 104	Mailboxes..... 115	Signage ..... 82	
Cleaning ..... 137	Floor Maintenance..... 133	Masonry Contractor..... 166	Software ..... 87	