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MODERN POSTCARD BECOMES FOUNDING SPONSOR FOR THE PRINT EVENT: A REVOLUTIONARY CONFERENCE ON INTEGRATING PRINT AND DIGITAL

The Company will serve as a key advisor, bringing its print and direct mail expertise to both the planning and programming of the conference.

CARLSBAD, Calif. (March 5, 2019) – [Modern Postcard](#)[®], a leader in direct mail and quality promotional printing for nearly 25 years, is a founding sponsor of [The Print Event](#), a new conference from Momentum being held August 6-7, 2019 in Minneapolis. The conference will explore how to integrate print into direct-to-customer marketing in a digital world. Modern will lead two high-value sessions.

“This partnership underscores Modern’s reputation as a thought-leader and national expert in direct mail marketing,” said Jeanine Norlin, Senior Marketing Manager for Modern Postcard. “There is a need for the education that this conference will cover and it was an easy decision for Modern Postcard to accept the invitation to be a founding sponsor. We hope to lend our expertise to make the event as beneficial as possible for the marketing decision-makers who attend. And, as part of our ongoing mission to optimize our products and services for our clients, we hope to learn from the attendees about their current challenges and opportunities.”

The internet and social media ushered in the age of big data and were the first to benefit from it. But now, every existing medium thrives on the vast information about consumers, with print marketing being one of the most effective forms today. The Print Event will feature interactive panel discussions and hands-on workshops tailored to teach the best practices for delivering high-impact direct marketing campaigns.

“We are very excited to be working with such an industry leader and launching our Inaugural The Print Event this August 6 -7 in Minneapolis, MN. Modern Postcard has consistently stood at the forefront of the postcard, printing and direct mail industries and is the perfect partner for creating a very special and unique event experience aimed helping brands better engage with customers and prospects, bridge the digital-physical divide and create a truly omni-channel experience.” Momentum’s Co-Founder and Co-CEO Ben Greenzweig said.

Being a founding sponsor, Modern Postcard will serve as a key advisor on the conference board helping with the planning and development of the event. The Company aims to offer key insights to attendees looking to gain an edge over the competition and facilitate an atmosphere that serves to elevate the skills and standards in the industry.

“We are really excited to be part of The Print Event as a founding sponsor,” said Keith Goodman, Vice President of Corporate Sales and Marketing for Modern Postcard. “This conference fills a big void in the marketplace since print and direct mail is such a major force in virtually every company’s marketing expenditure. Momentum has done a great job in putting together an event that will provide a great experience for a variety of businesses ranging from SMBs to National Brands with a wide variety of educational content. The Print Event also gives

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us a chance to share some of our new product offerings such as Modern iO™, our tool to send direct mail to anonymous web visitors, enhanced data offerings, as well as our targeted online display advertising that is matched to a geofenced postal address.”

The goal is to transcend traditional conferences that often attract crowds from outside the industry seeking to collect free merchandise and get a few days off work. That is why brands will receive reduced pricing on tickets and the event will not offer exhibit-only passes. Networking discussions will be facilitated ensuring all attendees walk away with valuable relationships and new connections.

Anyone looking to get up to speed before the event or sharpen their direct mail campaigns can attend Modern’s free Direct Mail Crash Course, a nationally-acclaimed seminar presented by in-house expert, Keith Goodman.

Get your early bird tickets for The Print Event by March 22, 2019 for \$500 off. To register and for information [click here](#).

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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.

About Momentum Events

Momentum believes in committing our people, capital and ideas to developing, growing and innovating sustainable event experiences across multiple audiences and industries. We are proud to work with thousands of leading companies, media outlets, trade associations and academic institutions including the Wharton School of the University of Pennsylvania. For more information please visit momentumevents.com.

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