



When MyAssociation launched their new web integration service at an international cause organization trade show, they turned to Merrell Remington to help them generate traffic and reel in large potential clients. ■ Everyone who received this fishing tackle box and imprinted lure was hooked! Making a big splash for MyAssociation's company launch at a New Orleans trade show, this dimensional mailer also held a colorful brochure and an offer for a free trip on a riverboat. ■ When guests arrived at the MyAssociation booth, they also had the opportunity to get an embroidered fishing hat. ■ Both the show and the riverboat party were fantastically successful.

Fishing for new business with MyAssociation