

ONE OF THE BEST BUYING SHOWS IN AMERICA.

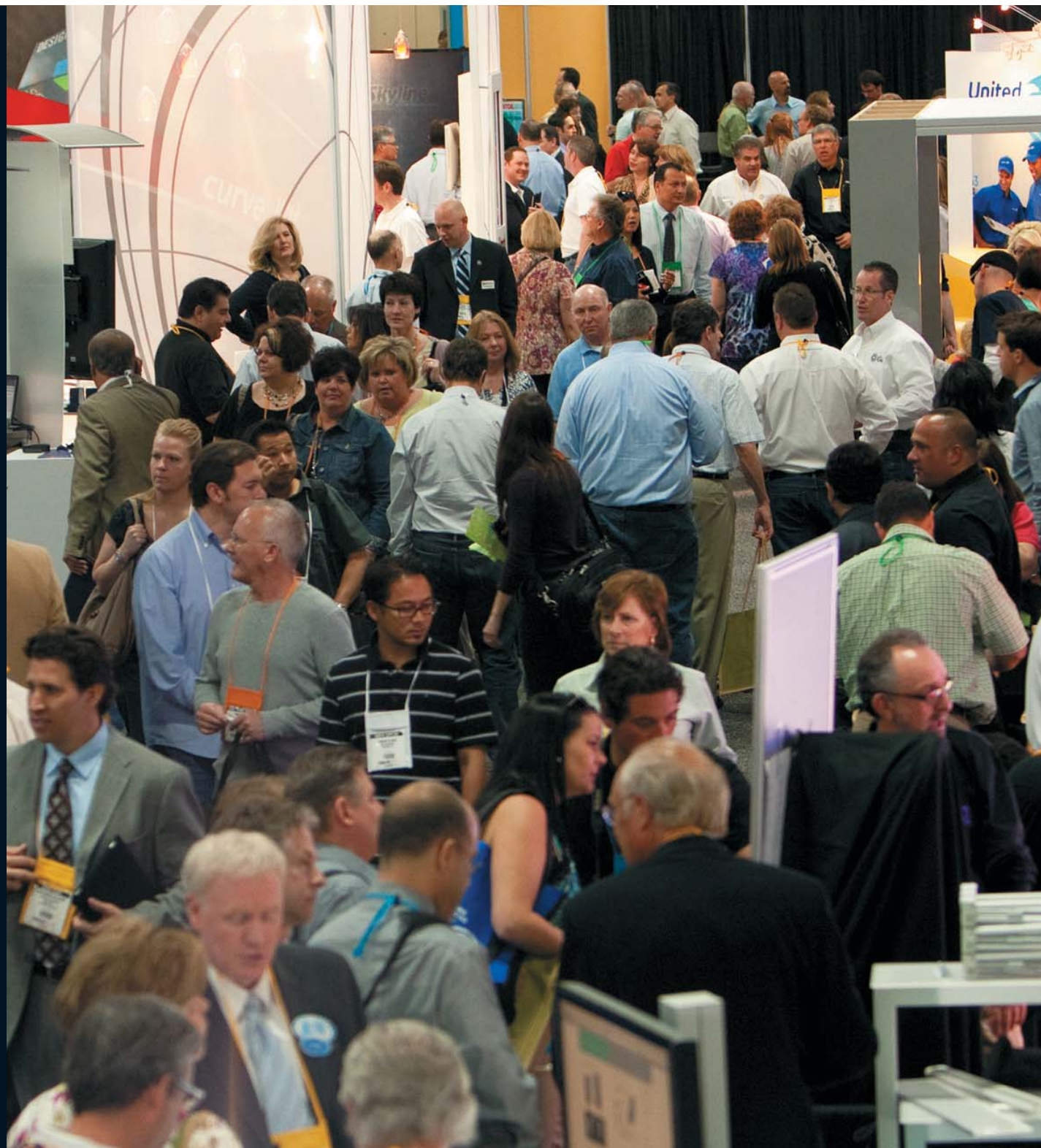
EXHIBITOR MEDIA GROUP PRESENTS

EXHIBITOR2012^{24TH YEAR}

THE WORLD CONFERENCE AND EXHIBITION FOR TRADE SHOW AND CORPORATE EVENT MARKETING

March 4-8, 2012 • Mandalay Bay Convention Center • Las Vegas

www.Exhibitor2012.com



EXCLUSIVE ACCESS. THOUSANDS OF QUALIFIED BUYERS.

