

Tech Entrepreneur Campaign Update

Print, postcards and online ads



Visit Ulster County NY for Free and See for Yourself

If you are interested in relocating, starting or expanding your technology enterprise, Ulster County invites you to visit on **Saturday, September 12th**. Come see for yourself why everyone loves living and working here.

Do Business Differently

Included in the Tech Entrepreneur Red-Carpet Tour of Ulster County

- Bus pick-up and drop-off in Midtown;
- Networking opportunities with local and NYC tech entrepreneurs;
- Visit local tech businesses;
- Tour New Paltz, SUNY New Paltz, High Falls and Stone Ridge;
- Lunch at Mohonk Mountain House (ranked #2 resort/spa in US);
- Visit Kingston's charming farmer's market;
- Sunset boat cruise on Hudson River with local business leaders in tech, finance, real estate, arts and government.

To learn more and register for the Tech Entrepreneur Red-Carpet Tour of Ulster County:
www.UlsterForBusiness.com



True Innovation.
 Lower costs, quality of life, connectivity, and community means doing business differently. Why limit your life to a weekend? Do business differently in Ulster County, New York. Learn now by visiting www.UlsterForBusiness.com

Do Business Differently in Ulster County, New York.

Are you a Tech-preneur?
 Sign-up for all-expenses paid Tech-preneur Red Carpet Tour of Ulster County on September 12th. Technology business owners, presidents, entrepreneurs, and innovators in New York City are invited to register for this unique event to see for themselves why Ulster County is perfect for them. Visit: www.UlsterForBusiness.com
 (*Limited space - First registered qualified candidates given preference)

Mike Hein
 Ulster County Executive

Ulster County is only 90 miles from NYC along the Hudson and Southern Catskills. Relocate - Expand - Start-Up

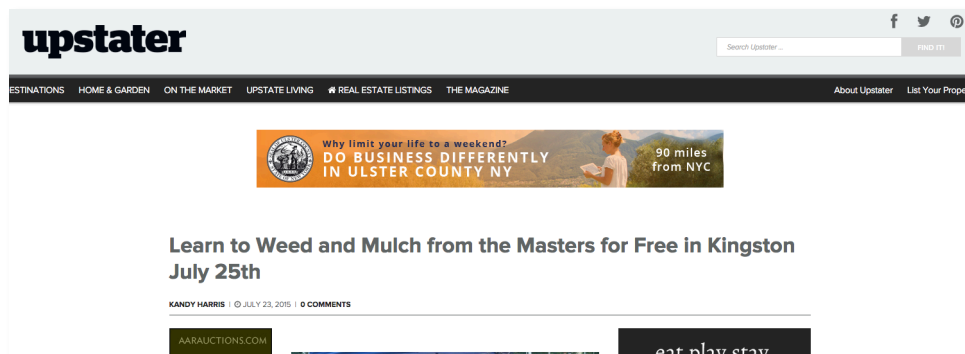
Mahasukha Spa at MENLA

2015 SUMMER AND FALL GETAWAYS
 Now you can escape the stresses of daily life for a weekend getaway to our breathtaking 325-acre Catskills forest preserve just two and half hours from New York City. R&R Getaway packages include: Deluxe accommodations, delicious healthy meals, and daily activities, which can include yoga, meditation, Tai Chi, Qigong, hiking through the mountains, swimming, tennis, and evening programs.

2015 SUMMER AND FALL GETAWAYS
 CLEANSE GETAWAYS: June 22 - 28, July 31 - August 2, September 23 - 27
 HIKING GETAWAY: June 4 - 7, July 24 - 26, September 3 - 6, October 1 - 4, October 9 - 12
 HEALING GETAWAYS: June 9 - 14, July 1 - 5, August 24 - 30, October 15 - 18, October 29 - November 1

375 Pantherkill Road, P.O. Box 70, Phoenix, NY 12464, Ph: 845-688-6887 | www.menla.org

SUMMER 2015 31



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DESTINATIONS HOME & GARDEN ON THE MARKET UPSTATE LIVING REAL ESTATE LISTINGS THE MAGAZINE

