

**FOR IMMEDIATE RELEASE**

**MODERN POSTCARD® WILL HELP BUSINESSES CAPTIVATE CROWDS WITH POWERFUL DIRECT MARKETING STRATEGIES AT DMA & THEN 2017**

*Industry leaders and marketers are invited to booth #731 to learn more about quality direct mail marketing and integrated solutions that help businesses boost sales and brand awareness.*

CARLSBAD, Calif. (September 28, 2017) – Modern Postcard, leader in direct mail and quality promotional printing for nearly 25 years, will exhibit at the Data & Marketing Association’s 100<sup>th</sup> anniversary tradeshow, [&THEN](#), held at the New Orleans Convention Center, October 8-10. As a media partner and print sponsor for &THEN, The Company encourages marketing professionals to stop by booth #731 to learn insider methods for launching powerhouse direct mail campaigns that help reach new customers, drive more sales and grow business.

“The DMA tradeshow’s transition to &THEN is in its third year and we are really excited to be a part of the conference’s progression into a true multichannel event,” said Keith Goodman, Vice President of Corporate Sales and Marketing for Modern Postcard. “We have been testing a number of multichannel technologies and product offerings with our clients and it is great to have an event that is focused on this important industry direction. By integrating both traditional direct marketing and the newest digital technologies, &THEN is providing a relevant mix of services that reflect what is going on in the industry.”

&THEN attendees will see several new offerings, including expanded email solutions, plus mobile and direct mail integrated with online display. “We also have new formats and data sets on our traditional direct mail side,” Goodman added.

Outside of products and services, visitors to booth #731 will also benefit from Modern’s jazzy, NOLA-themed booth marketing and messaging: *BIG impact and response, EASY execution with industry experts*. The Company will offer 3 show specials this year: 1) Party passes to Modern’s Tuesday-night Bourbon Street Bash, 2) Vouchers worth \$250 in free printing, and 3) The chance to enter and win a GoPro® camera giveaway.

The promotions continue with an exclusive invite to Modern’s free [Direct Mail Crash Course](#), a nationally-acclaimed seminar presented by in-house expert, Keith Goodman. Show-goers are also encouraged to check their &THEN welcome totes for another Modern Postcard offer: the chance to send a postcard home to friends or family. Simply write and address the postcard, bring it to booth #731, and Modern Postcard will stamp and mail it anywhere in the U.S.

As for locating Modern Postcard in the tradeshow hall, be aware that The Company will display a bold new look and feel.

“Our marketing team is thrilled to showcase a completely reimagined booth design,” said Jessica Biondo, Marketing Communications Manager at Modern Postcard. “We got a lot of mileage out of our former booth concept, but it was definitely time for a modernized look and simple, clean branding to best reflect our company. The design refresh also allows us to play

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with tradeshow specific themes that meaningfully connect with the city we're exhibiting in. If you received our pre-show direct mail piece, you will get a sneak peek of this year's creative vision – an ode to New Orleans.”

Modern has partnered with marketing leaders from a variety of businesses, organizations and institutions over the years, such as Ancestry, Calvin Klein, Door Dash, Let Tote, YMCA, Upper Deck and National Geographic. The Company focuses on understanding each client's unique situation, helping to define their marketing goals, and then developing results-driven campaigns. Since Modern features start-to-finish direct mail solutions, clients benefit from high quality products, best-in-class service and competitive pricing – all under one roof. Eco-friendly printing options are available for sustainably conscious brands.

For more information on &THEN and to register, [please click here](#).

**About Modern Postcard:** Modern Postcard helps businesses in all industries acquire new customers and retain existing ones through complete and customized direct marketing solutions. This includes high quality print products, full direct mail services and integrated digital programs, such as email, web display and more. All campaign planning, list and data services, creative, printing, mailing and tracking are managed in-house from the company's state-of-the-art facility in California. For more information, call 800.406.1705 or visit [modernpostcard.com](http://modernpostcard.com).

**About &THEN, The DMA Annual Event:** &THEN, the reinvented DMA annual event, is the largest global event that unites the marketing community – the people who think, plan and do what it takes to succeed. &THEN takes place in New Orleans, Louisiana at the Ernest N. Morial Convention Center, from October 8-10, 2017.

**About DMA:** Founded in 1917, DMA is the community that champions deeper consumer engagement and business value through the innovative and responsible use of data-driven marketing. DMA's membership is made up of today's leading tech and data innovators, brand marketers, agencies, service providers and media companies. By representing the entire marketing ecosystem – from demand side to supply side – DMA is uniquely positioned to bring win/win solutions to the market and ensure that innovative and disruptive marketing technology and techniques can be quickly applied for ROI.

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