THIS EXHIBIT HALL ROCKS, YEAR AFTER YEAR.

EXHIBITOR consistently attracts more qualified trade show and corporate event buyers than any show in the world.



95%

make purchasing decisions

Among the TOP 10 shows for
Net Buying Influence across
ALL INDUSTRIES.

*OF SHOWS AUDITED BY EXHIBIT SURVEYS



59%

plan to buy at the show

They arrive at EXHIBITOR with plans
to buy one or more products
or services they see here.

A true national event

Midwest: **27%**

West: **25%**

Northeast: **19%**

South: **25%**

International: **4%**



80%

attend no other show

An exclusive group
of exhibit and event
professionals you
will find only at
EXHIBITOR2012.

57%

large companies

Buyers from companies with
500+ employees.

\$100 million plus

42% of buyers come from
high sales revenue companies.



91%

of 2011 attendees

Say they are likely or highly likely
to recommend EXHIBITOR to
others in their positions.

58% exhibit internationally

See page 9 for the
EXHIBITOR2012 International
Partner Program.



ATTENDANCE AND DEMOGRAPHIC DATA: EEIAC CERTIFIED EVENT AUDIT AND ATTENDEE SURVEY BY EXHIBIT SURVEYS, INC. AND BPA WORLDWIDE.



DECISION MAKERS FOUND HERE.

REACH THE MOVERS AND SHAKERS OF FACE-TO-FACE MARKETING.

EXPERIENCED TRADE SHOW AND EVENT BUYERS

TRADE SHOWS

95% have
purchase authority

Net Buying Influence for trade show
products and services.

1 out of 3
sign the check

They make the FINAL DECISION
on exhibit products and services.

12% have budgets
over \$1,000,000

Of those who identified their budgets, 32%
have a trade show budget of \$500,000+.

\$898,400
average budget

Annual budget for exhibit
products and services.

35 shows

Average number
of shows planned for 2011.

Experienced buyers
averaging 7 years
in trade shows.



WITH BUDGETS AND PURCHASING POWER.

EVENTS

83% have purchase authority

Net Buying Influence for event products and services.

1 out of 3 sign the check

They make the FINAL DECISION on event products and services.

13% with budgets over \$750,000

Of those who identified their budgets, 13% have an event budget of \$750,000+.

\$460,755 average budget

Annual budget for event products and services.

16 events

Attendees who produce events, including user groups and road shows average 16 events this year.

Experienced buyers averaging 7 years in events.

THE RIGHT TITLES. THE RIGHT COMPANIES.

THE MARKET LEADERS YOU'VE BEEN LOOKING FOR.

EXHIBITOR consistently delivers unparalleled exposure to the top tier of corporate buyers. Fortune 1000 companies with an immediate need. Buyers who arrive with agendas, clutching their RFPs. The prospects you're searching for... **all in one place!**

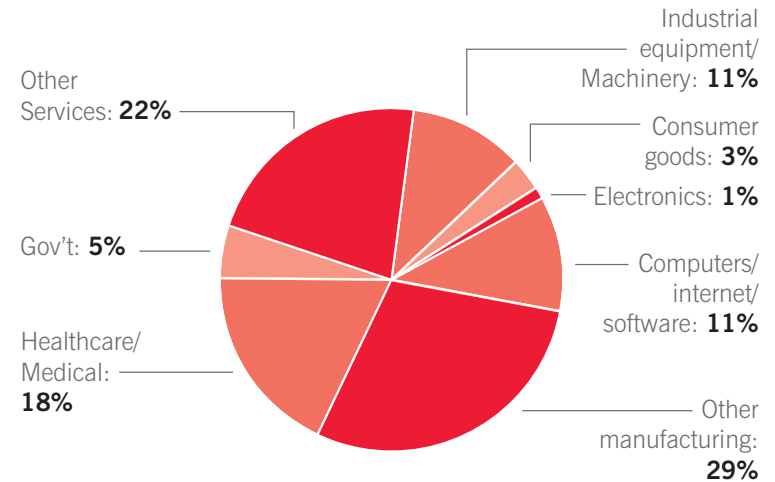
Really Impressive Titles.

65% exhibit/event managers or coordinators

25% marketing, advertising or sales

7% top management

From all Industry Sectors.



