

FOR IMMEDIATE RELEASE

MODERN POSTCARD® TO OFFER POWERFUL DIRECT MAIL MARKETING PROGRAMS FOR AMUSEMENT PARKS AND ATTRACTIONS DURING IAAPA EXPO 2015

Entertainment leaders and marketers are invited to Modern Booth #3478 to learn more about quality direct mail marketing and smart tactics to help acquire new and repeat visitors.

CARLSBAD, Calif. (November 2, 2015) – Modern Postcard, leader in direct mail and quality promotional printing for over 20 years, will exhibit at the International Association of Amusement Parks and Attractions ([IAAPA Expo](#)), which will be held November 16-20 at the Orange County Convention Center in Orlando, Florida.

With so many options for the entertainment dollar, it is becoming increasingly competitive, as well as expensive, for the amusement industry to attract new customers and keep existing patrons. Modern Postcard can help lower the cost of acquiring and retaining customers by helping theme parks focus their marketing efforts on those prospects that are not only most likely to do business with them, but to become their highest value customers.

As a proud Themed Entertainment Association ([TEA](#)) member, Modern Postcard encourages entertainment and hospitality industry leaders to stop by Modern Booth #3478 to learn insider methods for launching powerhouse direct mail campaigns – such as data-driven Birthday Club programs and more – that help acquire more visitors and retain loyal guests.

“Most businesses don’t realize the depth and quality of the data that is available today for direct mail campaigns,” said Keith Goodman, Vice President of Corporate Solutions at Modern Postcard. “There is no longer a reason to run general marketing campaigns when you can target your best prospects. We can precisely target families with children that have the right income range, live an active lifestyle, and have birthdays coming up in the next 90 days. This means, you’re no longer marketing towards people that may come by the park, but families that have a high likelihood of holding a birthday party with 20+ kids. Now, you are marketing for a potential \$500+ spend versus a \$50 spend. It is virtually impossible to do this with any other type of marketing.”

Goodman added, “We have a great solution that will truly help the attendees increase the effectiveness of their marketing. In addition to our highly targeting direct mail and email programs, we are rolling out a new birthday program that will help amusement parks target prospects by providing birthday offers to people that have never attended the park before. This is something that should appeal to virtually any amusement and attraction facility.”

Modern has partnered with marketing leaders from a variety of businesses, organizations and institutions over the years, such as Ancestry, Calvin Klein, YMCA, Ultrastar Cinemas 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.

PRESS RELEASE



The IAAPA Expo is marketed as an inspiring world of innovation: at seminars, on the trade show floor, and all over Orlando. Attendees will experience five days of wall-to-wall activity and opportunities vital to their success. Meet, greet, and network with the people ready to make an impact on your business. Learn from distinguished leaders, exchange new ideas and proven solutions with your peers, and explore the Expo floor to experience the future – and gain insights you need now to drive your business.

For more information on the IAAPA Expo and to register, [please click here](#).

“I have probably exhibited at and attended over 1,000 tradeshow in my career and IAAPA is, far and away, the most passionate show I have ever participated in. Why wouldn't it be? The entire industry is based around helping people have fun and put a smile on their face, and it shows. Almost everyone I have met at the show – customers, exhibitors and prospects – love their business and the feeling is contagious. This will be our second year participating and I am truly looking forward to being there,” Goodman said.

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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