

RFI Response for Design Services

4.24.26

Agency Overview

District Marketing Group is a marketing and design firm with headquarters in Arlington, Virginia. We are a small, women-owned agency focused on customer relationships and service while producing successful cross-channel marketing campaigns for trade and professional associations.

Our clients stay with us for the long term because we prioritize responsiveness, strategic thinking, and creativity in everything we do. We focus on clients in the DC area to enable in-person collaboration and provide hands-on, high-quality service.

We are known for being honest, detail-oriented and creative to the max.

District employs an incredibly talented and innovative team of designers. Our creative capabilities include:

- Creative development and collateral design, including campaign concepts and moodboards, marketing collateral for all channels, onsite signage and materials.
- Brand management and design, including brand positioning and consistency, style guides and brand guidelines, logo development and brand assets and templates for internal use.

- Cross-channel design and asset development, including email templates and responsive email design, print and search engine and social media marketing ads, website design and graphics, organic social graphics, multiplier/partner toolkits and more.
- Print and presentation materials including reports, sales sheets and fliers, infographics, PowerPoint and presentation decks.
- Content development and copywriting for all assets.
- Video production for everything from snippet reels for social media to full-length campaign videos featuring animation, b-roll, etc.

All items within the defined CHRO Association Scope of Services (section 3) are within our internal scope and will not be outsourced. We do have a video production partner, who works as a member of our team.

We excel at project management—delivering projects and collateral on time and on budget.

