

**2009 Exhibitor's Bulletin – Business Continuity Show, March 17-18, 2009, Tues-Weds  
Set-up, Tues, March 17 from 10 am – 4 pm. Show opens 4 pm.**

**Set-Up** Tues, March 17 10 am – 4 pm

**Show Opens** Tues, March 17: 4–6:30 pm. Weds, March 18: 10 am–4 pm.

**Metropolitan Pavilion**, 125 West 18<sup>th</sup> Street

Between 6th & 7th Avenues, New York, NY.

**Loading Dock:** 124 West 19th Street. Do not ship early.

Alternatively ship to MAXUM warehouse.

**Read Carefully.**

**2009 Business Continuity Show  
Flagg Management Inc  
353 Lexington Ave,  
New York, NY 10016  
(212) 286-0333 Fax (212) 286-0086  
flaggmgmt@msn.com  
registration: flaggmgmt.com/bc**

**Show Set-up begins Tues, March 17, 10 am to 4 pm. Show opens Tues with reception 4 – 6:30 pm.**

**Show Hours: Tues, March 17, 4 – 6:30 pm Weds, March 18, 10 am – 4 pm.**

**1. PROMOTE YOUR FIRM AT THE SHOW. MAIL FREE VIP SHOW PASSES AND EMAIL FREE INVITATIONS.**

**2. PHONE FOR HOTEL RESERVATIONS TODAY TO:**

**Hotel Pennsylvania's PENN 5000, Penn Station at 7th Avenue and 32nd Street, 212-736-5000 ext 8460**  
(toll free at 800-223-8585). **Ask for "Flagg Management/Business Continuity"** for the period of Mon, March 16 through Thurs, March 19, room rate \$209 single/double (single bed), \$239 (two beds) plus tax.

**3. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS AND DIRECTORY ADS.**

Dear Exhibitor Colleague:

- 1. Installation and set-up begins on Tuesday from 10 am to 4 pm.** Set-up continues until 4 pm, when the show opens. You should order your electric and connectivity and phone service in advance so it will be waiting for you when you arrive on Tues. The time prior to 10 am will be taken by the service contractor who will be bringing in warehouse freight, marking the floors, and setting up carpeting, and pipe and drape in the booths.
- 2. Conference registration and the opening general session will begin at 12 noon - 4 pm, Tues, March 17 in the Metropolitan Pavilion North** on the same floor as the exhibits. All of the sessions on Tuesday and Wednesday will be in Metropolitan Pavilion. The Metropolitan Pavilion is at 125 West 18th Street, in the heart of the safe and friendly Chelsea neighborhood, convenient to local subways from Times Square and subway #4, #5, #6 at Union Square.
- 3. This is a no hassle, easy set-up show.** You are encouraged to bring exhibit material that you can set-up in 4 hours. Portable and pop-up exhibits are recommended. **YOU ARE ENCOURAGED TO BRING YOUR LITERATURE AND POP-UP BOOTHS WHEN YOU COME ON TUESDAY. DO NOT SHIP LARGE CRATES IN ADVANCE TO THE METROPOLITAN PAVILION BECAUSE THEY DO NOT HAVE FORK LIFTS FOR LARGE CRATES. YOU SHOULD SHIP YOUR LARGE EXHIBITS IN ADVANCE TO THE MAXUM WAREHOUSE, OR SHIP TO THE SHOW SITE BEGINNING ON TUES, MARCH 17 AT 8 AM.**
- 4. Hotel Accommodations.** Make hotel reservations now. See the information above.
- 5. Order electric and voice telephone service** from the Metropolitan Pavilion. If you require information about electric or voice phone service call Hayley Denholtz, 212-463-0200 x229, Email: hayley@metropolitanevents.com
- 6. Order internet and connectivity service** from Transbeam, who will be providing that service for the Business Continuity Show at the Metropolitan Pavilion. If you require information about connectivity, call Transbeam at 212-631-8100 ext. 247 and speak to Sandy Ruffin. Email: events@transbeam.com
- 7. Booth package** includes: booth carpeting, a draped 6' table – 30" high, 24' wide, two chairs, curtain back wall and side dividers (silver and black), standard I.D. sign, waste basket - everything you need in your exhibit space that is 8' deep by 10' across.
- 8. Download new email show passes posted on website.** Emails have impact. Create awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website: [www.flaggmgmt.com/bc](http://www.flaggmgmt.com/bc) and go to the menu on the left and click "Free Show Pass" and download these email invitations now.

