

The 2011 CHEM SHOW Promotion Campaign

A Comprehensive Marketing Program to Deliver Qualified Attendees to the Show

INDUSTRY PARTNERSHIPS

Building Relationships With Key Association and Media Partners in the Industry to Drive Attendance

- **New Conference Partner**

AIChE, the pre-eminent association for chemical engineers, with 40,000 members will provide the educational component for the Show. They will host dozens of seminars as well as coordinate with other industry groups to insure a cohesive and timely program of interest to Chem Show visitors. In addition, *Chemical Engineering Progress* (CEP Magazine) will provide attention-getting advertising and editorial support leading up to the Show.

- **New Supporting Conference Partner**

The Pump Users Symposium (Texas A&M Turbomachinery Laboratory), the leader in technical education for pump users, will work closely with AIChE to provide targeted seminars on the latest pump technology and its applications in the CPI.

- **New Media Partner**

Processing Magazine, a leading voice of the processing industries with a qualified readership of 75,000, and its parent company Grandview Media, will provide editorial coverage, advertising, communications support and industry expertise for the Show.

INDUSTRY ADVERTISING

Extensive Ad Campaign Across All Segments of the CPI: In addition to our partners above, over \$750,000 in advertising insertions in more than 40 Industry Publications leading up to the Show including publications in Europe, Canada and Latin America. A complete list is available from Show Management.

DIRECT MAIL

Targeted Mailings to Decision Makers and Specifiers in Key Industries

- Show Brochures targeted to industry segments and mailed to over 100,000 throughout the US and Canada
- Special VIP Invitations mailed to 20,000+ past visitors
- Show Preview mailed to 60,000 high quality attendee prospects and past visitors
- Conference Brochure mailed to key prospects and past visitors
- Last Chance Postcards mailed to 20,000 buyers within 200-mile radius of the Show

WEB-BASED MARKETING

Worldwide Reach Through Industry Websites and Portals

- Banner Advertising in over a dozen Industry Websites and Portals
- Weblinks and Hyperlinks from online industry Newsletters

ELECTRONIC MARKETING

Regular E-Communications with Attendees and CPI Professionals

- Monthly Marketplace Monitor E-Newsletter to Press, Attendees and other CPI Professionals
- Regular E-News Briefings to Attendees
- Weekly Countdown to the Show E-News beginning seven weeks out to over 20,000 potential Attendees

ONLINE BUYER MATCHING SERVICE

Will provide Exhibitors with a List of Buyer Leads that have specific interest in their products and services before and after the Show

EXHIBITOR MARKETING SUPPORT SERVICES

A Comprehensive Package of Free Marketing Tools to Promote Your Company and Generate Leads. (See separate sheet for complete list.)

PUBLIC RELATIONS

Extensive Media Coverage and Exhibitor Support to Generate Industry Awareness

- Monthly Show Press Releases to all Trade Magazines and Online News Services
- Promotion of Exhibitor Press Announcements to Editors
- Opportunity at the Show to distribute Press Kits, hold a Press Conference, and more