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BODEK AND RHODES' CREATIVE TRADE SHOW PROMOTIONS TOUTED BY "EXHIBITOR MAGAZINE"

PHILADELPHIA, PA—EXHIBITOR Magazine, which highlights best practices in trade show marketing across all industries, recently featured Bodek and Rhodes in an article touting creative, successful booth themes.

In the article "Theme Weavers" EXHIBITOR explains the need for crafting exhibition concepts that reinforce the objectives of each company. The article highlights Bodek and Rhodes, an industry leading wholesaler of imprintable apparel and accessories, for their history of successful exhibit themes that inform while they entertain.

"I'm delighted to see that our exhibits are being held up as some of the best," says Mike Rhodes, president. "We've got one of the most innovative sales and marketing teams, and each year they strive to deliver a key message in a fun, memorable, new way."

Bodek and Rhodes' themed tradeshow exhibits began in 1998 when Mary Ellen Pahlka, Director of Marketing Communications, initiated the "Dirt Cheap" campaign, which included pre-show mailings and tie ins (one was a postcard highlighting "dirt cheap tees" with a baggie of soil stapled to it) to reinforce the message in a fun, memorable way.

"Since then, our trade show efforts have all been to make our booth new, interesting, engaging and educational all at once," says Nicole Reed-Manes, Trade Show and Events Manager. "Each exhibit drives home a message we want our customers to remember in a fun way – whether it's our Organic Theater educating about UltraClub Organic cotton, or our Brands Bazaar."

The "Brands Bazaar" theme, on which the EXHIBITOR article focuses, was selected to highlight the strength of Bodek and Rhodes as the national wholesaler with the most brands of apparel (now 37), as well as the royal treatment customers receive and the opulence of the company's private label brand, UltraClub.

The bright pink and orange draped booth with flowing silk cloths, Arabian-style canopy and outdoor market-style carts, stood out among the rows of other booths at apparel, equipment and accessories shows. The Arabian Nights-themed booth and pre-show mailing and marketing showcased a new Brands Bazaar marketplace display and captured the Best Overall Booth Award during the first season Imprinted Sportswear Shows.

Bodek and Rhodes is one of the nation's leading wholesalers of imprintable apparel and accessories and is a family-owned company headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, and Orlando, FL, and Norton, MA. More information on Bodek and Rhodes and upcoming trade shows is available online at www.BodekandRhodes.com.

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Bodek and Rhodes

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