

**T**rade Show News Network (TSNN.com) has 20 years of reaching every facet of the trade show industry with valuable information. Online directories of exhibit halls, trade shows, featured industry suppliers, sector wide press releases, lists of corporate exhibitors, web site ads, webinars, e-blasts, venue directories, destination highlights and a suite of seven targeted e-newsletters are just a few of the products offered by TSNN to marketers seeking to influence the lucrative trade show niche.

As the number one trade show news source, TSNN constantly delivers objective, hard-hitting industry news on every aspect of the trade show and convention industry. President and Editor-in-Chief Rachel Wimberly and her team are dedicated to delivering industry professionals the news and information they need to do their jobs with excellence.

Advertisers who partner with us reap many benefits, including:

- Valuable News Adjacency - your message appears next to the news TSNN publishes on its web site and popular e-newsletters
- Interactive Leads - our readers will click through to your web site so you can capture their Information
- Economical Cost - because we are interactive - you can launch an effective ad campaign to fit within your budget - any budget
- C-level Readership - the top level show management and supplier executives in the industry read our established e-newsletters as tracked through online reports
- Social Media Exposure – Partnering with us means we will help spread & expand your brand through our extensive online reach

### WE OFFER THE HIGHEST-QUALITY NEWS CONTENT

Because TSNN is the No. 1 news source in the global trade show industry we offer unparalleled access to the most readers whom advertisers are trying to reach through our website and suite of seven e-newsletters – let us help YOU reach YOUR trade show goals this year!

If you have questions about TSNN, please contact me. I look forward to working with you.



A handwritten signature in black ink that reads "John B. Rice".

John Rice  
Sales & Business Development  
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## AUDIENCE

**TSNN reaches a broad cross-section of trade show, convention and meetings industry professionals:**

- trade show, convention and event organizers
- trade show professionals (corporate exhibitors, consultants, analysts)
- convention and visitor bureau executives (CEO, senior management, sales + marketing)
- convention center, exhibit hall and venue management
- industry suppliers (general service contractors, technology companies)

## WEB SITE

**TSNN.com** draws tens of thousands of qualified trade show industry professionals, more than any other trade show information source. \*

**Google Analytics** statistics (Jan 2015- Dec 2015):

- 384,761 unique visits per year
- 1,317,104 page views
- 60% of Web site users are between ages 18-34
- 70% of Web site users are in the U.S.

**Alexa.com** (ranks Web sites worldwide) statistics (most recent 90-day average):

- 154,000 is TSNN's global ranking of all Web sites. Next closest competitor is ranked 1.3 million worldwide (lower the numbers, better the ranking).

## E-NEWSLETTERS

Our e-newsletters *The Industry This Week*, *MedShow Monthly*, *Association Show News*, *Breaking News*, *Asia Exhibition News*, *Venue News* and *ExpoFiles* reach more qualified industry decision-makers from show management, the corporate exhibiting community, and industry suppliers than any other news outlet.

**12,000+**

- Trade show management (associations & for-profit): 6,800+
- Exhibitors, industry professionals and suppliers: 2,500
- CVB and exhibit hall & venue management: 2,500

## TSNN.com Statistics

**Google Analytics** statistics (Jan 2015- Dec 2015):

- 384,761 unique visits per year
- 1,317,104 page views
- 60% of Web site users are between ages 18-34
- 70% of Web site users are in the U.S.

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\*Source: Google Analytics – Jan 2015 - Dec 2015

TSNN.com draws tens of thousands of qualified C-level trade show and event industry professionals, more than any other trade show information source.

**ADVERTISING POSITIONS**

- A - 728 x 90 - Leader board**
- B - 250 x 250 - Box Ad**
- C - 120 x 240 - Skyscraper**
- D - 120 x 240 - Skyscraper**
- E - 120 x 240 - Skyscraper**
- F - 120 x 240 - Skyscraper**
- G - 120 x 240 - Skyscraper**

**ADVERTISING RATES**

- A - 728 x 90 - \$2,000/month**
- B - 468 x 60 - \$1,250/month**
- C - 120 x 240 - \$1,000/month**
- D - 120 x 240 - \$1,000/month**
- E - 120 x 240 - \$1,000/month**
- F - 120 x 240 - \$1,000/month**
- G - 120 x 240 - \$1,000/month**

The screenshot shows the TSNN website interface. At the top, there is a navigation bar with links for HOME, NEWS, BLOGS, TRADE SHOW DATA, ADVERTISE, WEBPAGES, SUBSCRIBE, and CONTACT US. A search bar is prominently displayed with filters for Events, Vendors, and Organizers. Below the search bar, there is a featured article titled "Sentinel Capital Partners Buys Home and Garden Show Company Marketplace Events". To the right, there are several promotional banners and news snippets, including "TSNN Tech Corner" and "TSNN Awards". At the bottom, there is an "ADVERTISERS" section with five vertical ad slots labeled D, E, F, and G. A large "C" label points to a tall vertical ad on the left side of the bottom section. A large "A" label points to the top banner, and a large "B" label points to a square box ad in the middle right section.

