

From: Snabb, Sandra

Sent: 9/22/2016 8:04:37 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86751763 - IMAGINE WHAT'S NEXT - 3T15672434 - Request for Reconsideration Denied - Return to TTAB - Message 2 of 5

Attachment Information:

Count: 16

Files: alt3.jpg, ges1-1.jpg, ges1-2.jpg, ges1-3.jpg, ges1-4.jpg, ges2-1.jpg, ges2-2.jpg, ges2-3.jpg, ges2-4.jpg, ges3-1.jpg, ges3-2.jpg, ges3-3.jpg, ges4-1.jpg, ges4-2.jpg, ges4-3.jpg, soest1-1.jpg



Digital Marketing

Our data-driven digital marketing and SEO strategies and techniques boost website traffic, drive new leads, raise brand visibility – and provide the highest return on your digital investment.



SEO & SEM

The goal of a website isn't just to look great. It must continuously attract – and convert – the right kind of visitors. We can help.

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Marketing Automation

We can help you make the most of your investment in marketing automation systems like HubSpot, Pardot and Marketo.

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Conversion Optimization

Our conversion optimization toolset relies on a unique mix of data and expertise to help you convert website visitors into leads – and customers.

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Paid Media Display

From retargeting/remarketing to B2B display advertising, we know how to get your message in front of the right visitors.

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Getting Trade Shows Right for 80 Years

Watching an exhibition come together is like seeing magic unfold before your eyes. We help exhibition organizers in the United States, Canada, Europe and the United Arab Emirates create magic more than 2,000 times every year. We are proud to produce many of the world's most recognized exhibitions, conventions, and congresses throughout the world.

We offer all the services you need in-house, including event accommodations, marketing and AV, so from concept to completion, your experience is simple, cohesive, on time, and on budget.

Audio Visual Services

Measurement

Install & Dismantle

Strategy and Marketing

Agency Services

A trade show should be a positive experience for your attendees, exhibitors, and you, too. We work hard to bring you new technology to simplify the process and new ideas to deliver better value to your exhibitors. But even more than that, we bring you a team of professionals who are at your service, helping you anywhere, anytime, and in any way you need it.



Our Trade Show Work





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CONEXPO



IMTS

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It's All in the Details

We Assure Seamless Logistics Execution Worldwide

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Any Event. Anywhere.

We have a long history of producing the most complex logistical projects, and we're proud that we regularly receive the highest satisfaction scores for our ability to get it right the first time, every time. We manage all of the logistical details from electrical, rigging, carpet, install, dismantle, shipping, storing and anything in between – all with a single point of contact, assuring seamless logistics execution worldwide and greater client success.



Measurement

Client Services

Agency Event Services



Global Service Delivery Network

We manage the global logistics programs for many of our clients across a broad spectrum of industries and exhibition venues. In fact, we do more work in more countries and in a greater variety of venues than any other company in the industry. One major advantage is our extensive network of warehouses located across North America, Europe and the Middle East which can easily be utilized when developing matrix shipping strategies and plans.



We do event execution in more countries and in a greater variety of venues than any other company in the trade show, exhibits, and event industry.

Optimal Program Management



We have over 3,000 passionate team members around the world working together to make your program work. Whether your event or exhibit is big or small or you're expecting 90 or 90,000 attendees, your single point of contact taps into our vast network of knowledge and expertise to make the best recommendations for you. We are also knowledgeable about local customs, practices and show requirements, helping you avoid the pitfalls that can arise from exhibiting in non-US locales.

Installation and Dismantle Services





GES eliminates the worry of setting up and taking down your show. Our highly-regarded, highly-qualified labor team, **ExpoServicesSM**, provides consistent service levels regardless of location. Your local team draws on the support and expertise of our national team of over 35 field managers, supervisors and coordinators, assuring you of exceptional service every step of the way. You also benefit from the experience of our full-time team of labor relations experts who negotiate the best contracts and labor agreements nationwide.

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Events	Exhibitions	Services
Company		
Careers	Who we are	Global Offices
Blog		
Tools		
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Creativity

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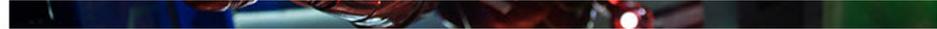
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Good Creative Starts with The Right Talent



Client Services

Agency Event Services



We're very proud that some of the world's most creative companies trust us to represent their brands. We regard it as endorsement not just of our creative ability, but of our ability to work in partnerships. The best creative ideas are collaborative. We work closely with you to create authentic, immersive environments that connect with your audience personally, emotionally and viscerally. And we bring some highly talented people in to work with you.