9. **Banners and buttons.** Go to our Website: [www.flagmgmt.com/bc](http://www.flagmgmt.com/bc) and go to the menu on the left and click on "Promo Banners". Download these banners and buttons to put up on your Website to invite your customers to your booth at the show.
10. **This is a focused show for business continuity and security.** The attendees at the show and conference will be highly qualified. It is recommended that you have flexible staff hours to cover those periods when the conference will be in session, as well as when the exhibit hall will be open for breaks in the show.
11. **Dismantling** begins at 4 pm, Weds, March 18. Please advise your truckers to pick-up your freight immediately at 4 pm, after the show. You must take your exhibit and all your display material out of the hall immediately at 4 pm and no later than 5 pm.
12. **Security:** Do not leave your booth unattended at show closing. Please hand-carry out all valuables and items of shoplifter appeal between 4pm and 4:30 pm, Weds, to avoid possible damage and loss. Exhibitors are responsible for items that are shipped to the show. Avoid loss, damage, or theft, and watch your laptops, purses, briefcases, and other items of shoplifter appeal. The show breaks very quickly, so remove your goods immediately. **MAKE SURE THE LAST PERSON TO LEAVE YOUR BOOTH IS RESPONSIBLE FOR SHIPPING ALL OF YOUR EQUIPMENT AND DISPLAYS BACK TO YOUR OFFICE.**
13. **Shipping:** The Metropolitan Pavilion does not have fork lifts or storage facilities for large crates. We recommend that you hand deliver smaller computer systems, portable exhibit canisters, and other display items on Tues morning, March 17. Exhibitors can ship direct to the Metropolitan Pavilion but large crates can not be received before Tues, March 17 at 8 am when material handling will be available. You can also ship large crates in advance to the MAXUM warehouse. Use the 124 West 19th Street shipping entrance beginning Tues, March 17 at 8 am.

**Move-Out 4:00 pm – FEDEX or UPS at Show close:**

1. **Bring your FedEx air bills with you.**
2. **Make sure you have your FedEx account number.**
3. **You must phone FedEx and get a FedEx pick-up number.**
4. **If you are shipping Federal Express or UPS at the show close, you must prepare completed FedEx or UPS air bills with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material.**

Call FedEx and schedule a pick-up from the Metropolitan Pavilion, 124 West 19th Street, New York, NY 10011. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

**Move-Out 4:00 pm UPS at Show Close:** is also available for pick-up at the Metropolitan Pavilion. You must have a **UPS account number and UPS land or air bills.** Call UPS and schedule a pick-up at 800-742-5877.

14. **More information on warehouse is enclosed.** See the MAXUM Contractor information

FLAGG MANAGEMENT INC

Russell E. Flagg,  
Show Management

**2009 BUSINESS CONTINUITY SHOW**

METROPOLITAN PAVILION, 125 WEST 18th STREET

SHOW SCHEDULE AT A GLANCE

Show Hours: Tues 4 – 6:30 pm

Show Hours: Weds 10 am – 4 pm

Conference Hours: Tues 1 – 4 pm

Conference Hours: Weds 9 am – 4 pm

Move-in: Tues 10 am – 4 pm

Move-out: Weds 4 – 5 pm

## Service Contractors and Metropolitan Pavilion Contacts

### **Metropolitan Pavilion**

125 West 18th Street  
New York, NY 10011  
212-463-0200 fax: 212-463-0946  
Hayley Denholtz, Event Coord. 212-463-0200 x229 [hayley@metropolitanevents.com](mailto:hayley@metropolitanevents.com)  
David Carey, Operations Manager 212-463-0200 x227 [davidc@metropolitanevents.com](mailto:davidc@metropolitanevents.com)

**Entrance to loading dock: 124 West 19th Street, New York, NY 10011**

### **MAXUM Expo Services**

Decorating, Freight Handling, Warehousing, Labor Services, Special Furniture  
PO Box 54  
Mt. Ephraim, NJ 08059  
856-933-2081 fax: 856-933-2083  
Joseph Maxwell, VP Sales & Marketing [joemaxwell8@aol.com](mailto:joemaxwell8@aol.com)  
Pete Cusack, Project Consultant [pcusack@maxumexpo.com](mailto:pcusack@maxumexpo.com)  
Jason Pelton, Operations [jpelton@maxumexpo.com](mailto:jpelton@maxumexpo.com)