## ADVERTISING POSITIONS

- H - Large Destination Highlight**
- I - 250 x 250 - Box Ad**
- J - 468 x 60 - Banner**

## ADVERTISING RATES

- H - \$5,000/month**
- I - 250 x 250 - \$1,250/month**
- J - 468 x 60 - \$1,500/month**

The screenshot shows the TSNN website homepage with several key sections and advertising opportunities marked with callouts:

- TSNN TECH CORNER NEWS:** A section featuring an article titled "What Mobile Users Really Want" with a sub-image of a woman on a mobile device. A callout 'H' points to this section.
- Sponsored Exclusively by a2zInc:** A banner for a2zInc.
- DESTINATION HIGHLIGHT:** A section titled "Signature Boston" with a sub-image of a modern building at night. A callout 'H' points to this section.
- LATEST BLOG POSTS:** A section with a featured post by Sofia Troutman titled "Measurement Matters: Prove and Maximize Event Effectiveness and Value".
- MORE BLOG POSTS >:** A list of other blog posts including "5 Ways to Go Green at Work and Your Next Tradeshow in 2016", "How Trade Shows Will Transform Your Business in 2016", "5 Steps to Improving Lead Management and Follow Up", "Ask These 5 Questions Before Your Next Display Purchase", and "7 Things Innovative Event Organizers are Doing".
- Vendor Highlight:** A blue box labeled "VENDOR HIGHLIGHT" with a callout 'I' pointing to it.
- Featured Venues/Vendors/Events:** A section featuring logos for BCEC, Perfecting the Event Experience, and ECEF. A callout 'J' points to this section, and a "Call to inquire" box is positioned next to it.
- Trade Show Event Calendar:** A section listing various trade show events with dates, such as "EMEC European Meetup & Events Conference" on February 7, 2016.
- TSNN Trade Show Venue Directory:** A banner at the bottom advertising "400+ Venues with Exhibit Space" and providing the website "venueDirectory.tsnn.com". A callout 'J' points to this banner.

Since June 2010, TSNN has launched a suite of e-newsletters that serve different facets of the trade show industry. Each one reaches thousands of industry professionals, most of whom are C-level show management executives around the world.

## TSNN's Suite of E-newsletters

**The Industry This Week:** A weekly e-newsletter that covers the latest news in the worldwide trade show industry. Show launches, mergers and acquisitions, the health of the overall industry and thought-leader blogs are regular features in this acclaimed e-newsletter. Each week, more than 10,000 subscribers receive *TITW* and it is read by many of the C-level decision-makers in the industry. There are more eyes looking at *TITW* than any other trade show publications.

**Breaking News:** Distributed at least three times each month, *Breaking News* has all the hard-hitting, latest news that TSNN is known for being the first in the publication market to break. More than 12,000 subscribers read this hugely popular e-newsletter several times each month and it is often the talk of the industry.

**Association Show News:** Association shows represent a significant piece of the trade show industry and this e-newsletter focuses not only on shows in that sector, but also the industry associations for the trade show and meeting industry. Twice a month, more than 10,000 subscribers receive *Association Show News* and it is read by many of the C-level decision-makers in the industry. *Association Show News* serves a niche sector overlooked by other trade show publications.

**MedShow Monthly:** One of the fastest-growing markets in the past few years, even during the economic downturn, is the medical and pharmaceutical show market. *MedShow Monthly* covers show launches, changes, moves, mergers, host cities, etc. Every other month, more than 8,000 subscribers receive *MedShow Monthly* and it is read by many of the C-level decision-makers in the industry. *MedShow Monthly* serves a niche sector overlooked by many other trade show publications.

**Asia Exhibition News:** Launched April 2011 to resounding acclaim, the *Asia Exhibition News* e-newsletter reaches several thousand of the top decision-makers not only in the Asia-Pacific region, but also show managers and suppliers worldwide who are interested in doing business in the region. This e-newsletter is produced in conjunction with Hong Kong-based Business Strategies Group.

**Expofiles:** The longest running TSNN e-newsletter, *ExpoFiles* is geared to all event industry professionals. It releases monthly to a diverse subscription base of Organizers, Exhibitors, Suppliers & Promotional Product Professionals. It is sent to approximately 48,000 subscribers and educates Trade Show Professionals with helpful Tips, Trends, Tactics & Best Practices with the intent of keeping up them up to speed on all aspects of our industry by offering valuable information they need to do their job with excellence.

**Venue News:** Released quarterly this informative newsletter is geared toward show organizers and meeting planners who are looking for the perfect venue to host their event. Not only featuring news in the industry, but also featuring TSNN's Venue Directories with direct access to hundreds of venues.

Our weekly e-newsletter informs the entire trade show sector with all the important industry news and information.

The audience is comprised of C-level, senior management and major decision makers at show management firms (both association and for-profit), CVBs and exhibit halls, industry suppliers, and many more professionals related to the field.

