

# THE BAR AND WINE SHOW Brings You More Business Year Round With Our Expanded- **ADDED VALUE MARKETING STRATEGY**

The RDP Group understands it takes a year round involvement with our Sponsors and Exhibitors to accomplish most marketing goals. Exhibiting at the show is the ultimate advertising boost for any company interested in this market, but you, the valued customer will receive even more exposure and promotion with our comprehensive all year marketing strategy. All it takes to get started is reserving your space at The Bar Show.

## **ADDED VALUE MARKETING STRATEGY Is Included With Full Booth And Sponsorship Packages**



### VALUE



Exhibit or Sponsor The 11th Annual BAR and WINE SHOW  
June 20-21, 2010  
Jacob Javits Convention Center-NYC



### DATABASE

Receive access to our comprehensive customer database. These are names and addresses of thousands of qualified leads of potential new customers.



### PRESS

Our access to the press, including newspapers, TV, radio, industry magazines, association newsletters, is extensive. If you have an interesting success story, new products or outstanding employees, we can deliver additional exposure to you at no additional cost.



### EXPOSURE

Additional exposure utilizing industry blogs through Social Networking such as Twitter, LinkedIn, Facebook, MySpace, etc.



### WEBSITE

Inclusion of your company on our website linked to your website. Special sections listing new drink recipes, jobs, new products are available.



### ASSISTANCE

Work with Industry Associations' to assist your company on your behalf.

For more information on our Menu, contact:  
The RDP Group, 152 Simsbury Rd. Building #8 Avon, CT 06001  
800-243-9774(toll free) 860-677-0094(local) 860-677-6869(fax)  
info@rdpgroup.com • www.newyorkbarshow.com