



**BRILLIANT PUBLISHING LLC**

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# E - News!

**ADDRESSING THE NEEDS OF MARKETING AND HR PROFESSIONALS AND PLANTING THE SEEDS FOR A PROSPEROUS FUTURE.**

## WIN AT YOUR TRADE SHOW

*Big Money Instant-Win Contests Key to Trade Show, Special Event Success*



Marketing and Promotions Company ProMPI needed a compelling marketing strategy that would drive booth traffic and generate new leads at the recent Global Game Expo Trade Show in Las Vegas. But while the goal was to increase the number of leads collected, the company was challenged with accomplishing this task on a much tighter marketing budget than in years past.

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## MARKETING TIP

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also to create credibility and build your organization's identity among peers, members, employees, or vendors.