

TSNN Trade
Show
News
Network

THE # 1 ONLINE TRADE SHOW NEWS SOURCE FOR 25 YEARS

MEDIA KIT 2021

Editorial Content • Targeted E-Newsletters • Exclusive News Sponsorships • Event Data • Digital Packages
Thought Leadership • Extensive Social Media Reach • Venue Directory • E-Blasts • Native Advertising

WE OFFER THE HIGHEST-QUALITY NEWS CONTENT

As the #1 trade show news source, TSNN constantly delivers objective, hard-hitting industry news on every aspect of the trade show and convention industry.

Matt Swenson,
Editorial Director



Lisa Plummer Savas,
Senior Editor



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.

If your goal is to reach the MOST show organizers and event professionals with your brand, TSNN offers unparalleled opportunities, not only on the TSNN website but also with multiple e-newsletters serving a combined 160,000 subscribers each month.



Arlene Shows

John Rice

Rachel Wimberly

We customize campaigns for any budget (*with a multi-channelled approach*) to help you reach your goals in creative, targeted ways.

Our small (*but mighty team*) has close to 100 years of combined trade show and event experience – we know the industry and how to make our partners successful. [Reach out](#) for free consultation and advice.

OUR READERSHIP | OUR COMMUNITY | OUR REACH

Our [trade show news](#) and positive [blogs posts](#) are known in the global trade show industry as the place to get informed, track trends and stay educated. ***There are more eyes looking at TSNN than any other trade show publication.***

Our online, digital and social content revolves around helping event professionals do their jobs with excellence. Visitors come to TSNN to get the latest updates—from show announcements to convention center developments to people appointments to the latest legislation to technology trends to green efforts and more. We also mix in easy-to-digest pieces, such as fresh exhibiting ideas, giving back initiatives, engagement techniques and the latest food and beverage display trends. Tied in closely with our website and helpful blogs are to-the-point, visually appealing newsletters as well as engaging social media accounts.

TSNN reaches C-level for-profit trade show organizers, associations, exhibit managers, venues and suppliers; a combined reach of over 160,000 subscribers each month.

PARTNERING WITH US MEANS...

- **Valuable News Adjacency** - your brand and 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.

Our social media reach is close to 500,000 overall event professionals monthly.



PRODUCTS AND PRICING

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 | G - 120 x 240 - Skyscraper |
| B - 728 x 90 - Leaderboard | H - 120 x 240 - Skyscraper |
| C - 728 x 90 - Leaderboard | I - 120 x 240 - Skyscraper |
| D - 468 x 60 - Small Banner | J - 468 x 60 - Small Banner |
| E - 120 x 240 - Skyscraper | K - 250 x 250 - Box Ad |
| F - 120 x 240 - Skyscraper | L - 250 x 250 - Box Ad |

ADVERTISING RATES

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

The screenshot shows the TSNN.com website layout. At the top is a navigation bar with links for HOME, NEWS, BLOGS, TRADE SHOW DATA, RESEARCH REPORTS, ADVERTISE, #EPOCHAT, SUBSCRIBE, CONTACT US, and SEARCH. Below this is a grid of news articles. On the right side, there is a search sidebar with filters for Event Name/Keyword, Industry, City, State, Country, Month, and Year. At the bottom right, there is a 'MOST READ NEWS' section with a list of articles. Various advertising positions are marked with letters A through L, corresponding to the 'ADVERTISING POSITIONS' section. Lines connect these labels to the specific ad spots on the page.

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.

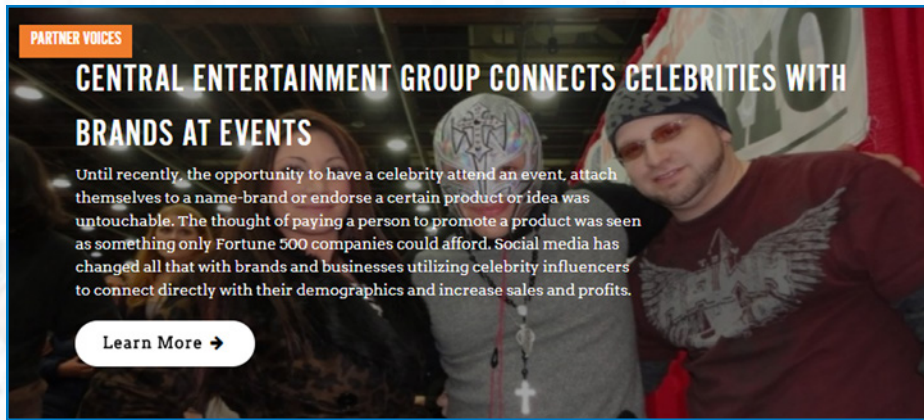
As the most-read news source in the trade show industry, with more than 160,000 monthly website and newsletter subscribers, our readership of event professionals is the ideal audience for any brand that hopes to raise awareness of what they have to offer.