District Team Stats

100+

Years of combined
creative team
experience

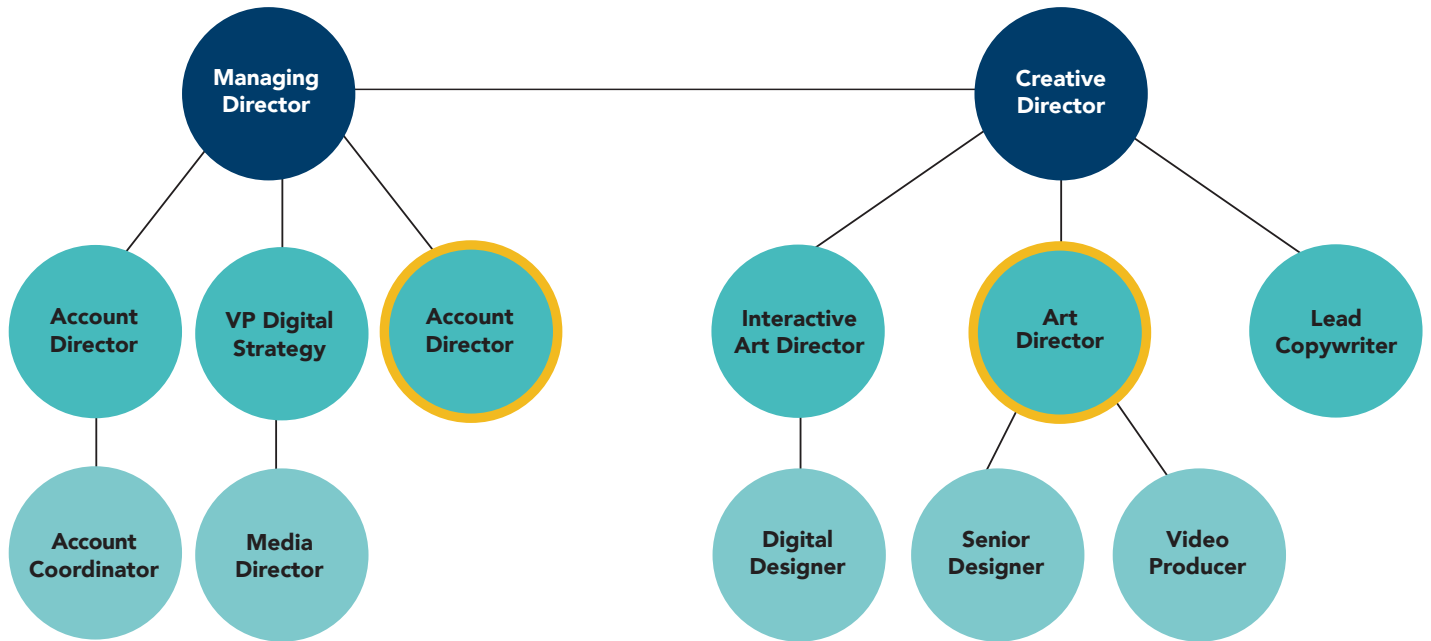
75+

Years of association
management

20+

Vertical markets/
industries represented
by clients

Agency Structure

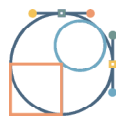


 Denotes dedicated CHRO Association team member

What We Do Best



Produce award-winning creative campaigns



Create brand identity and positioning



Promote special events and programs



Boost exhibitor engagement and sales



Increase industry awareness



Gather market research and conduct analysis



Increase attendance at trade shows and events



Develop multi-channel marketing plans



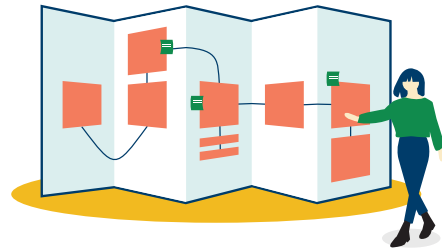
Facilitate meetings, event debriefs, brainstorming and focus groups

Our Creative Process



DISCOVERY MEETING

Our account team meets with the client to establish goals and priorities for the campaign creative.



CREATIVE BRIEF

The District team outlines the strategic, creative and tactical approach to achieving client goals and priorities in brief format for client review.



THEMELINE DEVELOPMENT

The District team brainstorms and presents various themelines that capture the experience, value and brand of the event.



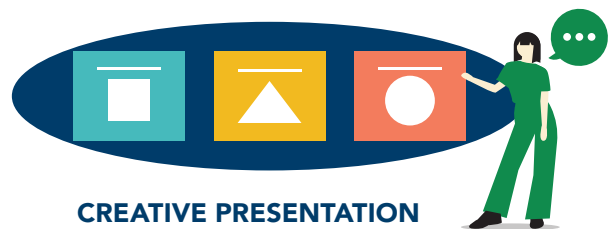
INTERNAL REVIEW & FINALIZATION

The District team discusses concepts in development and selects designs to be refined and presented to the client.



CREATIVE CONCEPTING

The creative team uses the approved themeline to inform development of multiple concepts for initial presentation, exploring different treatments, image styles, fonts and color palette options.



CREATIVE PRESENTATION

District presents creative concepts via moodboards, which showcase how each concept could play out across multiple marketing channels. We synthesize client feedback to finalize one "winning" concept.



CAMPAIGN LAUNCH

Once the client signs off on the final concept, our creative team prepares the final files and a style guide that everyone will use for the duration of the campaign. Implementation begins!

District Marketing Group Team & Account Structure

We have a full creative team and would assign an account lead and dedicated designer to your account with the ability to scale up to the full team as needed.

Key Personnel

Kim Midgette, Account Director

Kim is an experienced and enthusiastic Account Director with 20 years of success leading events and marketing programs. From supporting commercial construction at AWCI to making B2B marketing magic at MarketingProfs, her background spans multiple industries. Thriving on collaboration and a keen eye for detail, she ensures every project is both efficiently managed and impactful.

Elizabeth Ellen, Creative Director

Elizabeth and the full District creative team will be central to all design and collateral development for CHRO Association. Elizabeth co-founded District after working at our predecessor, Fixation Marketing, for nearly 20 years as a senior designer and then creative director. There is nothing she and her team can't design, modernize, and make more compelling—with successful execution and performance in mind.

Christy Kingsbury, Art Director

With over 15 years in the graphic design world, Christy has shaped creative across projects big and small. Her experience spans National Geographic and AARP along with nearly ten years with the District Marketing team. Grounded in communications and journalism, she brings a storytelling mindset to her work—ensuring every design is as meaningful as it is eye-catching.

