

Marketing Advantage

The Cooperator Expo Chicagoland

THE COOPERATOR EXPO 2017

WHERE BUILDINGS MEET SERVICES

Radio



Publications

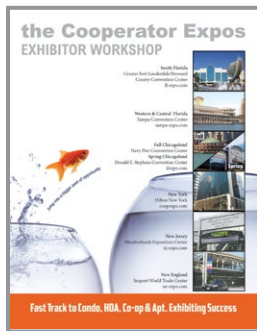


The Chicagoland Cooperator
Circulation 20,000;
Show Issue
Circulation 40,000



Each attendee receives an Expo Program Guide.

Exhibitor Workshop



Whether you are a seasoned exhibitor or new to exhibiting, we guarantee this workshop will give you new insights and practical skills you can put to work immediately to not just survive, but thrive.

You will learn:

- Exercise to calculate potential financial value of the Expo and activity you'll need to achieve this revenue.
- Step 1: How to Attract ENOUGH of the RIGHT Attendees to Your Booth
- Step 2: Execute Quality Interactions that Get COMMITMENTS to Next Actions
- Step 3. Follow-up to Convert Commitments to Action
- BONUS: Inside the Mind of the Condo & Co-op Buyer Panel Discussion- Q&A session with real buyers!

Direct Mail Campaign - 300,000

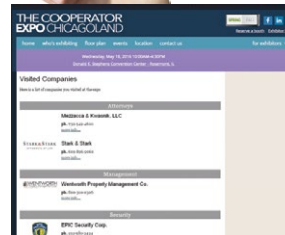


- First & Last Call Postcard
- Matchbook Mailers
- VIP Attendee Brochure (6-page brochure)
- Email distributions 30,000

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
BUILDING OWNER	Blue for Building Owners

Our Show Venues



New York Spring

New York Hilton Midtown
coopexpo.com



New York Fall

Jacob K. Javits Convention Center
coopexpofall.com



New Jersey

Meadowlands Expo Center
nj-expo.com



New England

Seaport World Trade Center
ne-expo.com



Chicagoland Spring

Donald E. Stephens Convention Center
spring.ilexpo.com



Chicagoland Fall

Navy Pier Convention Center
fall.ilexpo.com



Western Florida

Tampa Convention Center
tampa-expo.com



South Florida

Greater Fort Lauderdale/Broward County Convention Center
fl-expo.com