### **Transbeam**

Internet and Connectivity Services  
20 West 36th Street  
New York, NY 10018  
212-631-8100 Fax: 212-937-3730  
Sandy Ruffin ext. 247 [sruffin@transbeam.com](mailto:sruffin@transbeam.com) or [events@transbeam.com](mailto:events@transbeam.com)

### **Audio-Visual Services**

Scharff Weisberg  
Metropolitan Pavilion  
36-36 33rd Street  
Long Island City, NY 11106  
Robert Bergdall [robertb@swinyc.com](mailto:robertb@swinyc.com)  
718-610-1718 Cell: 917-559-0656

### **NMR/National MicroRentals Inc.**

Computer, Monitor, Printer, VCR, and Other A/V Rental Services  
28 Abeel Road  
Monroe Twp, NJ 08831-2036  
800-637-2496, 609-395-0550 fax: 609-395-7142 [www.nmrrents.com](http://www.nmrrents.com)  
Jim Clark, Nat'l Trade Show Mgr. [jclark@nmrrents.com](mailto:jclark@nmrrents.com)

### **Morris Brothers Signs**

Special Signs, Banners, Graphics of Any Type  
37 West 20th Street, 7th Floor  
New York, NY 10011  
212-675-9130 fax: 212-675-7708  
Peter Bellantone, Principal [peter@mbgraphics.com](mailto:peter@mbgraphics.com)

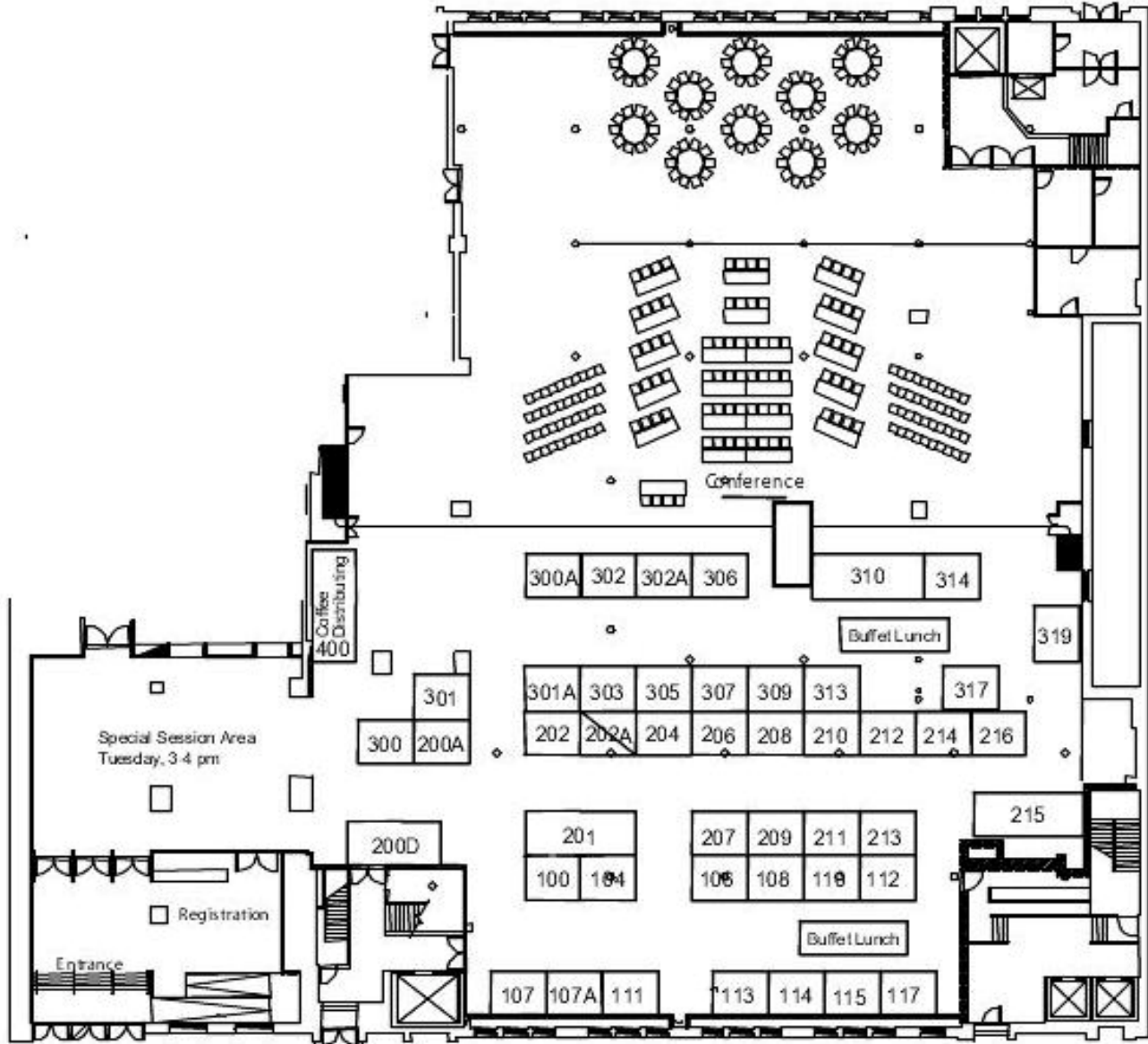
### **Spring Valley Floral Decorating Company Inc**