We have backup coverage on the account and creative teams and have internal processes and meetings to ensure that our full team is up to speed on client campaigns and projects. We plan well ahead for vacations and time off and will add additional team members for peak volume windows throughout the year. We keep our clients informed on all staffing coverage, while maintaining single points of contact for clarity and efficiency.

Per our core capabilities and section 3 of the Request for Information document, we can cover the full scope of services as defined with our internal resources and general and specialist team members. In addition to our team, we have access to specialists in video production, digital strategy, SEO/AEO and web development. Our primary subcontractors are located in Washington State (video production) and New Jersey/New York (digital strategy and SEO/AEO). All subcontractors are managed and billed as part of the District staff so that things are seamless for the client.



Relevant Experience

District Marketing Group has decades of experience delivering creative concepts and assets that drive engagement and results. The following cases studies showcase our creative execution across client campaigns—from concepting to on site.

Case Study: PACK EXPO Las Vegas 2025



Client Overview

PACK EXPO Las Vegas is produced by The Association for Packaging and Processing Technologies (PMMI) and is held every other year in Las Vegas, alternating with PACK EXPO International in Chicago. The goal for 2025 was to increase overall registration despite travel and industry instability.

PMMI partnered with our team to develop and execute a comprehensive, multi-channel marketing campaign designed to grow attendance, expand end-user reach, and elevate engagement across several key vertical segments. Brand positioning and stewardship and the roll out of extensive collateral was key to a successful outcome.

Strategy & Approach

Over seven months, we delivered a fully integrated campaign across direct mail, email, paid digital, traditional media, video, website/SEO, and on-site communications—with all the assets and deliverables required to support these channels and drive results. This is an all-hands, quick-turn, and extensive campaign which showcases the District team’s creative acumen and attention to details, time-sensitive action and budgets.

Deliverables

- Direct mail campaign of four stand-out pieces including postcards, brochure and event overview poster
- Email marketing campaign including extensive modular template and 34 unique emails
- Video campaign including copywriting, design and production of two short and two long event promo videos
- Digital and publication media campaigns with numerous ad sets, vertical and targeted microcampaigns, cross-platform placements and millions of impressions
- Exhibit sales materials including email graphics, website content and design, video production and large, multi-component Sales Kit mailer

Objectives

- Drive an 8% increase in total attendance
- Increase end-user attendance
- Focus on list growth and new prospects

Event Results

- Total Attendance: 30,295
- End-User Attendance: 16,704 (56.8%)
- Depth per Company: 1.92 attendees/company
- Increases to key verticals and job titles
- More than 15,000 registrations from top campaign drivers—emarketing and digital

TIMELINE

Marketing Plan Final/Presented	Initial Assets Finalized*	Website Design and Content	Email, Digital Launch	DM1 & Video 1 Drop	Boost Campaign	Deadline Push	Show Dates	Post-Show Wrap Up
December 2024	February 2025	March 2025	Mid-March	Late March	July	August	September	November

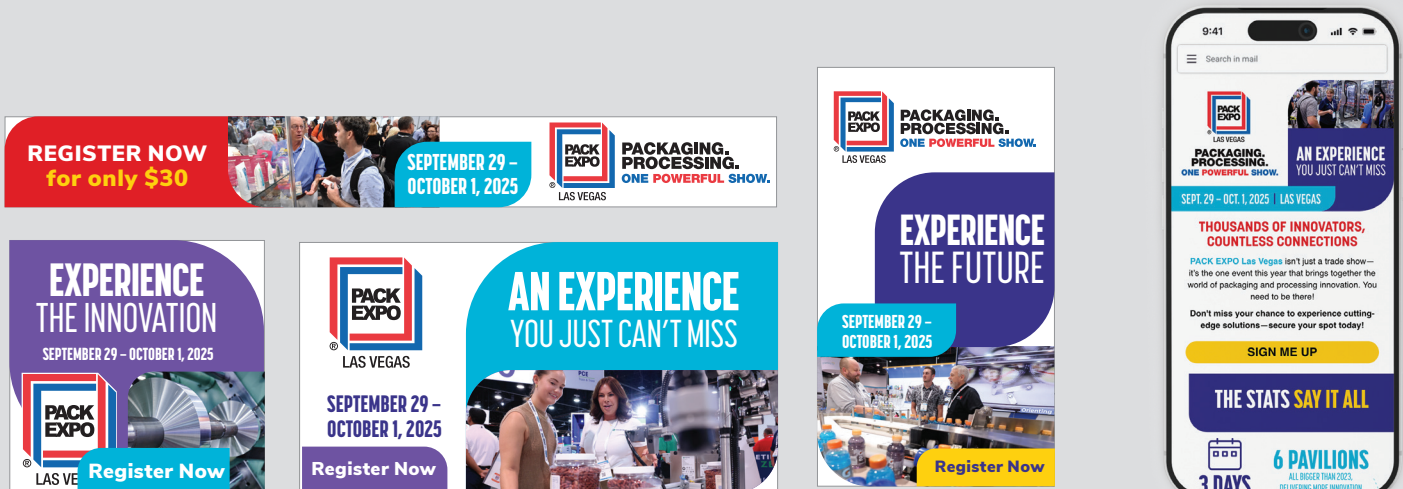
**PMMI finalizes creative well in advance of each show for exhibitor marketing use. 2025 creative finalized in 2023.*



