

ASSOCIATION SOLUTIONS

**There's No Limit to Your
Association's Potential**

YGS

A CUSTOMIZED APPROACH TO ASSOCIATION SOLUTIONS



STRATEGIC MARKETING

On your journey toward greater member engagement, you need a route that broadens your reach and revenue. We create focused road maps that define your association's needs and goals, while working seamlessly to realize them by researching and analyzing your target audience, reinvigorating your brand strategy, or launching a new campaign.

DESIGN

We're ready to shift your visual presence into high gear. Our talented art directors, designers, illustrators, and photographers create captivating imagery for print and online publications, websites, branding, event signage, and much more. Whatever your creative vision, YGS can bring it to life—the only limit is your own imagination.

CONTENT & COPY

We know how to use words to start a conversation—the right conversation—and keep it going. With the help of our experienced editors and writers, your member magazines, marketing materials, press releases, blogs, and social media posts will give your target audiences something to talk about. Whether you need a fresh set of editorial eyes or new copy altogether, we'll say it most effectively.

DIGITAL

Leave it to our team of technology specialists to customize your digital presence and maximize the user experience, propelling your association forward. With engagement and growth always top of mind, we tailor-make websites, SEO strategies, digital publications, email campaigns, and strategic social media campaigns that strengthen your brand and online identity.

EVENTS

Gain a team of event professionals that will help you put on successful conventions, conferences, and trade shows. With years of experience in logistics, sponsorship and exhibitor sales, and event marketing, our goal is to attract attendees and boost your profits. Whether it's a new or recurring event, we provide support wherever, whenever, and however it best suits your needs.



MEDIA SALES

Your association has an immense potential for non-dues revenue, and our media sales team is ready to capture it. Our account executives leverage market trends and translate them into strategic tactics that generate gains for your publications and events. Through carefully curated industry relationships, we expand your prospects and execute integrated, cross-platform sales promotions—a sound marketing investment.

MARKETING AUTOMATION PORTAL

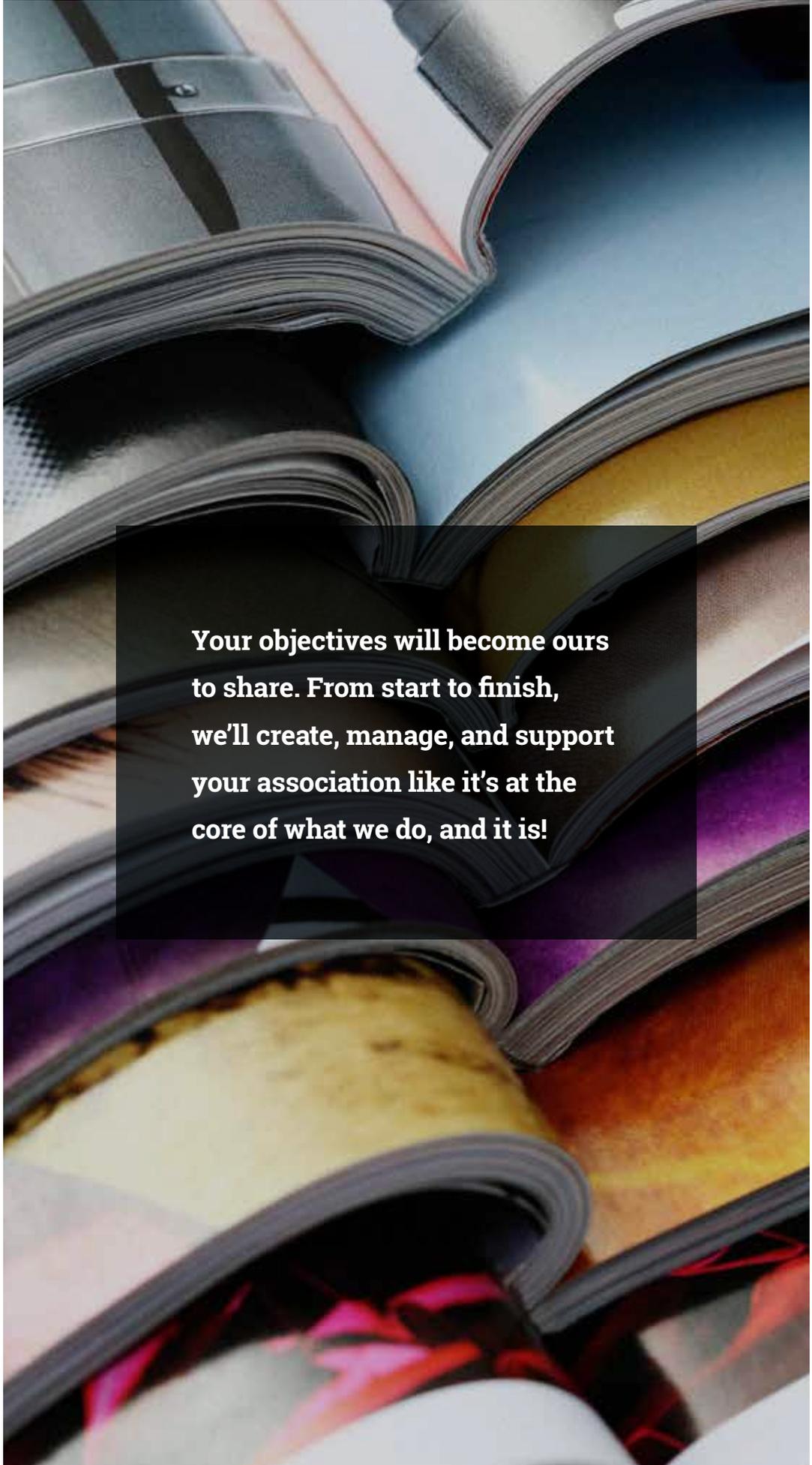
When it comes to made-to-order marketing, our MAP technology can support even the largest associations in producing custom marketing materials that are brand-consistent. With just a few clicks from a secure, browser-based portal, this web-to-print solution also offers digital asset management, resource allocation, budget control, inventory monitoring, and an approval process to ensure quality assurance.

PRINTING

At YGS, print is anything but old-school. With more than six decades of experience as a full-service printer, we've mastered the latest technology and machinery to optimize even the most challenging jobs. Our presses run 24/7 to offer complete printing and custom-finishing solutions, from full-color magazines with specialty coatings to event signage, and everything in between. And with our MAP technology, even short—yet customized—print runs are a breeze.

MAILING & FULFILLMENT

Your deliverables have places to be, and our distribution network ensures they get there, no matter their format or size. From managing recipient lists and customizing pieces with variable data to polybagging several printed items and kitting hard goods for shipment, we prep, pack, and post it all. We can even take care of inventory management and store items in our warehouse.



Your objectives will become ours to share. From start to finish, we'll create, manage, and support your association like it's at the core of what we do, and it is!



the **YGS** group[®]

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