Floral Services, Flowers, Plants, Tree Rental Services  
P.O. Box 760, 169 Route 303, Valley Cottage, NY 10989  
845-268-7555 fax: 845-268-6570  
Jeff Meyer

**8th Annual  
2009 Business Continuity & Corporate Security  
Show & Conference**

**March 17-18, 2009, Tues-Weds, Metropolitan Pavilion  
125 West 18th Street at 7th Avenue, New York**

**Floor Plan**



**2009 Business Continuity & Corporate Security  
Show & Conference  
March 17-18, 2009, Tues-Weds, Metropolitan Pavilion**

Partial List of Exhibitors as of 1/26/09

3n Global, Inc.	300A	ePlus	302A
American Red Cross of Greater NY	115	Global Investment Technology	Special
Broome County IDA	305	Global Alertlink	208
Cervalis	209	GRM Information Management Services	307
Citrix Systems, Inc.	303	HeaterMeals	104
Computer Associates	302A	i365	301A
Continuity Insights Magazine	Special	Incisive Media/Waters/DWT	Special
Contingency Planning Exchange	300B	Iron Mountain	302
COOP Systems, Inc.	202A	Journal of Business Continuity & Emergency Planning	113
Datagram, Inc.	100	Office Shadow, Inc.	206
DBSi	207	Specialized Data Systems, Inc.	106
DCC (Dialogic Communications Corp.)	202	Virtual Corporation	301
Dell MessageOne	300	Wall Street Technology Association	Special
Disaster Resource Guide	Special	Wallace Wireless	201
Double-Take Software	204	XAND Corporation	107
DRI International	Special	XBRM div of AllSector Technology Group Inc.	309
Edward's Information, LLC	Special		
Eagle Rock Alliance Ltd.	200D		

**Sponsors**

Continuity Insights Magazine	Sponsor
Contingency Planning Exchange	Sponsor
Computer Associates/ePlus	Sponsor
Eagle Rock Alliance Ltd.	Sponsor
Disaster Resource Guide	Media Sponsor
Edwards Information, LLC	Media Sponsor
Global Investment Technology	Media Sponsor
Journal of Business Continuity & Emergency Planning	Media Sponsor
Incisive Media/Waters/DWT	Media Sponsor
DRI International	Association Sponsor
Wall Street Technology Association	Association Sponsor

OFFICIAL DIRECTORY LISTING (ALPHABETICAL)

**DEADLINE: FEB 13**

**RETURN COMPLETED FORM TO  
2009 BUSINESS CONTINUITY SHOW**

**MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.**

MAIL TO: 2009 BUSINESS CONTINUITY SHOW  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**SPECIAL NOTE: NEW PRODUCTS**  
Please indicate new products that will  
be shown for the first time in 2009.

<p><b>NEW PRODUCTS</b> _____</p> <p>_____</p> <p>_____</p>
--

**PLEASE TYPE OR BLOCK LETTER**

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DIVISION OF: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Email address: \_\_\_\_\_ URL address: \_\_\_\_\_

Indicate a brief generic description of the products, systems or services that you will have on display (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

\_\_\_\_\_

For identification purposes, please print name of official submitting this form:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES**

**DEADLINE: FEB 13**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2009 BUSINESS CONTINUITY SHOW**

**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2009 BUSINESS CONTINUITY SHOW  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016      **FAX: (212) 286-0086**

**BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW**

PLEASE PRINT

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

For identification purposes, please print name of official submitting form.