Exhibitor Materials



Printed Direct Mail Pieces
& Print Ad



Digital Ads

Email

APARTMENTALIZE

Powered by NAA

Client Overview

Apartmentalize is the National Apartment Association’s flagship event—a five-day conference and vibrant expo. Based on one of our creative concepts, we worked with NAA to rebrand the event from the NAA Educational Conference and Exposition to Apartmentalize—a name that originated as one of our own creative concepts. This gave us more flexibility for fun, creative concepting and collateral for the event’s energetic and engaged audience. The 2025 event sought year-over-year growth while navigating a high volume of first-time attendees and market shifts.

Scope

District Marketing Group has worked with NAA since 2015 as the marketing agency to promote attendance and exhibit sales at Apartmentalize. The show has experienced significant growth over the ten years of our partnership with a few challenges with post-pandemic shifts. Our long-standing partnership with NAA and knowledge of the event audience allows us to develop exciting, fresh campaigns that resonate and infuse every aspect of the event. We work with NAA from creative concepting through onsite execution of signage and video, with assets for all channel marketing in between, including:

- Creative concepting, development and style guides
- Email templates and full email campaign copywriting, custom layouts and broadcasting
- General graphic design to include print ads, toolkits, templates and decks, organic social graphics and print materials.
- Onsite assets including mobile app design, event invitations, street pole banners, stickers and more
- Promotional videos and onsite video advertising
- Ad production for full digital and publication advertising campaign
- Onsite digital signage design and production

Objectives

- 3-5% increase in full paid attendees and exhibitors
- \$5.5M+ in registration revenue
- Higher first-timer retention
- Large group participation

Strategy & Approach

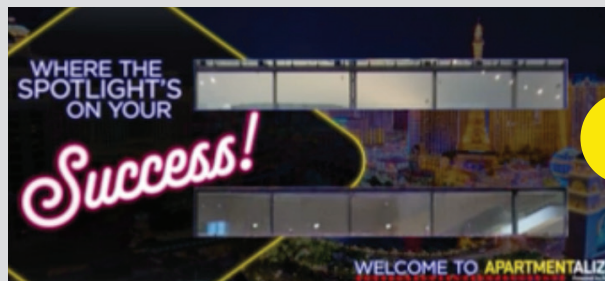
The eight-month, multi-phase campaign delivered strong YOY growth through smarter targeting, optimized spend and expanded creative engagement. A comprehensive mix of email, paid digital, organic social, print advertising, direct mail and more was utilized. Timing and targeting for tactics were informed by extensive knowledge of past registration performance, combined with the ability to pivot throughout the campaign based on current numbers.

