



American/Vendor
 Breakout Session
 Monday, September 20th
 1-5 PM on the 8th Floor
 Lake Harriett

COLORTREE

In this session, you will learn how to demonstrate Trident, the world's first automated marketing system to feature TRANSFORMAILER full color personalized letter packages. Direct marketing experts know that nothing sells better than a letter package. In fact all of the Direct Marketing Association's top ten best direct mail packages are letter packages. Now, with Trident, you can easily create a personalized cross media marketing campaign featuring letters, postcards, posters and emails.

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