

training tech solutions

conference & expo

Dear Exhibitor:

Thank you for choosing **Training Tech Solutions Conference & Expo** as an integral part of your 2007 marketing strategy. *Training* magazine welcomes you and invites you to maximize your success by taking advantage of key promotional opportunities.

The time is now to begin promoting your presence at **Training Tech Solutions**, as well as your company, products, service offerings, and much more! This promotion kit gives you every opportunity to do just that. Please take a few moments to read through the kit, noting the many marketing opportunities that exist for you as an exhibitor. Please pay special attention to the published deadlines, as they can serve as a guide for planning your pre-show, on-site, and post-show promotion, as well as save you time and money and enhance your overall exhibiting experience. Also, note the list of key contacts for any questions you may have. Below you will find a summary of the forms and promotional opportunities contained in this kit.

Enclosed Forms/Promotional Ideas:

Print Advertising

Contact: Sean Nodland & Gary Dworet
Phone: 703-488-2745 & 646-654-7659
Emails: sean.nodland@nielsen.com
or gary.dworet@nielsen.com

Don't miss this opportunity to be in an upcoming issue of *Training* magazine, the Buyer's Guide, and/or the on-site Show Dailies!

Sponsorship Opportunities

Contact: Sean Nodland & Gary Dworet
Phone: 703-488-2745 or 646-654-7659
Email: sean.nodland@nielsen.com
or gary.dworet@nielsen.com

To heighten your exposure and visibility, sponsor an item or event at Training Tech Solutions. As a sponsor, you will receive *exclusive* benefits and special recognition before, during, and after the show.

Official Show Website & Web Banner Advertising

Contact: Vicki Blomquist
Phone: 952-929-7194
E-mail: blom@prodigy.net

What better way for you to communicate with attendees before the show than on our official Website! Be sure to list your company & exhibit information on the Website. Stand out from your competitors by purchasing a Website banner advertisement.

Expo Passes

Contact: Vicki Blomquist
Phone: 952-929-7194
Email: blom@prodigy.net

Increase traffic to your booth by mailing free expo passes to your clients and prospects.

Pre-Show Mailing List

Contact: Vicki Blomquist
Phone: 952-929-7194
Email: blom@prodigy.net

No matter how hard you try to speak to every attendee who visits your booth, you simply won't be able to meet with everyone. Sending a pre- and post-show mailing ensures that you will reach every prospect both before & after the show.

Post-Show Mailing List

Contact: Ben Frutos
Phone: 646-654-4467
Email: ben.frutos@nielsen.com

Didn't get to meet everyone at the show? You can rent the Post-Show mailing list and get your message to them all.

Public Relations/Press Releases

Contact: Vicki Blomquist
Phone: 952-929-7194
Email: blom@prodigy.net

For information on registered press or to post a press release to the official show Website.

Wishing you maximum success,

Joyceann Cooney-Garippa
Group Publisher & Show Director – *Training* magazine
Nielsen Business Media