Results

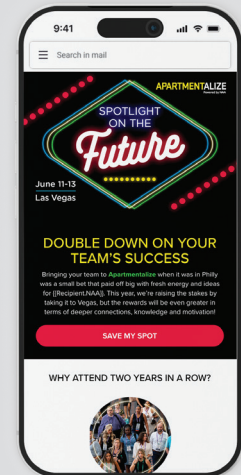
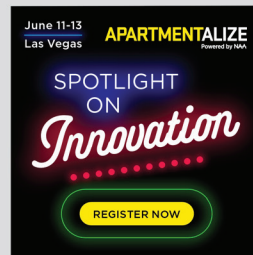
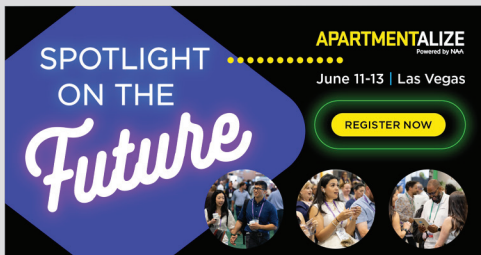
- 4% increase in full paid attendees (4,782)
- 11,536 total attendees
- \$5.67M registration revenue
- 2,339 registration conversions from paid digital media campaign

TIMELINE

Campaign Creative	Marketing Plan Final/Presented	Cross-Channel Launch	Cross-Channel Campaign	Deadline Push	Show Dates	Post-Show Wrap Up
August 2024	September 2024	October 2024	Oct. 2024 - June 2025	March 2025	June 2025	August 2025

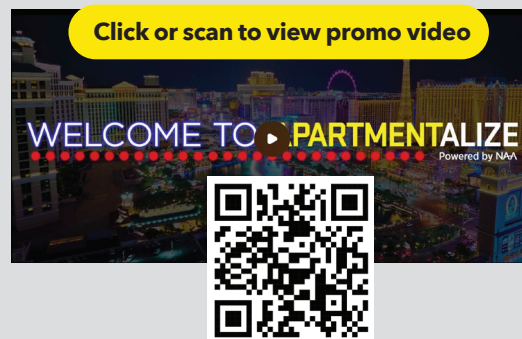


Click to view show promo onsite signage



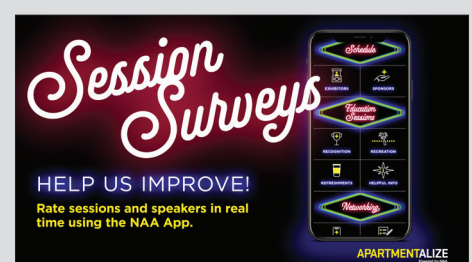
Digital Ads

Email



Postcard with Peel Off Laptop Stickers

Pull Up Banner



Walk In & Speaker Slides

Case Study: Cross-Client Creative Concepting

Client Overview

District Marketing Group has worked with the American Society of Health-System Pharmacists (ASHP) for eight years overseeing creative concepting, design and copywriting for two flagship events, the organization's certification programs, professional certificates, and an extensive suite of other professional development and publications. Per the previous case study, we also work with the National Apartment Association on creative and attendee campaign collateral and execution for their executive-level event, Cultivate.

ASHP Midyear Clinical Meeting

ASHP's annual flagship event draws 20,000+ clinical pharmacy professionals and students from around the globe.

The event rotates cities and each year's creative must deliver a location-inspired concept that appeals to a variety of attendees and roles. A campaign hallmark is the event brochure which includes comprehensive session information with an eye-catching print treatment inspired by the creative.

Scope

The moodboards below show concept origination and evolution across events. This illustrates District's work developing creative that carries through full campaigns to engage, inform and convert high-level executives and also showcase location-based campaigns.



NAA Cultivate

- An intimate, two-day event that brings together senior-level leaders in rental housing for strategic, executive-to-executive conversations that deliver actionable ideas for leading their enterprise.
- The event rotates cities each year, so the creative must reflect the host destination while appealing to an executive audience.

ASHP Leaders Conference

- A premier annual event for pharmacy leaders to gather and collaborate on the future of the profession.
- ASHP came to the District team with the challenge of developing a creative that would help to elevate previous designs, give a subtle nod to the Chicago location and match the level of the attendee audience.



Creative & Production Capabilities

The District team leverages a robust and versatile creative toolkit to deliver high-quality, on-brand assets across every stage of development.