**AUDIENCE**

10,000+ industry decision makers

**DEPLOYMENT SCHEDULE**

Every Tuesday morning (except the final two weeks in December)

**Three Sponsor Spotlights**

- Your LOGO appears twice
- Up to 125 words describing your features and benefits
- Up to three URLs can be listed for your customers to visit your web site

**ADVERTISING RATES**

All rates are NET per month and include 4 deployments unless otherwise noted.

*\*Save BIG by choosing December. Just HALF the cost! Deployments send only the first two weeks due to the holidays.*

The screenshot shows the TSNN e-newsletter layout. At the top, it says 'JANUARY 19, 2016' and 'Subscribe'. The main header features the TSNN logo and 'THE INDUSTRY THIS WEEK'. Navigation links include 'Home', 'Contact Us', 'Manage Subscription', and 'Send to a Friend'. The first article is 'PCMA, Marriott Team Up to Identify Five Future Meeting Trends' by Rachel Wimberly, Editor-in-Chief. Below this is a 'JOIN US:' section with LinkedIn and Twitter icons and a 'Find A Job' button. A 'Read More & Comment on the Full Article' link is provided. The second article is 'THE BEST MEETING TECHNOLOGY' by Signature BOSTON. The third article is 'SmithBucklin Acquires Chicago-based Incentive Travel Firm SDI'. The fourth article is 'SpaceCom Launch in Houston Draws More than 1,700 Attendees'. The fifth article is 'RESPONSIVE DESIGN' by MTS, with a sub-headline 'Exponent and Talley Management Group Partner to Serve Association Clients'. The sixth article is 'Freeman Buys Second Screen Technology Company Kloud.com'. The seventh article is 'Tech Corner News' sponsored by a2zLive, with a sub-headline 'Benefits of Selling Sponsorships Online'. The eighth article is 'ARIA Resort & Casino Launches In-room Technology in 4,004 Rooms'. The ninth article is a 'Sponsor Spotlight' for Ungerboeck Software. On the right side, there is a 'Blog Roundup' section with articles by Shane Shirley and Oren Ezra. Below that is an 'Industry Calendar' listing events like 'EMT: European Meetings & Events Conference' and 'IFTM Arabia Exhibition'. At the bottom right, there is a large advertisement for 'YOUR BUSINESS IS WORTH A MILLION DOLLARS!' with a 'MEET AC' button and a 'CLICK HERE FOR DETAILS' link. A 'B&E' label is placed next to this ad. A '1' label is placed next to the Ungerboeck Software article.

## ADVERTISING POSITIONS

- A - 600 x 77 - Banner Ad**
- B - 160 x 600 - Skyscraper**
- C - 400 x 60 - Banner Ad**
- D - 600 x 77 - Banner Ad**
- E - 160 x 600 - Skyscraper**
- F - 400 x 60 - Banner Ad**

## ADVERTISING RATES

- A - 600 x 77 - \$3,245/month**
- B - 160 x 600 - \$3,180/month**
- C - 400 x 60 - \$2,975/month**
- D - 600 x 77 - \$2,550/month**
- E - 160 x 600 - \$3,180/month**
- F - 400 x 60 - \$2,875/month**

## SPONSOR SPOTLIGHTS

- 1 - \$2,375/month**
- 2 - \$2,245/month**
- 3 - \$2,115/month**

boost your profitability at every step.

**• The only CRM purpose-built for exhibitions and events**

Help sell booth space and sponsorships, create and manage floor plans, and complete invoicing - all from a single database.

**• Digital Services**

Make sure that you capture your customers at the very first point of contact - your website. Our digital services team creates stunning, effective websites according to best practices from around the industry and keeps your business relevant in a fast-paced industry. Fully responsive pages that are fluid with any Content Management System, our ASPs integrate with the Ungerboeck Software System, making your website more powerful than ever.

**• One, Consolidated Platform**

Putting all event, exhibitor, sponsor, attendee, and financial information in one database means entering once and it's done. No one else takes your events from first phone call through final invoice as effectively and smoothly as Ungerboeck.

Learn more at [ungerboeck.com](http://ungerboeck.com)

Introducing



Connecting buyers, suppliers and peers effectively before, during and beyond your events

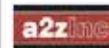
- Powerful search along with intelligent matchmaking and appointment scheduling
- Seamless planning, communication and networking tools
- Integrated solution that works across all devices, including web and mobile
- Genuine pre-show leads & analytics for successful behavior analysis
- Additional revenue generation opportunities
- Appropriate for events at any tier level, from 100 to 100K attendees

**About a2z, Inc.**

a2z provides powerful cloud-based event management and marketing solutions deliver extraordinary return on investment (ROI) within one event cycle with high audience engagement and brand visibility, as well as significantly expedited cash flows and improved back office operations.

a2z's solutions are used by 1000+ leading trade shows and conferences across the globe every year. More than 45% of the TSNN Top 50 as well as the TSE Fastest 50 Events leverage a2z's web and mobile solutions. In addition, 44% of shows on the TSNN Top 250 list are managed using our solutions.

Visit our website for more info, and contact us to learn how our solutions and services can contribute to the long lasting success of your events.