THEY'VE BEEN LOOKING FOR **YOU** TOO.

- Event Production Companies
- Modular Exhibit Systems
- Pop-up Displays
- Portable Displays and Exhibits
- Lighting
- Corporate Event Services
- Event and Exhibit Marketing Management Companies and Consultants
- Lead Management Services

- Event Registration Services
- Custom Exhibit Design & Fabrication
- Booth Apparel/Logowear
- Communications Equipment Rental
- Educational Seminars & Materials
- Entertainment/Production Services
- Equipment Cases
- Exhibit Flooring
- Security Guard or Greeters

- Exhibit Graphics & Signage
- Exhibit Performance & Audience Profile Surveys
- Software
- Exhibit Shipping & Transportation
- Rental Exhibits
- Technology-based Exhibit Enhancements
- Promotional Items
- Floral Services

- Printing Services
- Full-Service Decorating Contractor
- Furniture Rental
- Installation/Dismantle Labor Services
- Internet Products/Services
- Audio/Visual Equipment/Services
- Live Presentations/Demonstrations
- Meeting Sites & Hospitality Venues
- Permanent Installations

- Exhibit Staff Training Services and Programs
- Photographers
- Destination Management Companies
- Computer Rental
- Publications
- Retail/Visual Merchandising Products
- Traffic-Building Attractions
- ...AND MORE

FORTUNE 1000, MULTINATIONALS, CONSUMER MEGA-BRANDS.



DISCOVER
ALCON LABORATORIES
GLAXOSMITHKLINE



BASF CORPORATION
NOAA
DELUXE CORPORATION



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CONTROL & PREVENTION
MARS



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RESULTS. YEAR AFTER YEAR AFTER YEAR.

WHAT EXHIBITOR SHOW EXHIBITORS HAVE TO SAY:

ROI: The reason that many have exhibited since the Show's inception.
The kind of results **only EXHIBITOR delivers.**



“ EXHIBITOR continues to amaze us and this year’s show is no exception. The quality of leads and the excitement of the attendees is what keep us coming back each year.” — Linda Nosko, CME, CTSM
Trade Show Coordinator
United Van Lines

“ I have attended EXHIBITOR for a number of years taking classes, but this was our first year exhibiting. What a great show! The show floor was busy for all three days.” — Joyce Mollure
Sales Specialist
On Location Inc.

“ EXHIBITOR2011 was a great forum for us to expose our company for who we are and what we do as compared to our competitors. We were pleasantly surprised at the turnout of attendees, the number of active projects, the reception we received, and the projected results based on new clients and prospects.” — Jake Merzigian
President
Zig Zibit, Inc.

“ EXHIBITOR gives us the Return On Investment we expect from a trade show. It’s a must attend event.” — Roger Lewis
Executive Vice President
Alliance Tech

“ EXHIBITOR is an essential part of our marketing program. There’s simply no better show for generating new business.” — Chip Carmen
Global Accounts Director
Blue Telescope

The Launching Pad for New Products and Services.

Innovation on display. EXHIBITOR is the first choice for companies debuting new products and services.

EXHIBITOR hosts the industry's New Product Showcase, where the spotlight is on "what's new". Exhibitors vie for the coveted Buyer's Choice Award selected from the field of New Product Showcase entries.

Where the best are honored. The prestigious Best of Show and Best Booth Staff awards, EXHIBITOR magazine's All Star, Exhibit Design, Sizzle, and Corporate EVENT award winners are all recognized at EXHIBITOR2012.

Strategic Partner Day focuses on your relationships. Before regular show hours on Tuesday, the exhibit hall is reserved exclusively for manufacturer and dealer networking. Cultivate strategic alliances in a relaxed setting without neglecting corporate end-users!

Networking opportunities. EXHIBITOR offers a number of networking activities delivering additional access to attendees.

International Partner Program. Get recognition for your global presence – or your global ambitions. This Special Designation highlighted in the exhibit hall, online and in the official show directory, provides visibility for international opportunities.



Great traffic all three days! Tell your booth staff the bad news: they won't have much time to relax. Twelve great hours of exclusive exhibit hall time — busy from open to close. Plus, no conference session overlap!

Exhibit Hall days and hours

Monday, March 5

11:30 a.m. – 3:30 p.m.

Tuesday, March 6

9:30 a.m. – 11:30 a.m. (STRATEGIC PARTNER DAY)

11:30 a.m. – 3:30 p.m.