Software and Systems

We work seamlessly across industry-standard platforms—including Adobe Creative Cloud applications such as InDesign, Illustrator, Photoshop, Express alongside Figma, PowerPoint, Google Slides, and Canva—allowing us to collaborate efficiently and tailor outputs to client preferences and workflows. All deliverables are prepared in a wide range of professional file formats as requested, including native design files (AI, INDD, PSD), presentation formats (PPTX), and final outputs such as high-resolution PDFs and MP4 video, ensuring flexibility and ease of use across channels.

Standards and Quality Control

We follow accessibility standards across all deliverables, adhering to best practices for color contrast, typography, and overall readability, and make sure our emails are run through a rigorous testing program before deployment. We make sure to review all digital ad previews prior to launch and ensure all print materials are production-ready, with meticulous attention to technical specifications including bleeds, trim, and color profiles. We also coordinate closely with print vendors to guarantee a smooth transition from design to final output, maintaining quality and consistency throughout the production process.

Workflow & Project Management

District relies on very structured workflow and project management processes to make sure things are well-documented, well-communicated and on time. In addition to a dedicated design resource, you will have a single point of contact for account and project management. With a mix of “quick turn” items, standard schedule deliverables and campaign-duration projects, we promise a project management process that allows for efficiency, timely delivery and quality deliverables.

1 Project intake and prioritization: We will use a project management tool or system to onboard all projects and tasks. Your assigned PM will establish clear pathways for onboarding and project intake, with shared, trackable timelines for scheduled projects, rush jobs and prioritization.

2 Team communication: Our standard process is to have check-in calls/Zoom meetings for status updates and to track ongoing project work and next steps. All other communication will be via email and Asana or Teamwork, or an agreed upon project management tool.

3 Revisions and deliverables: We generally manage edits via Adobe Acrobat for the best compilation and clarification of client revisions but are flexible to your preferred process. We do not charge or push back on rounds of revisions needed to get a project successfully to completion. We typically anticipate 2-3 rounds of revisions after initial review and agreement on content and visual approach.

4 Brand governance and template management: We will develop clear, accessible brand guidelines to help direct and implement visuals, voice, and messaging standards across all channels. If guidelines are already in place, we will ensure that all concepts and collateral work within the existing rules and framework.

To enable efficient, on-brand execution, we provide a library of pre-approved, easy-to-use templates for key communications (e.g., email, events, social, and presentations). These templates include built-in guardrails to maintain brand integrity while allowing customization for specific needs.

Our Approach to Project Management



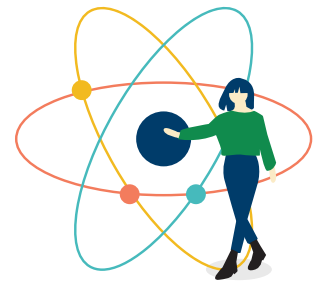
BEST IN SERVICE

You have one point of contact yet access to all of our experts.



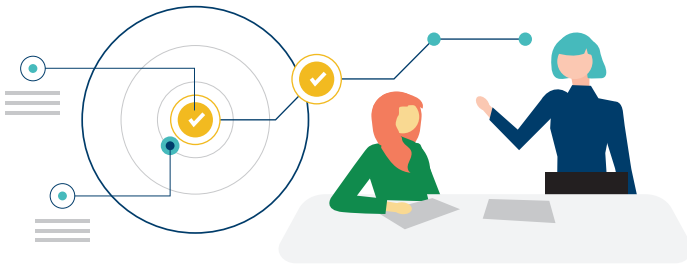
IMMERSIVE APPROACH

We dig deep on planning and strategy development for a strong campaign foundation.



THE RIGHT MIX

Your campaign will have the right cross-channel approach to hit your goals.



A BEST-PRACTICES PROCESS

We follow rigorous workflows to ensure quality deliverables, on time and on budget.



TEAM MENTALITY

We work as an extension of your in-house team.

Pricing & Commercial Terms

Recommended Pricing Models

We will always work within your budget and billing preferences. Typically, we would streamline the process by setting a monthly budget cap for miscellaneous quick-turn tasks (with variable scale based on usage), and estimate separate line items for larger projects.

