**CONVENTION MARKETING**

**25TH ANNIVERSARY MARKETING**

I. Convention Sponsorships

II. Anniversary Marketing

a. Banner

b. Bags

c. Bookmarks

d. Chocolate Kisses

e. Confetti

III. Limited Edition Bags

a. Quantity = 24 per event

b. How to utilize?

IV. Bookmarks

a. Quantity = equal to shopping bags

b. How to utilize?

V. Candy

a. Quantity =

b. How to utilize?

VI. Confetti

a. Quantity =

b. How to utilize?

VII. Anniversary Impact on Presentation

a. Longevity –

b. Reliability –

c. Promote Mom-to-Mom GiveAway