[www.a2zinc.net](http://www.a2zinc.net) | [info@a2zinc.net](mailto:info@a2zinc.net) | (443) 393 2443

TSNN Video News



TSNN Awards 2015

2

3  
SAME AS SPONSOR SPOTLIGHT 1 AND 2



D

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- Put TSNN on Your Desktop
- Industry Job Posting

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This email was sent by: TSNN  
175 N. Patrick Blvd., Suite #180 Brookfield, VT 05045 US

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Our *Breaking News* deploys only **when the biggest stories hit**, thereby notifying the entire industry at once.

The audience is comprised of C-level, senior management and major decision-makers at show management firms (both association and for-profit), CVBs and exhibit halls, industry suppliers, and many more professionals related to the field.

**AUDIENCE**

12,000+ industry decision makers

**DEPLOYMENT SCHEDULE**

Only when **BIG** stories break (minimum of 3x per month)

*\*Note: Breaking News is sold out through 2016.*

**ADVERTISING POSITIONS**

- A - 600 x 77 - Leader Board**
- B - 600 x 77 - Leader Board**

**ADVERTISING RATES**

- A - 600 x 77 - \$18,000/year**
- B - 160 x 600 - \$15,000/year**

**TSNN** Trade Show News Network **BREAKING NEWS**

Home | Contact Us | Manage Subscription | Send to a Friend

**THE FUTURE OF CONVENTION CENTERS IS IN #BOSTON** Signature BOSTON

**Global Trade Show Industry Indicates Strength in North America, Europe - Challenges with Millennial Staffing**

 UFI, The Global Association of the Exhibition Industry's Global Barometer Survey, which takes the pulse of the trade show industry worldwide, indicated that North America and Europe, with the exception of Russia, are predicting positive revenue results in 2016. On the other hand, in the Asia/Pacific, Middle East and Africa, the situations remain generally positive, but with a certain level of uncertainty. In Central and South America half of the surveyed companies are expecting decreases of turnover, but an improvement is expected in Brazil for the second half of 2016. "Despite limited global economy growth prospects, the exhibition industry appears dynamic and confident for 2016, with turnover increases expected in most regions and new activities planned for most companies," said Kai Hattendorf, UFI managing director. In this year's survey, companies were asked whether they were seeing higher HR acquisition costs because of increasing turnover among young staff. Every third company surveyed globally reported higher acquisition costs, with the highest share coming from Asia/Pacific region (55 percent) and the lowest reported in Europe (14 percent). [Read More...](#)

[Read More & Comment on the Full Article](#)

 **OVER-THE-TOP Shuttle Bus Service** Across the U.S.A. 

TSNN Services	Subscribe	About TSNN
<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Put TSNN on Your Desktop</li> <li>• Industry Job Posting</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Join Us on LinkedIn</li> <li>• Follow Us on Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Overview</li> <li>• Contact Us</li> <li>• Privacy Policy</li> </ul>

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Our bimonthly *Association Show News* e-newsletter informs the entire trade show sector with all important industry news and information.

The audience is comprised of C-level, senior management and major decision-makers at show management firms, CVBs and exhibit halls, industry suppliers, and many more professionals related to the field.

**AUDIENCE**

9,000+ industry decision-makers

**DEPLOYMENT SCHEDULE**

First and third Thursday morning each month (except the final two weeks in December)

**ADVERTISING POSITIONS**

- A - 600 x 77 - Leader board
- B - 160 x 600 - Skyscraper
- C - 400 x 60 - Banner
- D - 600 x 77 - Leader board
- E - 160 x 600 - Skyscraper
- F - 400 x 60 - Banner
- G - Sponsors Spotlight
- H - Sponsors Spotlight

**ADVERTISING RATES**

- A - 600 x 77 - \$1,625/month
- B - 160 x 600 - \$1,600/month
- C - 400 x 60 - \$1,475/month
- D - 600 x 77 - \$1,275/month
- E - 160 x 600 - \$1,450/month
- F - 400 x 60 - \$1,375/month
- G - Sponsors Spotlight - \$5,000/year
- H - Sponsors Spotlight - \$5,000/year

The screenshot shows the TSNN Association Show News e-newsletter interface. At the top, it features the TSNN logo and navigation links: Home, Contact Us, Manage Subscriptions, and Send to a Friend. The main content area includes several articles:

- First-ever "Global Exhibitions Day" Set to Launch June 8**: A global initiative that unites exhibition organizers, venues, associations and service providers from countries all around the world -- will launch June 8. Driven by Paris-based UFI - The Global Association of the Exhibition Industry, and Dallas-based (AEE) - The International Association of Exhibitors and Events, a growing list of associations and industry... Read More...
- Big Data that Actually sells booths.**: Advertisement for Ungerboeck Software.
- Association for Women in Events Officially Opens Doors to New Members**: The Association for Women in Events (AWE) launched last March, is officially opening its doors and accepting applications for membership starting Jan. 20. AWE's mission is clear: to be an inclusive community dedicated to the professional advancement of women in all facets of the events industry... Read More...
- PCMA, Marriott Team Up to Identify Five Future Meeting Trends**: The status quo of holding a meeting the same old way just isn't going to be good enough to truly capture and engage attendees in the future. Change is on the horizon, with more of a focus on helping attendees find their 'tribe', create spaces and events for them to eat well... Read More...
- ECEF**: June 1, 2016 Washington, DC 290 Leaders, Countless Opportunities.
- SmithBucklin Acquires Chicago-based Incentive Travel Firm SDI**: Association management company, SmithBucklin, acquired SDI, an incentive travel, strategic meetings and special events company based in Chicago. The announcement was made by Matt Banderson, president... Read More...
- Expert and Talley Management Group Partner to Serve Association Clients**: Experient, a meeting and event solutions company, formed a strategic partnership agreement with Talley Management Group. This partnership allows Experient to offer its clients outstanding a la carte... Read More...
- Tech Corner News**: sponsored by a2z.
- Benefits of Selling Sponsorships Online**: Sponsorships are a critical revenue stream for most exhibitions. As shows grow, they attract more sponsors, organizers are compelled to deliver more sponsorship opportunities, and the sponsorship sales process becomes more time-consuming and complex. Moving sponsorship sales online provides organizers... Read More...
- ARIA Resort & Casino Launches In-room Technology in 4,004 Rooms**: Aria Resort & Casino has collaborated with Crave Interactive, a guest service software company, to create the largest-ever installation of the provider's in-room hotel tablets. The tablets will offer a hyper-tailored guest experience with new amenities such as digital in-room dining... Read More...
- Sponsor Spotlight**: Advertisement for Ungerboeck Software.

On the right side, there is a sidebar with a "Blog Roundup" section featuring articles by Shane Shirley and Green Ezra. Below that is an "Industry Calendar" listing events like EMEC European Meetings & Events Conference and IOTM Arabia Exhibition. At the bottom right, there is a "NAYLOR" advertisement with the text "YOU KNOW THAT GREAT EVENTS COME IN ALL SHAPES AND SIZES, AND SO DO WE."

## ADVERTISING RATES

All rates are NET per month and include 2 deployments unless otherwise noted.

and exhibitions, more and more show organizers trust Ungerboeck Software to run their shows from first phone call through final invoice - and everything in between. Our online, interactive Event Showcase lets attendees plan their show experience from PC, to tablet, to smartphones without missing a beat. We give you the tools you need to boost your profitability at every step.

**• The only CRM purpose-built for exhibitions and events**

Help sell booth space and sponsorships, create and manage floor plans, and complete invoicing - all from a single database.

**• Digital Services**

Make sure that you capture your customers at the very first point of contact - your website. Our digital services team creates stunning, effective websites according to best practices from around the industry and keeps your business relevant in a fast-paced industry. Fully responsive pages that are fluid with any Content Management System, our ASPs integrate with the Ungerboeck Software System, making your website more powerful than ever.

**• One, Consolidated Platform**

Putting all event, exhibitor, sponsor, attendee, and financial information in one database means entering once and it's done. No one else takes your events from first phone call through final invoice as effectively and smoothly as Ungerboeck.

Learn more at [ungerboeck.com](http://ungerboeck.com)

*Introducing*



*Connecting buyers, suppliers and peers effectively before, during and beyond your events*

- Powerful search along with intelligent matchmaking and appointment scheduling
- Seamless planning, communication and networking tools
- Integrated solution that works across all devices, including web and mobile
- Genuine pre-show leads & analytics for successful behavior analysis
- Additional revenue generation opportunities
- Appropriate for events at any tier level, from 100 to 100K attendees

**About a2z, Inc.**

a2z provides powerful cloud-based event management and marketing solutions deliver extraordinary return on investment (ROI) within one event cycle with high audience engagement and brand visibility, as well as significantly expedited cash flows and improved back office operations.

a2z's solutions are used by 1000+ leading trade shows and conferences across the globe every year. More than 45% of the TSNN Top 50 as well as the TSE Fastest 50 Events leverage a2z's web and mobile solutions. In addition, 44% of shows on the TSNN Top 250 list are managed using our solutions.

Visit our website for more info, and contact us to learn how our solutions and services can contribute to the long lasting success of your events.



[www.a2zinc.net](http://www.a2zinc.net) | [info@a2zinc.net](mailto:info@a2zinc.net) | (443) 393 2443



TSNN Video News



TSNN Awards 2015

**H**

**D**



#LiveStreaming #IndoorGPS

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Our *MedShow Monthly* e-newsletter informs the entire trade show sector with all-important industry news and information.

The audience is comprised of C-level, senior management and major decision-makers at show management firms, CVBs and exhibit halls, industry suppliers, and many more professionals related to the field.

**AUDIENCE**

8,000+ industry decision-makers

**DEPLOYMENT SCHEDULE**

Every other month (except the final week of December)

**ADVERTISING RATES**

All rates are NET per month and include 1 deployment unless otherwise noted.

