

**FOR IMMEDIATE RELEASE**

## **Association Media Partners Launches Comprehensive Marketplace Directory for Colorado Associations**

*—New Digital Directory Created to Help Colorado Associations  
Discover Quality Vendors and Suppliers —*

**DENVER, Colo., [Date]** — [Association Media Partners \(AMP\)](#), an innovative professional services firm focused on integrated media solutions, today announced that it has launched a new, comprehensive digital directory for Colorado association executives. Sponsored by the [Colorado Society of Association Executives](#), The [Colorado Association Marketplace Directory](#) launches with more than 2,600 Colorado vendor and supplier listings.

“The Colorado Association Marketplace Directory delivers an outstanding user experience with innovative search functionality and targeted search results,” said [Betsy Kominsky](#), partner at Association Media Partners. “By providing association executives with a one-stop shop to compare and decide on vendors, the directory enables better decision-making about the products and services they need to run their association.”

### **Key Features of the Directory Include:**

- Open for all associations & non-profit executives to use
- Includes vendor companies specifically targeting Colorado associations, across 144 categories
- Listing searches can be customized geographically - easy to isolate potential suppliers in Colorado - or expand to a National search
- Comprehensive: more than 2,600 listings by vendors and venues located within Colorado, and more than 35,000 vendor listings nationwide
- Engaging, responsive design and navigation tools that make the directory easy to use across mobile, tablet or PC
- Content and social media feeds for premium listing companies, so that users have a one stop shop for information of value
- Faceted search features, so users can find exactly what they are looking for quickly and easily
- Lead generation and Submit RFP features

In addition, the directory has been optimized for search engine performance, which will improve results for companies listed in the directory. To ensure the directory information is kept up-to-date and accurate, the upgraded infrastructure allows listed companies to update their records on an ongoing basis. With an analytics package included with enhanced directory listings, participating vendors can easily track the effectiveness of their listings and make real-time adjustments as needed.

Three tiers of listings are available for participating organizations: basic, enhanced, and premium listings. The company name, website and contact information are provided with the basic listing. The enhanced listing offers vendors the ability to engage with content feeds, higher ranking in search, category listing priority and the opportunity to provide a logo and more information about the service or product. The premium listing includes all the benefits of the enhanced, plus lead generation features that include calls to action for RFP requests, and asset downloads.

[Joan Tezak](#), Executive Director of CSAE said, “Today, the association community has come to expect a certain level of interactivity and sophistication when searching for products and services online. The Colorado Association Marketplace Directory delivers”.

To view the directory, or to find out how to get listed, go to [www.assocmarketplace.com](http://www.assocmarketplace.com).

**About Association Media Partners**

Association Media Partners (AMP) serves leading associations and non-profits in the race for relevancy, revenue and membership growth. A team of strategic media specialists with offices in Denver, Colorado, AMP’s staff is devoted to making associations succeed by providing cutting edge sales and media management solutions, online digital strategies and print and distribution savings. Founded in 2012, AMP serves associations, non-profit organizations, publishers and universities. For more information, visit [www.associationmediapartners.com](http://www.associationmediapartners.com).

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