It's Time to Re-Think The Attendee Experience



A well-designed event is about first impressions, memorable experiences, and evoking a positive, long-lasting association for your guests. And the way we go about it is to work backwards. We start at the end, determining how you want your attendees to feel when the event is over. Then we craft an immersive, fully-integrated experience that will take them there. Events, brand activations, exhibitions, exhibits and installations -- the approach is the same.

We believe the most effective experience is an entertaining journey of discovery. We create the road map. We design the floor plan. And we design and build the structures, graphics and other elements that will bring the journey to life vividly and memorably.

Creativity That Sets Us Apart

Multimedia

Audio Visual

Product Development



The key to any successful event is creating an emotional connection, setting the perfect tone and conveying your message in a compelling and unforgettable manner. Our in-house multimedia team works closely with you to fully understand your objectives, crafts just the right message, and chooses just the right technology to create an interactive environment that both educates and entertains your attendees. We work in a variety of disciplines from 3D animation to motion graphics to music composition, as well as with exciting innovations like 3D printing, projection mapping, or the fully immersive virtual reality Oculus Rift, creating one-of-a-kind experiences that set trends, win awards, and—most important of all—get people excited about your brand.

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Careers	Who we are	Global Offices	Exhibition Customer Service (800) 475-2098
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- Audio Visual
- Strategy & Marketing**
- Logistics
- Technology
- Creative Services
- Measurement
- Client Services
- Agency Event Services

Plan the Work and Work the Plan

We know our clients need to demonstrate a return for every dollar invested. GES MarketWorks™ is your marketing partner to find new ways to grow your event, increase attendance and deliver results. Whether you prefer we work as an extension of your in-house marketing department or you want us to create the marketing for you, we work with you every step of the way to identify your goals and create a plan to achieve them.



We'll partner with you to set measurable objectives, and then create unique, compelling, integrated campaigns that begin working long before the event and continue to work long after, attracting attendees and exhibitors, and advancing relationships.

We deliver on your goals

There's a lot that goes into creating a successful event. And a lot of it starts long before the show opens.

We work closely with you to develop clear, relevant and differentiating goals, following up with a tangible, strategic roadmap that outlines the steps necessary to achieve them.

Your MarketWorks team draws on the talent and expertise of marketing experts from a wide range of disciplines to create whatever your program requires, whether it's a graphic look and feel that effectively integrates your event into an existing marketing campaign or a total reinvention of your brand.



Expertise

Expertise in strategy, analytics, creative, marketing, branding and interactive technology.



Technology

Innovative technology for everything from strategic measurement to on-site attendee engagement.



Strategy

Insights through research and surveys, allowing you to identify opportunities and measure performance.



Creativity

Creative solutions that go beyond structures. We combine designs with integrated marketing campaigns and innovative architecture to create cohesive and unforgettable experiences.

From the GES Blog

Effective Experiential Marketing: 8 Questions to Ask Before Getting There

By [David Saef](#) | Category: [Marketing](#) | [February 27, 2015](#)

Building an effective experiential event for your target audience is a massive undertaking, but laying the groundwork for it can be done by reviewing these 8 questions with your team beforehand.

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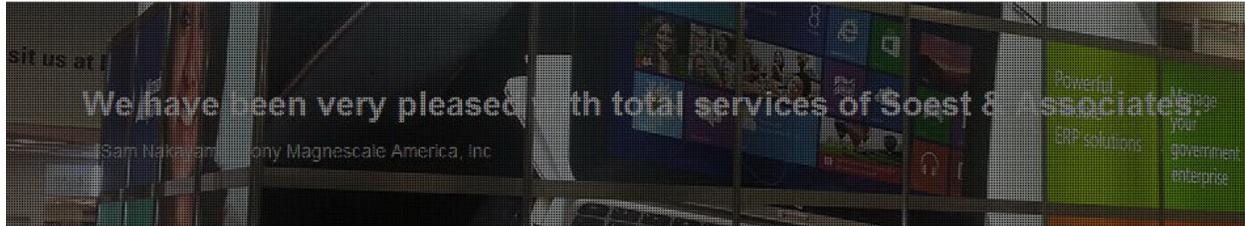
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Event Management

Soest & Associates provides a wide array of Event Management Services to assist you with your marketing goals, including:

- Tradeshow Budgeting
- Evaluation/Selection of Events and/or Sites
- Creating Your Own Tradeshows, Press Conference, or Special Events
- Creating Your Own "Partner Pavilion" within an Existing Tradeshow
- Show Services Contractor
- Internet, Telecommunications and Audio/Visual Needs
- Travel Arrangements and Housing
- Marketing and Public Relations
- Graphic Design/Production of Signage, Print Materials and Collateral

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