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? Let TSNN be your social media marketing team – we are event experts!

@TSNN_com_US has a Twitter reach of approximately 300,000 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 newsletter

Reach out for pricing.

The screenshot displays the TSNN website interface. At the top, there are three news headlines: "THE SWEET WAY CANDY ADAMS, AKA THE BOOTH MOM, BUILDS RELATIONSHIPS", "9 TRENDS THAT WILL SHAPE THE EVENTS INDUSTRY IN 2020", and "FACEREG PROMISES TO REDUCE WAIT TIMES FOR ON-SITE CHECK-IN". Below these is a large banner for "DALLAS DELIVERS" with a "LEARN MORE" button. The main content area features three news items: "INDUSTRY NEWS" dated Jan 16, 2020 with a tree icon; "ASSOCIATION SHOW NEWS" dated Jan 08, 2020 with a lightbulb icon; and "TECH NEWS BY Personify" dated Jan 14, 2020 with a sticky notes icon. A search sidebar on the right includes filters for "EVENTS", "VENDORS", and "ORGANIZERS", and dropdown menus for "Event Name/Keyword", "Choose Industry", "City", "State", "Country", "Month", and "Year".

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](#), [here](#) and [here](#) to view examples.

ADVERTISING RATES \$2,500

TRADE SHOW DATA

We create 'intelligent' and custom lead lists based on specific needs.

Need planners in specific regions? With a certain title? In a dedicated industry sector? We can make an actionable, high-value, lead target list for YOU.

Pricing starts at \$500.00

The lead list will be emailed to you in an Excel® spreadsheet and will include most of the following information:

- Show name
- Show contact's name, email, and phone
- Show URL
- Show organizer's name, mailing address, and phone
- Show start date
- Show end date
- Number of attendees
- Number of exhibitors
- Type of show (public trade show, private trade show, conference with trade show, conference only)
- Show venue location

We have over & 6,000 U.S. Trade Shows



ENEWSLETTERS



TSNN has a suite of e-newsletters that serves different facets of the trade show industry. Each one reaches thousands of opt-in subscribing industry professionals, most of whom are C-level show management executives around the world.

Advertising rates start at \$2,000.00 a month.

TSNN'S SUITE OF E-NEWSLETTERS – Click the newsletters below to view examples.

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.

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, and Suppliers & Promotional Product Professionals. The e-newsletter is sent to close to 25,000 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.

Virtual Technology News: Coming soon! Reach out for sponsorship opportunities.

CUSTOM DIGITAL OPPORTUNITIES:

TSNN's suite of marketing products offers our clients the ability to reach meeting professionals from specific target groups through a combination of expertise, experience and technology.

For specific package options, contact your region's director of sales.
Reach out for specific package options.



PRE-ROLL VIDEO

Have high quality video and need to reach the right traffic?
TSNN offers pricing based on **COST PER COMPLETED VIEW**. So you only pay when the entire video is watched.



BANNER RETARGETING

Need your brand to be top of mind to meeting professionals?
Our media team will put your branding and banners in front of meetings professionals as they navigate the web.



CONTENT ACTIVATION

Need qualified traffic to read your content?
Our team of media experts drive paid traffic directly to content on your site, resulting in high visitor traffic, engagement and time on site.



TSNN 360

Want to reach your target audience across three platforms as they navigate the web.
Our team will engage our audience with your message then will reinforce that message on social media targeting the same individuals. Finally we will reinforce your brand by targeting the same audience with your banner ads.

REACH OUT TODAY

**We would love to hear your story,
talk about our vast industry and help you achieve your goals...**



Mr. John Rice,
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