

FOR IMMEDIATE RELEASE

MODERN POSTCARD® TO OFFER POWERFUL DIRECT MAIL MARKETING SOLUTIONS AND DELIVER AN EDUCATIONAL SESSION DURING &THEN 2015

Industry leaders and marketers are invited to Modern Booth #737 to learn more about quality direct mail marketing and smart tactics to help boost sales and brand awareness.

CARLSBAD, Calif. (September 9, 2015) – Modern Postcard, leader in direct mail and quality promotional printing for over 20 years, will exhibit at the Direct Marketing Association’s (DMA) freshly re-branded [&THEN Marketing Conference](#), which will be held October 4-6 at the Boston Convention & Exposition Center in Boston, MA. As a media partner and print sponsor for &THEN, The Company encourages marketing professionals to stop by Modern Booth #737 to learn insider methods for launching powerhouse direct mail campaigns that help get new customers, keep loyal followers and drive-up the return on marketing dollars spent.

“We are really excited about the changes associated with the show and our participation. Over the last few years, Modern Postcard has developed solutions that integrate direct mail with mobile, web, email and other digital media. With the DMA’s transition to the new &THEN format, it gives major credibility to the work that we have been doing. By opening the show up to become a truly integrated conference, it gives us the ability to speak to a wider and more diverse marketing audience,” said Keith Goodman, Vice President of Corporate Solutions for Modern Postcard.

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

Along with receiving expert guidance, visitors to the booth may also benefit from Modern’s casino-themed booth promotion, *Direct Marketing, or Bust*. Attendees are encouraged to bring the Modern Ace playing card, which is a tear-off card included in The Company’s pre-show marketing mailer. It can also be found during the event, inside the &THEN show guide (see the ad insert in the center of guide). Guests who bring the Ace to Modern Booth #737 have the chance to play blackjack with the Modern Team. Those who get a 10-point card along with their Ace – hitting a blackjack – can win up to \$250 in free printing.

As part of &THEN’s educational programming, Modern’s in-house expert and keynote, Keith Goodman, will host a session titled, “Direct Mail – The New Fundamentals” on Monday, October 5 from 4:45pm – 5:30pm. Attendees can [learn more and register in advance here](#).

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.

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During &THEN, Modern Postcard will exhibit close to its sister company, GratzieCard. GratzieCard is a premium online service specializing in greeting cards for business. From a desktop, tablet or smartphone, professionals can create a free account with graziecard.com and send customized mailed cards to stand out, stay top-of-mind and make genuine connections beyond email and voicemail. The GratzieCard Booth in space #243 will host quick, 2-minute demos and feature plenty of free card giveaways.

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

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.

About &THEN, The Global Marketing Experience

Introducing the only experience that unites the global marketing community – the people who think, plan, and do what it takes to succeed. If you are empirically driven and creatively inspired, you belong here. [&THEN](#), which takes place October 4-6 in Boston, is powered by the organization that has been at the forefront of marketing for 98 years, [the Direct Marketing Association](#) (DMA).

About Direct Marketing Association (DMA)

The Direct Marketing Association (www.thedma.org) is the world's largest trade association dedicated to advancing and protecting responsible data-driven marketing. Founded in 1917, DMA represents thousands of companies and nonprofit organizations that use and support data-driven marketing practices and techniques. DMA provides marketers with INNOVATION that accelerates business growth, EDUCATION that develops talent and ensures compliance with ethical and best practices, and ADVOCACY that advances policies that support innovation in marketing.

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Media Contact

Jessica Biondo
Marketing Communications
800.959.8365 x2454
jessicab@modernpostcard.com