



## **Integrated Marketing Services Named to Event Marketer's 2011 "It List"**

EL SEGUNDO, CA September 9, 2011 – Integrated Marketing Services, a leading Experiential and Shopper Marketing agency, has been recognized by *Event Marketer* as “literally, (one of) the 100 greatest event agencies found anywhere”. The 2011 “It List” highlights Integrated Marketing as “...pretty much killin' it at retail for a rapidly growing list of Blue Chip clients. From the parking lots to the store aisles to the cash registers... it's the retail roots that allow (Integrated) to amplify mobile tours, sampling, grassroots programs and the like-by pushing them all to, that's right - the store.”

Andrea Young, Integrated Marketing Services' Senior V.P. of Sales and Marketing, states “Integrated Marketing Services is highly regarded for its commitment to excellence and best-in-class campaigns which garner incredible results. We are thrilled to be named to the “It List” and consider it a tribute to our ability to generate the industry's most strategy-driven and creative solutions that exceed our clients' promotional goals.”

Integrated creates events in the consumer electronic and consumer packaged goods spaces and focuses on moving consumers from awareness to bonding through compelling one-to-one consumer engagements. With 18,000 employees nationwide and over 100 retailer relationships, the company is equipped to launch campaigns both broad and targeted. Integrated's core services include Strategic Demo Management, Field Marketing, Field Sales, Special Events, Event Marketing, Product Training, Merchandising, and Hispanic Marketing.

*Event Marketer* was founded in 2002 to serve the information needs of strategic brand-side event marketers and agency executives across the spectrum of face-to-face marketing. It has become the world's most respected provider of content for the event and trade show category. The competition for the “It List” list this year was extremely tough, with *Event Marketer* noting that “from small shops and boutiques to the largest agencies, the work has never been as good, or the capabilities as strategically sharp”.

### **About Integrated Marketing Services**

Founded in 2000, Integrated Marketing Services is the full-service promotions agency within Advantage Sales & Marketing LLC, specializing in experiential marketing, shopper marketing, technical brands, in-store demos, and more. From insights to execution, Integrated offers leading brands and retailers expertise specifically designed to influence buyer behavior and drive sales. After all, the point is purchase. For more information, visit [www.INmarketingservices.com](http://www.INmarketingservices.com).

**About Advantage Sales & Marketing LLC**

Founded in 1987, Advantage Sales & Marketing LLC (ASM) is North America's premier sales and marketing agency, with revenues approaching \$1 billion, committed to building brand value for its more than 1,200 clients. ASM's cradle-to-cart customized sales and marketing solutions include headquarter sales, retail merchandising and marketing services, publications and assisted-selling services for the grocery, drugstore, club, convenience, natural/specialty, consumer electronic and home center industries. Headquartered in Irvine, Calif., ASM has more than 30,000 associates and 66 offices in the United States and Canada. For additional information, visit [www.asmnet.com](http://www.asmnet.com).

**Contact**

Michelle Nguyen

Integrated Marketing Services

200 N. Sepulveda Blvd., Ste 1000

El Segundo, CA 90277

310-321-6848

[Michelle.Nguyen@inmarketingservices.com](mailto:Michelle.Nguyen@inmarketingservices.com)