About Upstater List Your Property

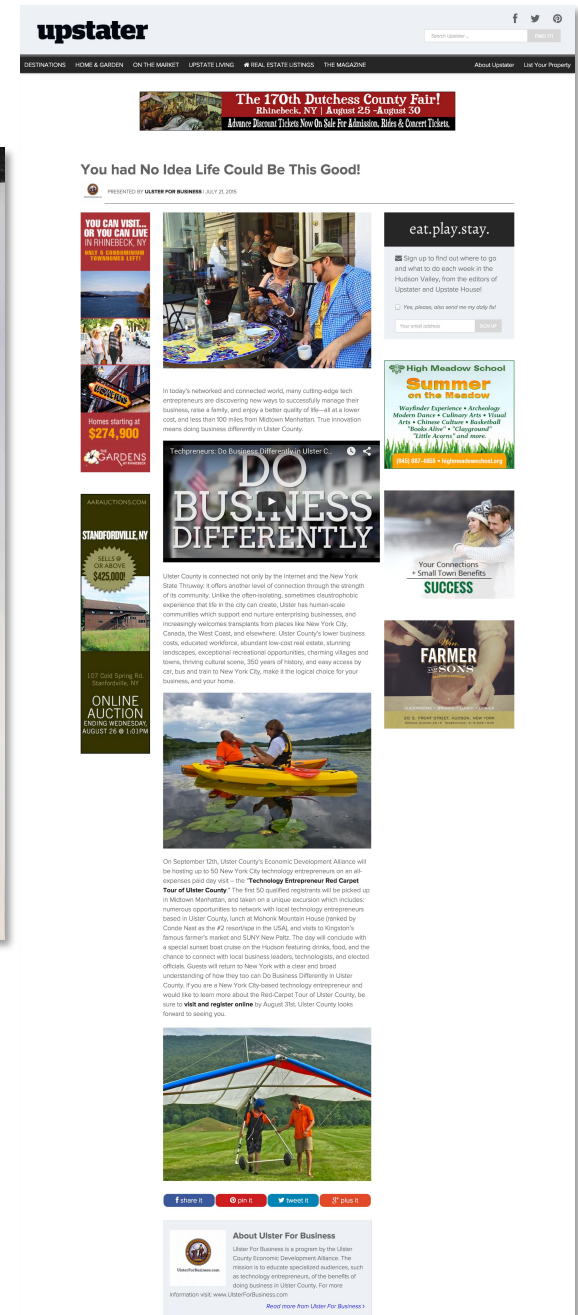
Why limit your life to a weekend? DO BUSINESS DIFFERENTLY IN ULSTER COUNTY NY 90 miles from NYC

Learn to Weed and Mulch from the Masters for Free in Kingston July 25th

KANDY HARRIS | JULY 23, 2015 | 0 COMMENTS

AARACTIONS.COM

eat play stay.



upstater

DESTINATIONS HOME & GARDEN ON THE MARKET UPSTATE LIVING REAL ESTATE LISTINGS THE MAGAZINE

About Upstater List Your Property

The 170th Dutchess County Fair!
 Rhinebeck, NY August 25 & August 30
 Advance Purchase Tickets Now On Sale For Admission, Rides & Concert Tickets.

You had No Idea Life Could Be This Good!

PRESENTED BY ULSTER FOR BUSINESS JULY 23, 2015

YOU CAN VISIT... OR YOU CAN LIVE IN RHINEBECK, NY
 A REAL ESTATE OPPORTUNITY

eat.play.stay.
 Sign up to find out where to go and what to do each week in the Hudson Valley, from the editors of Upstater and Upstate House!

High Meadow School Summer on the Meadows
 Weather Experience • Archery • Modern Dance • Culinary Arts • Visual Arts • Chinese Culture • Basketball • Yoga • Tai Chi • and more.
 800-657-9853 • www.highmeadow.org

DO BUSINESS DIFFERENTLY
 Ulster County is connected not only by the internet and the New York State Thruway, it offers another level of connection through the strength of its community. Unlike the often-isolating, sometimes dystopian experience that life in the city can create, Ulster has business scale communities which support and nurture enterprising businesses, and increasingly welcomes transplants from places like New York City, Canada, the West Coast, and elsewhere. Ulster County's lower business costs, educated workforce, abundant low-cost real estate, stunning landscapes, exceptional recreational opportunities, charming villages and towns, thriving cultural scene, 350 years of history, and easy access by car, bus and train to New York City, make it the logical choice for your business, and your home.

ONLINE AUCTION
 ENDING WEDNESDAY, AUGUST 26 at 6:00 PM

FARMER SONS
 All A. Parker and Sons products, made with 100% locally sourced ingredients.

On September 12th, Ulster County's Economic Development Alliance will be hosting up to 50 New York City technology entrepreneurs on an all-expenses paid day visit - the **Technology Entrepreneur Red Carpet Tour of Ulster County**. The first 50 qualified applicants will be picked up in Midtown Manhattan, and taken on a unique excursion which includes: numerous opportunities to network with local technology entrepreneurs based in Ulster County; lunch at Mohonk Mountain House (ranked by Condé Nast as the #2 resort/spa in the USA, and voted by Kingston's famous Farmer's Market and SUNY New Paltz. The day will conclude with a special sunset boat cruise on the Hudson featuring drinks, food, and the chance to connect with local business leaders, technologists, and elected officials. Guests will return to New York with a clear and broad understanding of how they too can Do Business Differently in Ulster County. For more on New York City-based technology entrepreneurs and would-be to learn more about the Red Carpet Tour of Ulster County, be sure to **click and register online** by August 23th. Ulster County looks forward to seeing you.

About Ulster For Business
 Ulster For Business is a program by the Ulster County Economic Development Alliance. The mission is to educate specialized audiences, such as technology entrepreneurs, of the benefits of doing business in Ulster County. For more information visit: www.UlsterForBusiness.com
 About more from Ulster For Business >



NYTechMeetUp August 4, 2015



Social media and online



Facebook Ads:

Website Clicks -
179,210 impressions
18,558 reach
2,018 total clicks on the ad
\$0.26 cost per click
Video Views -
25,203 impressions
10,161 reach
6,128 video views
\$0.02 cost per view

LinkedIn Ads:

22,703 impressions
115 total engagements
93 clicks
\$7.63 cost per click



Website stats:
www.UlsterForBusiness.com

Web Page Views 7/15 to 8/18
2,298 pageviews
1,235 pageviews from Facebook
44 pageviews from LinkedIn

