Trade Show News Network (TSNN.com) has over 23 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, website 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 No. 1 trade show news source, TSNN constantly delivers objective, hard-hitting industry news on every aspect of the trade show and convention industry. Rachel Wimberly, EVP of Business Development at Tarsus Group, US 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 website and popular e-newsletters
- Interactive Leads - our readers will click through to your website 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.

JOHN RICE
Sales & Business Development
e: jrice@tsnn.com
t: (617) 201-7088
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)

WEBSITE

More than 160,000 website visitors and subscribers to TSNN's seven newsletters. *

Google Analytics statistics (Jan. 1 - Dec. 31, 2019):

- 1.3 mil page views annually
- 800,000 unique visitors annually
- 61% of Website users are between ages 18-34
- 63% of Website users are in the U.S.
- 15% of Website users are in China, India, U.K.

E-NEWSLETTERS

Our e-newsletters *The Industry This Week, Association Show News, Breaking News, Asia Exhibition News, People News, Green 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

*Source: Google Analytics – Jan. 1 - Dec. 31, 2019*
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 - Leaderboard
B - 728 x 90 - Leaderboard
C - 728 x 90 - Leaderboard
D - 468 x 60 - Small Banner
E - 120 x 240 - Skyscraper
F - 120 x 240 - Skyscraper
G - 120 x 240 - Skyscraper
H - 120 x 240 - Skyscraper
I - 120 x 240 - Skyscraper
J - 468 x 60 - Small Banner
K - 250 x 250 - Box Ad
L - 250 x 250 - Box Ad

ADVERTISING RATES

A - 728 x 90 - $2,000/month
B - 728 x 90 - $1,700/month
C - 728 x 90 - $1,500/month
D - 468 x 60 - $1,250/month
E - 120 x 240 - $1,000/month
F - 120 x 240 - $1,000/month
G - 120 x 240 - $1,000/month
H - 120 x 240 - $1,000/month
I - 120 x 240 - $1,000/month
J - 468 x 60 - $800/month
K - 250 x 250 - $1,750/month
L - 250 x 250 - $1,500/month

TSNN Media Kit - 2020
Contact: Mr. John Rice, Vice President of Sales. jrice@tsnn.com (617)-201-7088
TSNN has a suite of e-newsletters that serves 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:** Released every Tuesday, this weekly e-newsletter covers the latest news in the global 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:** Released two times a month (2nd & 4th Thursday’s). 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. More than 8,000 subscribers receive Association Show News, which 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.

**Asia Exhibition News:** Released twice monthly (2nd & 4th Wednesday’s). Launched in 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.

**Green News:** Released bi-monthly, "Going Green" is a buzz phrase that seems to be everywhere these days, including the events industry. Released bi-monthly, this special e-newsletter highlights the sustainable efforts made by trade shows and industry suppliers to help create a greener, less wasteful and more earth-friendly industry.

**Expofiles:** Released monthly (2nd Thursday of each month), this popular publication is geared to all event industry professionals. It releases to a diverse subscription base of Organizers, Exhibitors, Suppliers & Promotional Product Professionals. The e-newsletter is sent to close to 40,000 subscribers and educates Trade Show Pros 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.

**People News:** Our People e-newsletter represents the most important aspect of our industry: human talent! Released every other month to an audience of 10,000 subscribers, it covers promotions, new hires, big career moves, retirements, employment opportunities and the people side of mergers, acquisitions and more. This personal publication also shines a light on employees and their event companies that are #GivingBack to make a positive difference in their host and home communities.

*TSNN Advertising Rates are the Same in ALL TSNN E-newsletters*
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)

**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.*
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

Contact: Mr. John Rice, Vice President of Sales. jrice@tsnn.com (617)-201-7088
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)

**ADVERTISING POSITIONS**

A - 600 x 77 - Leaderboard  
B - 600 x 77 - Leaderboard  
C - 120 x 240 - Skyscraper

**ADVERTISING RATES**

A - 600 x 77 - $18,000/year  
B - 600 x 77 - $15,000/year  
C - 120 x 240 - $13,000

*Note: Breaking News is sold out through 2020.*
**TSNN NATIVE ADVERTISING**

At TSNN, we want to give brands the opportunity to tell YOUR brand’s story in YOUR own words with our new offering of Native Advertising.

As the most-read news source in the trade show industry, with more than 160,000 monthly website and newsletter subscribers, our readership of event professionals is the ideal audience for any brand that hopes to raise awareness of what they have to offer.

Native Advertising allows a brand to submit an article written by a thought leader that represents your company. The article will be seamlessly integrated with TSNN’s other high-value news content so that readers will have prime opportunity to discover more about your brand in your voice. This is a very unique offering, and one that we feel gives brands a platform to rise above the rest.

Price per article: $2,500 – placed on TSNN.com site for 2 weeks in prime native advertising position and runs in at least two TSNN newsletters; includes social media promotion on all TSNN channels.

Click [HERE](#) to view past examples of Native Ads/Partner Voices

**SPONSORED SOCIAL MEDIA POSTS**

Do you want your brand’s message in front of our highly engaged social media audiences on Twitter, Facebook and Instagram?

@TSNN_com_US has a Twitter reach of approximately 147,000 per month. The TSNN LinkedIn group has over 8,000 active engaged members and Facebook and Instagram both are popular and growing every day.

Your brand’s messaging will be posted and tweeted out on a regular schedule in a fun and creative way to create engagement around what your company has to offer the trade show community.

Pricing starts at $1,500 for a month-long campaign.
LEAD GENERATION

Have case studies? Reports? White Papers? Survey results or any other thought leadership you would like to share with our audience of nearly 160,000 total a month? TSNN will host your thought leadership content on our site with a lead capture capability and drive high-quality leads to your sales teams, while also positioning your brand as a valuable content provider in the trade show industry.

Hosted Lead Gen - one month/$4,900

View existing Thought Leadership [here](#)

Exclusive Sponsorship Opportunity
(match your company brand with news adjacency).

- Your logo will be listed and linked to the news section on TSNN’s home page
- Your banner will be listed and linked on top and bottom of the news landing page
- Your banner will be published in matching enewsletter

Reach out for pricing.

Sponsor a Quarterly Podcast (exclusive offer – reach out for details)
TSNN Awards – a C-level Celebration, Celebrating Success

Sponsoring the 2020 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.

“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 to learn about the levels of sponsorship opportunities.
ADDITIONAL STRATEGIC ADVERTISING OPPORTUNITIES

E-Blasts

Targeted campaigns; your design, message and branding to our list of more than 25,000 trade show professionals.

Click here and here to view examples.

ADVERTISING RATES $2,500

TSNN’S TRADE SHOW VENUE DIRECTORY

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

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. trade show venue directory is a very targeted and effective advertising option. Complimentary to all users the U.S. Trade Show Venue Directory is a comprehensive guide 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