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DIVERSE MARKETING SCORES BEST ATLANTA GIFT SHOW IN ITS HISTORY

Dallas, TX (August 23, 2016) –Diverse Marketing, a 55-year-old agency with 100 toy and gift territory managers, is excited to share it recently had its most successful gift show at AmericasMart in Atlanta in the company’s history, in terms of total volume. This is somewhat surprising given that there was a slight decrease in attendance overall. Diverse expanded its Atlanta presence with 2,000 additional square feet.

The sales agency is on a roll, representing brands like TOMY, Schylling, DM Merchandising and more who are making licensed goods with hot properties like Pokemon, (check YouTube @Diverse Marketing and watch their [Pokemon Go](#) video showing best-selling goods), Finding Dory, Marvel/DC & Trollz. Also this year, the agency has announced strategic partnerships with West Coast with sales agency Be Smart Toys, LLC and High Five for the Mid-Atlantic States. Diverse Marketing also announced Alex Hodge as its new Key Account Division Sales Manager, who is overseeing 15 sales managers from the company’s Dallas headquarters.



2016 has been a banner year so far. Its YouTube Channel also has a fun [sizzle reel video](#) recapping hot trends showcases in its Atlanta Showroom, which was recently expanded.

The company also has opened a new showroom in Las Vegas World Market Center, joining the company’s showrooms in Dallas, Atlanta, Minneapolis, Chicago and booths New York at Javits.

Las Vegas showroom grand opening left to right: Ben Killberg, VP Sales & Strategic Accounts; Wes Hardin, President; Bill St. John (West Coast Manager) & Kari VeZain (Gift Division Sales Manager).

ABOUT DIVERSE

Diverse Marketing is a 56-year-based in Dallas, TX. It has over specializes in the toy and gift industries. It has showrooms in six major cities. Diverse Marketing was started by CEO Greg Hardin’s father and President Wes Hardin’s grandfather Edward Everett Hardin IV in 1959. Ed Hardin began by selling toys in the South-West region of the United States. In the early 1980’s, Edward Everett Hardin V joined the toy industry by starting his own manufacturer’s representative company, Hild & Associates. In the late 1980’s, they joined forces and, with two other partners, became the premier toy representative agency of the Southwest region. In 1992, Greg Hardin joined the business and bought a specialty toy representative agency called Hugh McConnell & Associates and merged it with Diverse Marketing. Through the 1990’s Diverse Marketing grew in size and continued to offer great overall account coverage to the Southwest region. In 2002, Wes Hardin joined the business when the agency covered eight states. Diverse Marketing entered the gift business in 2005 by acquiring PMR/Freeman Force of Dallas, TX.

MARKETING

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100 territory managers and