**ADVERTISING POSITIONS**

- A - 600 x 77 - Leader board
- B - 160 x 600 - Skyscraper
- C - 400 x 60 - Banner
- D - 400 x 60 - Leader board
- E - 160 x 600 - Skyscraper
- F - 400 x 60 - Banner
- G - Sponsors Spotlight

**ADVERTISING RATES**

- A - 600 x 77 - \$1,500/month
- B - 160 x 600 - \$1,400/month
- C - 400 x 60 - \$1,350/month
- D - 600 x 77 - \$1,200/month
- E - 160 x 600 - \$1,350/month
- F - 400 x 60 - \$1,300/month
- G - Sponsors Spotlight - \$2,500/year

The screenshot shows the MedShow Monthly e-newsletter interface. At the top, it features the TSNN logo and navigation links: Home, Contact Us, Manage Subscriptions, and Send to a Friend. The main content area includes several articles:

- 2015 BIO International Convention Sets New Record for Partnering Meetings:** An article about the 2015 BIO International Convention in Philadelphia, highlighting a record number of partnering meetings.
- Signature Venues Boston:** A promotional banner for Signature Venues Boston, described as "the best technology in the industry".
- Healthcare Convention and Exhibitors Association Supports Denver-based Urban Peak Charity at Annual Meeting:** An article about the Healthcare Convention and Exhibitors Association's support for Urban Peak.
- Pharma Expo Will Feature 160 Companies in Las Vegas:** An article about the PACK EXPO Las Vegas and its collocation with Pharma Expo.
- Messe Duesseldorf to Promote Medical Trade Shows at AACC 2015:** An article about Messe Duesseldorf's participation in the AACC Clinical Lab Expo 2015.
- SISO LEADERSHIP CONFERENCE:** A promotional banner for the SISO Leadership Conference, featuring "LEADERSHIP & MANAGEMENT" from August 3 through August 5, 2015.
- Apple Launches News App for iOS 9:** An article about Apple's new News app for iOS 9.

On the right side, there is a sidebar with sections like "Blog Roundup" (featuring Sabrina George and Jason Popp), "Industry Calendar" (listing events like the 2015 ESCA Summer Educational Conference and Large Show Roundtable), and "TSNN Data" (providing links to various show lists). A "Tech Corner News" section is sponsored by a2zInc. Callout letters A through F are placed over the interface to highlight specific elements: A points to the Signature Venues banner, B points to the SISO Leadership Conference banner, C points to a "2014 TSNN Top 250 Trade Show List" banner, D points to the EXPOCAD logo, E points to the SISO Leadership Conference banner, and F points to the SISO Leadership Conference banner.

Read More & Comment on the Full Article

**Applications Open for ibtm World Technology and Innovation Watch 2015 Award**



ibtm world, previously EIBTM, an event for the meeting and events industry, has announced that applications are now open for the Technology and Innovation Watch 2015 Award (previously known as the Technology Watch award)... [Read More...](#)

Read More & Comment on the Full Article

**Sponsor Spotlight**

**G**



**CRM purpose-built for exhibitions & events**

From consumer trade shows to professional association conventions and exhibitions, more and more show organizers trust Ungerboeck Software to run their shows from first phone call through final invoice – and everything in between. Only Ungerboeck Software offers CRM purpose-built for exhibitions and events to help sell booth space and sponsorships, create and manage floor plans, and complete invoicing – all from a single database so nothing slips through the cracks.

Our online, interactive Event Showcase lets attendees plan their show experience from PC, to tablet, to smartphones without missing a beat. With a complete audit-ready financial package, Ungerboeck Software lets you track event specific costs and income – even last minute changes made on the show floor – then issue accurate invoices, and seamlessly transfer data to any organizational accounting systems.

Putting all event, exhibitor, sponsor, attendee, and financial information in one database means entering once and it's done. No one else takes your events from first phone call through final invoice.

[Learn more at ungerboeck.com](http://www.ungerboeck.com)

**H**

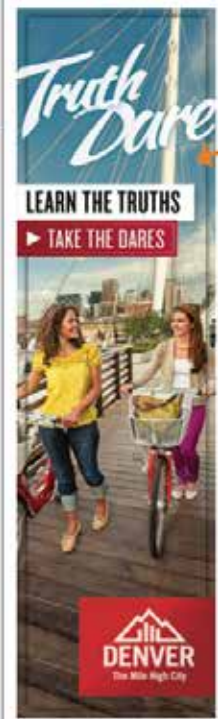


a2z provides secure, real-time event management and marketing tools that grow your brand by accelerating booth sales, helping boost revenue, and enhancing engagement and value for event participants. a2z's mobile and web-based solutions are used by more than 850 leading trade shows and conferences across the globe every year.

With the release of a2zShow Version 14, **the most powerful platform is now also the most beautiful!** Take a look at some of the new features, and learn how the experience is remarkable on any device or platform, anytime and anywhere.

