



# OCTOBER STRATEGIES, INC.®

*In All Seasons, For All Reasons...*



## THINKING “OUT OF THE BOX”

**It's not just a well-worn cliché to us** — October Strategies prides itself on ideas, strategies and campaigns that help companies, programs, products and brands stand out from the crowd. Not only do we help create things, we make them happen — and we take care of any and all of the in-between work as well.



## PROMOTIONAL AND AFFILIATE MARKETING

**Need a new twist on business-to-business communications?** We've created noteworthy and effective affiliate marketing campaigns using everything from custom paper dolls to mini mailboxes — all tying in with the business needs and messages of the client. Trade shows, special events, ongoing communications or new launches — we've done it all from start to finish. We take a thoroughly integrated approach to the process — matching the right positioning with the right promotion. From the message to the means, we can create it or find it, package it, and deliver it for you.



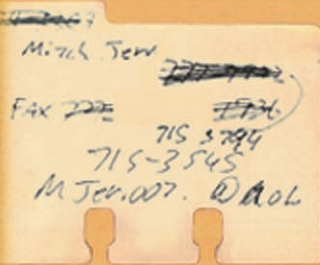
## PUBLIC RELATIONS

**Looking for realistic, integrity-driven guidance on how to reach the media, key constituencies and others that can impact your business success?** October Strategies has proven experience in all aspects of public, employee, community and media relations — working with Fortune 100 companies as well as fledglings and start-ups. We are inventive, hard-working and well-connected — with resources at the ready to help you reach key audiences. Our reputation for playing fair and for sustaining quality relationships is hard to match.



## DATABASE DEVELOPMENT

**Tired of scatter-shot communications? Hard to keep up with industry musical chairs?** If you're not reaching the right people with your outreach, you're wasting precious resources. October Strategies leverages its talent “keeping track of people” on behalf of its clients, developing and maintaining custom databases that target and track communications much more effectively and efficiently than broad-brush approaches.



- Customer Name:
- Account Number:
- Date:
- Last Order:
- Follow up:
- Phone Number:
- Fax Number:
- Email:

## SPECIAL EVENT MANAGEMENT

**Want more mileage from your sponsorship dollars? Interested in buzz-worthy events from a tantalizing invitation to a much-talked-about result?** October Strategies has won numerous awards for its pithy invites, leading to events that compel attendance and attract sought-after crowds. Helping companies brand and capitalize on sponsorship opportunities is also an October Strategies specialty — tying marketing and communications priorities in with sponsorship opportunities, across one event or many, to maximize the dollars spent.



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