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

<u>First Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____

## **2009 Business Continuity Show - Sponsorship opportunities**

Assigned exhibitors will have the opportunity to become participating sponsors in our exciting show and conference program. At the Platinum, Gold and Silver sponsorship level, sponsors will have a speaker on the program, will have their company logo on all our printed and online and electronic promotional material, they will have their logo displayed on our website and cross-linked to the exhibit firm website, and sponsor's logos will be prominently featured on our at-show banners and graphics, and in our pre-show and at-show official program guide.

### **Platinum sponsorship level – \$15,000**

Will include a keynote speaker on a sponsored program, company logo on keynote program banner, identification of speaker and keynote program on all printed material, website and email promotional materials, platinum sponsorship logo on the Show welcome banner, platinum sponsorship logo in the official directory, one-page 4-color ad in the official directory, 10 full conference registrations to invite guests of your choice to the conference program.

### **Gold sponsorship level – \$12,000**

Will include a speaker in a panel or concurrent session, company logo on program banner, identification of speaker and program on all printed material, website and email promotional materials, gold sponsorship logo on the Show welcome banner, gold sponsorship logo in the official directory, 5 full conference registrations to invite your guests of your choice to the conference program.

Special (Gold sponsor – instead of speaker, sponsorship of program guide, luncheon program)

Gold Sponsor – **Computer Associates**

On site program guide (Gold sponsor) – \$12,000

Buffet Luncheon – \$12,000

### **Silver sponsorship level - \$8,000**

Will include company logo on program banner, identification of sponsor on all printed material, website and email promotional materials, sponsorship logo on the Show welcome banner, sponsorship logo in the official directory, 3 full conference registrations to invite guests of your choice to the conference program.

Cocktail Reception, 4-6 pm, Tues, March 19 – \$8,000

Tote Bags – \$8,000 – **SOLD – Eagle Rock Alliance**

Coffee & Beverage Break Service – three individual sponsorships each – \$8,000

1. Weds am coffee service, 2. Weds pm dessert service, 3 Weds pm coffee service.

Badge Holders – \$8,000

Badge Holder Lanyards – \$8,000

### **Advertising and print marketing - \$5,000 - \$3,000**

The Official Program and Exhibitor's Guide will accept advertising, and will be distributed at the event to all conference and show participants. This 8 ½ x 11 program will be a compendium of the 2009 conferences and the exhibitors. This reference will have a 6 months promotional life after the event is concluded. Send film and ad print by Feb 20. Specs: Send film separations, 133 line screen, emulsion side down, right reading, with color proof, ad copy size 7x10, no bleeds without approval.

Advertising in the Official Program:

Back cover, 7x10, 4-color – \$5,000

Inside front cover, 7x10, 4-color – \$4,000

Inside back cover, 7x10, 4-color – \$4,000

2-color, 7x10 ads – \$3,000

Other sponsorship opportunities will be considered. Flagg Management Inc

353 Lexington Avenue, New York, NY 10016

Phone: 212-286-0333 Fax: 212-286-0086

Email: [flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)



**OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER**

**DEADLINE: FEB 13**

**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

MAIL TO: 2009 BUSINESS CONTINUITY SHOW  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE, 10<sup>TH</sup> FLOOR  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER**

The Official Directory for the Business Continuity Show is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the two-day Show & Conference, as well as months after the show is done. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 1,000 copies of this Directory will be printed and distributed at the show at the Metropolitan Pavilion, New York, NY.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: \_\_\_\_\_

Booth # \_\_\_\_\_ Company Name: \_\_\_\_\_

Division of: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

RATE FOR OFFICIAL DIRECTORY ADVERTISING: Advertising in the Official Directory is non-commissionable.

BACK COVER (4-COLOR): \$5,000.

INSIDE BACK COVER (4-COLOR): \$4,000.

INSIDE FRONT COVER (4-COLOR): \$4,000.

FULL PAGE (2-COLOR): \$3,000.

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 115 lb coated stock.

