**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