

Mason, OH – February 7, 2018 – IMAGEN Brands Sponsors Regional TOM Shows

IMAGEN Brands was a proud sponsor of the 2018 Regional TOM Shows. As a sponsor, our regional sales managers presented during an educational session on *"How to Create a Brand Experience."* The sponsorship also included a product donation from the Crown line, the **20oz. Brilliant Tumbler (#CDKW019)**.

"IMAGEN Brands spoke at the TOM Shows on "How to Create a Brand Experience" and created that great experience for the attendees," states Paul Kiewiet MAS+, Executive Director of MiPPA. "Crown Products sponsored the shows with the Brilliant Tumbler as the signature show giveaway item for 2018 with a full color imprint of our mascot, TOM Cat. The high perceived value, product usefulness and excellent quality reinforced the brand attributes of the TOM Shows as well — Where Quality Meets!"



(Regional Sales Manager, Julie Henschel-Chase, presenting at Regional TOM Show in Kansas City, KS)

"It was an awesome opportunity to partner with all the regional associations involved in the TOM Shows," says Dana Zezzo, Vice President of Sales and Marketing. "We knew the regionals were going to do a great job of creating quality show traffic. After great dialogue, I believe we picked the perfect product to compliment the shows and the TOM brand."



(20oz. Brilliant Tumbler #CDKW019 with full color imprint of TOM Show mascot)