

Tradeshow Marketing Podcast: Bringing Media to Your Tradeshow Booth

Salem, OR
For Immediate Release

Summary:

The Tradeshow Marketing Podcast features tips on media relations and tradeshow exhibiting. Amber Lindsey of Koopman Ostbo of Portland, Oregon helps bring exhibitors and media together in a win/win way.

Body:

One news story in the right media outlet can be worth tens of thousands of dollars, but the wrong approach to reporters can kill your chances. Amber Lindsey of Koopman Ostbo, a Marketing Communications agency in Portland, Oregon, discusses how to get the most out of tradeshow marketing and hooking up with media outlets.

The podcast, posted at <http://tradeshowguyblog.com>, touches on several ways to best entice media, including new product launches. Amber, "it's a combination of things. In addition to new products, they're looking for what's interesting, what's new, what's innovative and what ties into what the media is currently interested in."

The Tradeshow Marketing Podcast is hosted by Interpretive Exhibits VP of Sales and Marketing Tim Patterson, who brings 25 years of broadcast experience to the podcast.

Direct link to the podcast post: <http://www.tradeshowguyblog.com/?p=84>

Subscription link to the Tradeshow Marketing Podcast (copy and paste into iTunes or similar podcast-catcher):
<http://www.tradeshowguyblog.com/?feed=podcast>

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About IE:

Interpretive Exhibits is a full-service custom exhibit house that has designed and/or fabricated over 2000 projects, ranging from small roadside interpretive signage to large visitor centers, museum exhibits and tradeshow exhibits. VP of Sales and Marketing Tim Patterson heads up the tradeshow division, hosts the company's Tradeshow Marketing Podcast and edits the monthly Tradeshow Marketing Tips e-mail newsletter.

Keywords:

Tradeshow marketing, free e-book, expo marketing, event marketing, custom exhibits, tradeshow exhibits, Portland, Salem, Oregon, Kettle Foods, Nancy's Yogurt, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen, Bob's Red Mill, Mountain Rose Herbs, Natural Products Expo West