Accrued Hours/Monthly Fees – For ongoing line items like email and web graphics, miscellaneous design and ad production, we generally bill monthly based on accrued hours at a blended hourly rate.

Project Based – We will estimate all projects such as creative concepting, slide templates, reports, programs and infographics so that we isolate and track to budget.

Hard Costs – Any printing, image purchases, database work or mail fulfillment costs will be in addition to estimated design and project management costs. We will get estimates and approvals for all applicable hard costs.

Pricing estimate for project samples defined in Appendix A	Estimated Costs
Event theme concept + key art + toolkit (social tiles, email header, signage set)	\$24,000
Slide template + 10-15 slide “polish” on executive presentation	\$1,300
Monthly social package (6-16 LinkedIn posts + 2 motion assets)	\$2,500 - \$4,900 depending on # of posts
One-pager/report layout (4-12 pages)	\$1,000 - \$5,600 (depending on page count)

In addition to the package pricing samples above, below we included provide project-specific estimates based on the services outlined in Section 3. All items are estimated based on assumed specs. If we work together, we will develop a topline budget and individual project estimates, and a map for monthly cap options.

Creative/Design Projects	Deliverables	Estimated Costs
Miscellaneous Graphic Design	Dedicated design resources/graphic design work based on an estimated 10 hours per week for the full 12-month engagement.	\$62,400
Event Theme Development & Creative Concepting	Includes development of 3-5 themes and 3 distinct moodboards with agreed upon campaign elements such as onsite signage, direct mail, programs and slide deck templates.	\$18,000
Content Design & Publications	Copywriting, design and project and production management as needed for reports, one-pagers, infographics and templates as needed.	Range depending on specs; estimate typically \$700 per page of unique/content.
Ad Creative and Production	Ad design and production for publication and digital media and organic social media posts. Estimate sample includes ad development and sizing for SEM/SMM platform campaign-to include 4 ad sizes in 3 variations.	\$4,500
Email Template/Assets	Design, layout and responsive HTML build for campaign email template. Can also be provided as header, icons and visual library depending on ESP and functionality.	\$5,000
Video Production/Motion Graphics	Copywriting, design and project and production management as needed for motion graphics for social and event use, short-form promo and recap video that includes editing and multi-channel file delivery.	Range of \$500 - \$8,000 based on scope
Content Copywriting & Management	To bill hourly and based on an estimated 10 hours per month for full 12-month engagement.	\$15,000

DISTRICT

MARKETING GROUP

[VIEW PORTFOLIO →](#)

Quality, Risk and Compliance

District Marketing Group maintains a standard client agreement that includes comprehensive provisions addressing confidentiality, non-disclosure and data protection. We are also able to execute client-provided NDAs or Master Service Agreements, in alignment with client preferences and legal requirements.

With respect to data handling, District Marketing Group partners with a specialized third-party vendor, List Processing Specialists, for data services. In this model, data is transmitted directly to and processed by the

partner and is not, stored or maintained within District's internal systems. We are able to provide detailed documentation of these data flows, and can facilitate a separate agreement with List Processing Specialists to ensure full transparency and compliance with applicable data protection standards.

Our company maintains Commercial General Liability insurance in alignment with industry best practices, ensuring protection for our clients, partners, and operations. Documentation is available upon request.

References

Client	ASHP
Contact	Lois Witkop, Chief Marketing Officer and Vice President
Phone	301.664.8785
Email	lwitkop@ashp.org
Engagement Dates	2018 – present with ongoing contracts for various projects/depts

Client	PMMI, The Association for Packaging and Processing Technologies
Contact	Tina Warren, Director, Trade Show Marketing
Phone	571.612.3200
Email	twarren@pmmi.org
Engagement Dates	2012 – present with ongoing, year-long contracts

Client	National Apartment Association
Contact	Megan Piferi, Director of Marketing
Phone	703.797.0660
Email	mpiferi@naahq.org
Engagement Dates	2015 – present with ongoing, year-long contracts