- **Event Map**  
Quick rendering Interactive Event Map enables audiences to search and plan in real-time across any browser or device.
- **Galleries**  
Rich exhibitor product and video galleries that capture buyers' attention.
- **Responsive & Adaptive**  
An integrated end-to-end solution that adapts and responds to the event admin and participants' needs on the go.
- **Event Website**  
Stunning event web sites that leverage Bootstrap themes to deliver consistent user experience to audiences.
- **Dashboards**  
Slick dashboards for quickly reviewing key performance indicators for your events.

[www.a2zinc.net](http://www.a2zinc.net) | [info@a2zinc.net](mailto:info@a2zinc.net) | (443) 393 2443



**B,E**

**TSNN Video News**



**TSNN Awards 2014**

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<p><b>TSNN Services</b></p> <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Put TSNN on Your Desktop</li> <li>• Industry Job Posting</li> </ul>	<p><b>Subscribe</b></p> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Join Us on LinkedIn</li> <li>• Follow Us on Twitter</li> </ul>	<p><b>About TSNN</b></p> <ul style="list-style-type: none"> <li>• Corporate Overview</li> <li>• Contact Us</li> <li>• Privacy Policy</li> </ul>
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**D**

**Asia Exhibition News**

This e-newsletter reaches several thousand of the top decision-makers not only in the Asia-Pacific region, but also show managers and suppliers worldwide who are interested in doing business in the region.

This e-newsletter is produced in conjunction with Hong Kong-based Business Strategies Group.

**AUDIENCE**

2,500+ C-level decision-makers

**DEPLOYMENT SCHEDULE**

Second and fourth Thursday each month

**ADVERTISING RATES**

All rates are NET per month and include 2 deployments unless otherwise noted.

**ADVERTISING POSITIONS**

- A - 600 x 77 - Leader board
- B - 160 x 600 - Skyscraper
- C - 400 x 60 - Banner
- D - 600 x 77 - Leader board
- E - 160 x 600 - Skyscraper
- F - 400 x 60 - Banner

**ADVERTISING RATES**

- A - 600 x 77 - \$1,625/month
- B - 160 x 600 - \$1,600/month
- C - 400 x 60 - \$1,475/month
- D - 600 x 77 - \$1,500/month
- E - 160 x 600 - \$1,450/month
- F - 400 x 60 - \$1,375/month

*Venue News* is geared to show organizers and meeting planners who are looking for the perfect venue to host their event.

Not only featuring news in the industry, but also featuring TSNN's venue directories with direct access to hundreds of venues.

**AUDIENCE**

7,000  
Event Planners

**DEPLOYMENT SCHEDULE**

Quarterly

**ADVERTISING POSITIONS**

- A - 600 x 77 - Leader board
- B - 400 x 50 - Banner
- C - 400 x 50 - Banner
- D - 160 x 160 - Box Ad
- E - 160 x 160 - Box Ad
- F - 600 x 75 - Large Banner Ad

**ADVERTISING RATES**

- A - 600 x 77 - \$1,000/send
- B - 400 x 50 - \$750/send
- C - 400 x 50 - \$500/send
- D - 160 x 160 - \$500/send
- E - 160 x 160 - \$500/send
- F - 600 x 75 - \$500/send

The screenshot shows the TSNN Venue News website interface. At the top, there are navigation links for Home, Contact Us, Manage Subscriptions, and Send to a Friend. Below this, there are several news articles with accompanying images and text. On the right side, there is a sidebar with a 'JOIN US' section featuring social media icons for LinkedIn and Twitter, and a 'Find A Job' button. Below the sidebar, there are sections for 'SIGNATURE VENUES' (featuring Boston), 'Blog Roundup' (listing articles by Charles Eastman and Marlye Arnold), 'Industry Calendar' (listing events like IMEX America and the Canadian Society of Association Executives), 'TSNN Data' (listing various trade show lists), and 'TSNN Video News' (featuring a video player for 'Love A Fair'). At the bottom, there is a 'Sun Life Stadium' advertisement and a footer with 'TSNN Services', 'Subscribe', and 'About TSNN' information.

Labels A through F are placed on the page to indicate advertising positions:

- A:** Located in the top right corner, near the 'Find A Job' button.
- B:** Located on the left side, near the 'RESONSIVE DESIGN' article.
- C:** Located on the left side, near the 'Outdoor Retailer Signs Back on in Salt Lake City Through 2018' article.
- D:** Located on the right side, near the 'Atlanta Convention Center at AmericasMart' advertisement.
- E:** Located on the right side, near the 'Love A Fair' advertisement.
- F:** Located on the right side, near the 'Sun Life Stadium' advertisement.

**ExpoFiles:**

TSNN's longest running e-newsletter is geared to all event industry professionals. It releases monthly to a diverse subscription base of Organizers, Exhibitors, Suppliers and Promotional Product Professionals. Showcasing helpful tips, trends, tactics and best practices.

