



# Marketing Support

When you book a meeting, convention, trade show or entertainment event at the Wildwoods Convention Center, you also get tremendous marketing support at no extra cost. Our staff of marketing, advertising and public relations professionals is ready to assist you in helping to ensure your event is a success.

We offer the following services:

## Marketing Consulting

Our team of professionals will meet with you to help plan your marketing and advertising strategy offering our insight and extensive experience in regional marketing.

## Advertising Planning and Support

Our marketing department will assist you in selecting the proper media to specifically reach your target market. In addition, you will receive our special advertising rates which offer substantial savings off the regular rate cards for print media, radio and television advertising.

We will offer advertising support by including your event in our regular media advertising plan with support ads in newspapers, radio tags and outdoor billboard advertising to further enhance your marketing reach and exposure.

## Public Relations

We will assist you in developing and writing press releases and media alerts and utilize our close relationships with the regional media to get stories placed in the print media. You will also have access to our regional media database to place your press releases in the right hands. In addition, we will have your event listed in the Calendar of Events sections of all the major regional newspapers.

## Creative Services

We will assist you in all aspects of creative development for newspaper ads, radio and television commercials, posters, fliers and collateral materials through our creative advertising agency at our contract rates.