

FOR IMMEDIATE RELEASE

MODERN POSTCARD® ANNOUNCES KEITH GOODMAN TO SPEAK FOR SECOND TIME AT THE 2016 EXHIBITORLIVE CONFERENCE & EXHIBITION IN LAS VEGAS

Exhibit and event marketers are invited to Goodman's session to learn best-in-class event direct marketing strategies to increase booth traffic, brand awareness and ROI.

CARLSBAD, Calif. (February 4, 2016) – [Modern Postcard](#), leader in direct mail and quality promotional printing for over 20 years, has announced that Keith Goodman, Vice President of Corporate Solutions, will be speaking for the second time at [EXHIBITORLIVE](#). Designed for marketers, leaders and decision makers in the exhibits and events industry, the show will take place February 28 – March 3 at the Mandalay Bay Convention Center in Las Vegas, Nevada.

On Wednesday, March 2 from 3:45-5:15pm, Goodman will deliver a highly engaging session within the show's Marketing & Sales Learning Track, titled [Best Direct Mail Practices for Your Event Marketing](#). Goodman will lend his insight and expertise to the thousands of real-time event marketing professionals in attendance. [Get details on the session here.](#)

"I am honored to speak at EXHIBITOR again this year. I have attended and exhibited at nearly a thousand tradeshows and conferences during the span of my career – and I look forward to sharing the information I have gathered personally as well as what I've learned from our clients," Goodman said. "Modern Postcard supports hundreds of companies that exhibit at numerous tradeshows every year. We see first-hand what works and what doesn't. I think this will be invaluable information to share in my seminar."

As a renowned presenter and 20-year direct marketing veteran, Goodman will educate EXHIBITORLIVE attendees on direct mail and its legacy as one of the most effective types of marketing available: it's targeted, measurable, scalable and affordable. Whether session attendees are new to direct mail or looking for a refresher on fundamentals, this is an excellent course to join.

Learning Points

- Determine your program goals and objectives
- Select the right, targeted lists
- Integrate DM with other event marketing tactics
- Create impactful messaging that will help achieve goals

"Businesses today have a committed focus on driving revenue – and direct mail provides one of their most profitable advertising options. The idea of doing direct mail is easy, but doing it right requires some expertise. We help by teaching conference attendees all the right steps to give them the highest possible chance for successful direct mail programs," said Goodman.

To register for EXHIBITORLIVE or for more information, please [click here.](#)

PRESS RELEASE

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company's state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit modernpostcard.com.

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