

FOR IMMEDIATE RELEASE

Sensory Marketing Association Introduces New Opportunities for Industry Growth

Marketers from around the globe gather at Experience Marketing Association's Annual Conference.

FORT LAUDERDALE, FL, MAY 5, 2018 - Members of the Experience Marketing Association, a consortium of professionals providing a variety of sensory marketing services, held their annual conference in Fort Lauderdale, Florida May 3-5. Hosted at the B Ocean Resort, the 2018 EMA conference, titled "Experience the Possibilities" introduced a variety of innovations in sensory marketing from a diverse group of companies from around the globe. Ocean breezes, sun and sand provided the perfect backdrop for a conference focused on creating a positive customer experience.

Presenters at the Experience Marketing Association (EMA) Conference shared ideas for existing marketing providers to integrate new products into their service offerings, creating what many industry insiders refer to as the "Total Customer Experience". Companies from Australia, the United Kingdom, Columbia and Canada as well as many throughout the United States, discussed the trend towards creating a sensory experience that has proven to be extremely effective in marketing to virtually every consumer group.

While the use of sensory marketing can be traced back to the earliest radio commercials, the concept of integrating sound, sight and scent is comparatively new. EMA members provide on-hold messaging, overhead business music, scent marketing, digital signage, and other marketing solutions. The organization believes that supporting networking between these diverse professionals will foster new opportunities for both individual and industry-wide growth.

"We're excited at the way so many companies are using new approaches that broaden their appeal. It's a natural progression, really, and it's one that's already influencing growth with our members, and success for their clients." says David Green, Chairman of EMA. "Melding sound, sight and scent in marketing creates a captivating experience for customers. EMA members represent the very best in marketing and we're proud to bring them together. Our members, innovate, share, and care!"

About EMA – The Experience Marketing Association (EMA) is a consortium of professionals providing audio, video, and sensory marketing services that engage customers. EMA promotes best practice standards in customer experience marketing, empowering its members to deliver excellence across the full spectrum of sound, sight and scent solutions.

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If you would like more information about this topic, please call David Green at 610-404-4644 or email info@expma.org, and visit <https://www.ExperienceMarketingAssociation.org>.