**AUDIENCE**

Approximately 45,000 trade show professionals

**DEPLOYMENT SCHEDULE**

Monthly

**ADVERTISING POSITIONS**

- A - 120 x 240 - Mini tower
- B - 468 x 60 - Banner
- C - 468 x 60 - Banner

**ADVERTISING RATES**

- A - 120 x 240 - \$500/month
- B - 468 x 60 - \$750/month
- C - 468 x 60 - \$750/month

The screenshot shows the ExpoFiles e-newsletter interface. At the top, there is a navigation bar with links for Home, Contact Us, Manage Subscriptions, and Send to a Friend. Below this is a banner for 'Boston' featuring social media hashtags #FreeWiFi and #OnsiteT24/7. The main content area includes several articles with images and text. On the right side, there is a vertical stack of advertisements for 'Find A Job', 'Vivid Visuals + Tomorrow's Tech', 'GES Audio Visual', 'THE BEST MEETING TECHNOLOGY', 'ATLANTIC CITY', 'eventBit', and 'Bringing the World to your Expo and your Expo to the World!'. At the bottom, there are more advertisements for 'FREEMAN CONNECTIONS', 'Are you Future Ready?', 'PHL', and 'POWER UP THE POSSIBILITIES'. Callout boxes A, B, and C are overlaid on the image to indicate specific advertising positions: A is on the 'Vivid Visuals' ad, B is on the 'Boston' banner, and C is on the 'FREEMAN CONNECTIONS' ad.

## Additional Strategic Advertising Opportunities

### E-Blasts

Targeted campaigns; your design, message and branding to our list of more than 45,000 trade show professionals.

Click [here](#), [here](#) & [here](#) to view examples.

**ADVERTISING RATES: \$2,500**

## TSNN's Trade Show Venue Directories

### ADVERTISING POSITIONS

**A - 250 x 250 - Box Ad**

**B - 250 x 250 - Box Ad**

### ADVERTISING RATES

**A - 250 x 250 - \$999/year**

**B - 250 x 250 - \$999/year**

**TSNN Trade Show Venue Directory**

Welcome to the **ONLY** extensive online U.S. trade show venue directory with more than 400 exhibit halls, convention centers and other facilities with exhibit space listed.

Complimentary to all users, the TSNN Trade Show Venue Directory is a comprehensive guide that was designed to assist trade show organizers, meetings and event planners to find the perfect venue for their events.

Sorted by several search categories, users also have the ability to side-by-side compare different facilities based on several criteria and submit RFPs directly to a venue.

There are basic listings that are complimentary for all venues and enhanced listings available that have the ability to include photos, video, venue description, social media links, surrounding airport, restaurants and hotel information and much more.

Place your venue, convention center or meeting facility in front of the eyeballs you're trying to reach! A featured listing or box ad on the **ONLY** extensive online U.S. & Global trade show venue directories are very targeting and effective advertising. Complimentary to all users the [U.S. Trade Show Venue Directory](#) & the [Global Venue Directory](#) are comprehensive guides designed to assist trade show organizers, meetings and event planners find the perfect venue for their events - the eyeballs you want to reach, these handy tools help your location stand out!

### ADVERTISING RATES:

\$999.00 per year for an elevated "feature listing" or a 250 x 250 box ad



## TSNN's Educational Webinar Series

Sponsoring a TSNN webinar matches your company up with top trending content of industry interest, places you in front of decision making trade show organizers and offers a high return on investment which includes:

- A full contact lead list
- An introduction or verbal blurb plus a slide advertising your product or service
- A long marketing tail with promotions; before, during & after a webinar
- Your logo on all materials through TSNN channels – including e-newsletters, e-blasts, video coverage & extensive social media efforts

*“We've had the opportunity to sponsor several of the TSNN webinars and it has been extremely effective for us. The content is always great which drives a lot of participation, and while the focus is on the topic and the speaker, the webinars allow us to promote our products to that targeted audience and follow up with them later. We'll do more of these!” ~ Rob Hamlin, Ungerboeck*

**ADVERTISING RATE: \$2,500** – Click [here](#) to view a recorded TSNN webinar.

## TSNN Awards – a C-level Celebration, Celebrating Success in Atlantic City, NJ, Oct. 28-30

Sponsoring the 2016 TSNN Awards celebrates Trade Show Excellence annually and places you face to face with the best of the best of our industry for an incredible three-day weekend gala celebration. This includes not only TSNN's Top 50 fastest-growing shows (in attendance and net square footage) but also five “TSNN Best of Show” nominees (honoring innovation at shows) as well as the return of The Expo Group's Show Manager of the Year Awards for which five show organizers representing different-size shows will be invited.



*“The TSNN Awards was a stellar event! So glad I could be part of the whole group. Cleveland came across well to all the participants and that makes me do somersaults! I was able to meet many of the Cleveland folks I should have met before! The networking opportunities, with this select group was invaluable and quite rewarding. Getting two solid and maybe three leads was a BONUS plus too. Meeting Michael Symon—dream come true too!” Anne Abbott, Owner of Tradeshow Multimedia Inc.*

**ADVERTISING RATE:** Contact John Rice at (617) 201 7088 or at [jrice@tsnn.com](mailto:jrice@tsnn.com) to learn about the levels of sponsorship opportunities.