Wednesday, March 7

11:30 a.m. – 3:30 p.m.

“ EXHIBITOR is where NewLeads makes our new product announcements. EXHIBITOR offers true multi-channel marketing with online, print, and social media that creates awareness and excitement for our product launches, resulting in increased sales. This year's Buyers Choice Award was icing on the cake.”

— Shayna Metzner
Director of Sales & Marketing
NewLeads, Inc.
Exhibiting at Exhibitor Show since 1996

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WE'LL HELP YOU.

STRENGTHEN YOUR SHOW PRESENCE.

EXHIBITOR gives you ways to maximize your exhibiting:

- Complimentary **VIP Exhibit Hall Registrations** available for your customers and prospects
- **Show Directory** and **Exhibitor2012.com** exposure
- Your **press releases** on ExhibitorOnline.com
- The Press Office helps **get your message out** to media representatives attending the Show
- **New Products** presented in EXHIBITOR magazine's **Show issue**

Create an even higher profile! Sponsorship packages combine pre-, at-, and post-Show exposure for highest visibility and effective message delivery. They include networking receptions, EXHIBITOR magazine advertising, and ways to connect your brand to the educational mission of the Show. Call 888-235-6155 for available sponsorships, or email adinfo@exhibitor2012.com

SPONSORSHIPS WORK! Increase qualified booth traffic up to **104%***.

*CENTER FOR EXHIBITION INDUSTRY RESEARCH

NOT YOUR AVERAGE SHOW PROMOTION.

- More than a half million direct mail pieces are mailed to qualified exhibit and event marketing professionals. Exhibitors participating as of October 1, 2011 will be listed in the direct mail promotions.
- 100,000 Conference Brochures are delivered with EXHIBITOR magazine to over 30,000 subscribers for the three months preceding the Show.
- Over 2,000 professional certification candidates and graduates receive a special Show invitation. CTSM (Certified Trade Show Marketer) candidates have a strong connection to EXHIBITOR Show and return year after year.
- Thousands of EXHIBITOR2012 Web Site Promotions, E-mail Broadcasts and links from other key industry Web sites increase Show exposure.
- Targeted Print Advertising appears in EXHIBITOR magazine and other publications.
- Special Editorial Coverage in EXHIBITOR magazine features show schedule, activities, and exhibitors. Included in attendees' conference bags.
- Regular e-newsletters to thousands of opt-in prospects and CTSM candidates alert them to highlights and encourage show attendance.
- EXHIBITOR News Network (ENN) – where your product press releases are seen by registrants.
- Timely Press Releases target key industry publications on a year-round basis.
- Preview and Post Show Card Packs reach 100% of Conference and Exhibit Hall Only pre- and post-show registrants.

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WAITING FOR?
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SPACE NOW!

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Fax: 06081 - 98 10 73

Email: briem@wbcom-gmbh.de

Online information available at www.Exhibitor2012.com
EXHIBITOR is audited by Exhibit Surveys Inc./BPA Worldwide
Exhibition Attendance Certification is available at
www.exhibitorprospectus.com.

Produced by EXHIBITOR Media Group
Publisher of EXHIBITOR magazine

Hall-Erickson Inc., organizers of exhibitions and conferences,
produces 18 major trade shows for various industries. Several
are among the top 200 in the U.S.

YOU SNOOZE, YOU LOSE. DON'T MISS THE INDUSTRY EVENT OF THE YEAR.
THE SINGLE MOST EFFECTIVE VENUE FOR
TRADE SHOW & CORPORATE EVENT SALES.



PRESENTED BY: EXHIBITOR MEDIA GROUP
PUBLISHER OF EXHIBITOR MAGAZINE

Over 30,000 exhibit and event marketing professionals read **EXHIBITOR** magazine each month for the latest tools, trends, and best practices in trade show and event marketing.

EXHIBITOR works for your industry through membership and support of the following associations: American Marketing Association (AMA), BPA Worldwide, Center for Exhibition Industry Research (CEIR), Corporate Event Marketing Association (CEMA), Exhibit Designers and Producers Association (EDPA), Healthcare Convention Exhibitors Association (HCEA), International Association of Exhibitions and Events (IAEE), International Special Events Society (ISES), Meeting Professionals International (MPI), Society of Independent Show Organizers (SISO), and Trade Show Exhibitors Association (TSEA).

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