The Official Directory reserves the right to establish the PMS 2nd color in a 2-color ad.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives by Feb 20 along with any special instructions for printer to:

FLAGG MANAGEMENT INC  
BUSINESS CONTINUITY SHOW  
353 LEXINGTON AVENUE, 10<sup>TH</sup> FLOOR  
NEW YORK, NY 10016  
212-286-0333

## **2009 Business Continuity Show & Conference, March 17-18, Metropolitan Pavilion, New York**

### **Event Marketing Program**

**Our event marketing program is directed to Wall Street and New York and national business continuity.** The audience will be IT directors, security directors and global BCP managers working within Wall Street headquarters firms as well as consultants, and third party financial application vendors.

**We will have approximately 800 business continuity directors and security directors** at our event, following the pattern of recent previous shows.

**We direct our promotional efforts to audiences within a commuting radius of New York** and the Metropolitan Pavilion as well as national audiences.

**The Metropolitan Pavilion at 125 West 18th Street is in safe and convenient Chelsea in midtown Manhattan,** close to subways and ground transportation. Local 7th Ave subway trains stop at 7th Ave and 18th Street, and the Union Station subway trains include #4, #5 and #6 from Wall Street and Grand Central Station. It is a short subway ride from Times Square to the North, and Wall Street to the South.

**The Metropolitan Pavilion is one of the most popular meeting centers for Wall Street and New York technology-oriented events.** Wall Street, Fashion Marketing, Antique Shows.

**Our most recent events have had increased attendance from Boston, Washington, Philadelphia with Amtrak trains and air travel resuming from those financial markets.** Public confidence is rising and that has impacted positively on our free show and paid conference attendance.

**a. We have a combined proprietary database from the last Wall Street events,** beginning with 8 years of the Business Continuity Shows.

**b. We have regular monthly email contact with this captive audience database** to provide them with information on business continuity and security. Our 2009 program has been launched and will include our conference program, sponsors, exhibitors, show and conference registration.

**c. The 2009 program has been launched in print and email to this combined audience** that totals over 20,000 up-to-date key contacts.

**d. We have the full media and editorial support of major publications in the Wall Street, financial markets, and global investment management arena:**

1. Continuity Insights Magazine – approx 30,000
2. Waters Magazine - approx 10,000
3. Securities Industry News - approx 13,500
4. SD Times - approx 12,000
5. Institutional Investor Newsletters - approx 2,000
6. Global Investment Technology Magazine and Newsletters - approx 2,000
7. CPM email Newsletter – email to the most influential BCP audience nationwide.

**e. Key associations** are association sponsors including the Contingency Planning Exchange and the Wall Street Technology Association.

**f. The major sponsors of Continuity Insights Magazine, Computer Associates, Contingency Planning Exchange, Eagle Rock Alliance** are leveraging their contacts in the BC and security markets.

**g. 2009 Business Continuity Show ads as well as selective mailings will be directed to these combined circulation lists of over 40,000.** The combined unduplicated circulation of these publications reaches the desks of all the management executives on Wall Street and the global financial markets headquarters in the U.S.

**h. 2009 Business Continuity Show follow-up mailings will be directed to key geographical areas of the Greater New York and East Coast financial markets,** including Boston, Philadelphia, Washington, and Baltimore.

**i. Over 90% of our registrations come from email**, and we will be using our Web site and email blasts to generate registration and email response.

**j. Exhibitor-generated promotion is one of the most important ingredients in our event promotion. We provide exhibitors with free VIP show guest passes to distribute to their customers, and over 20,000 of these guest passes are distributed prior to the show.**

**k. Exhibitors will be using the VIP email show pass that can be downloaded and emailed to customers and prospects** of exhibitors to alert them to the free show and free registration online opportunity.

**l. Free banners and buttons are provided to exhibitors to include on their own Web sites to generate additional free show registrations.** Many exhibitors like to include a free banner and button on their own Web sites to permit their visitors to register online for a free show badge.

**m. All assigned exhibitors will have a free listing on our show Web site, and cross-linking to exhibitors Web sites** to increase customer traffic to exhibitor's sites.

**n. Exhibitors are provided with a free pre-show electronic file of pre-registrant to use to market to show and conference attendees.** Many exhibitors have mailings and literature mailed to attendees in advance of the show to generate interest and booth traffic at the show.

**o. Exhibitors are provided with a free post-show electronic file of all show and conference registrants with name, title, company, street, city, state, zip, phone, and fax** for post-show marketing and follow-up. Sorry, no emails.

**p. Press relations and media coverage**, we work with publications to maximize exhibitor exposure in the media, before and after the event.