

CONQUER YOUR TOUGHEST EXHIBITING PROBLEMS

March 4-8
Mandalay Bay
Las Vegas
EXHIBITOR2012.com

EXHIBITOR MEDIA GROUP PRESENTS

EXHIBITOR 2012

The World Conference and Exhibition for Trade Show and Corporate Event Marketing

220+
SEMINARS
AND WORKSHOPS

CONNECT WITH
6,000
PROFESSIONALS
WHO DO WHAT YOU DO

SHOP THE
INDUSTRY'S
LARGEST
EXHIBIT HALL

DISCOVER THE INDUSTRY'S ONLY
UNIVERSITY-AFFILIATED
CERTIFICATION PROGRAM
CTSM

**REGISTER
NOW**
EXHIBITOR2012.COM

And there on the bottom of page 21

M328

Media Members Tell it Like it Is

In today's world of rapid communications, how do you generate the best media coverage possible for your event? In this session, a panel of media representatives from television, newspapers, and B2B publications will show you how.

You'll learn:

- How to find out who covers your industry
- News media deadlines
- How soon in advance to make contact
- How to break through e-mail and voice mail barriers
- The correct format to convey your company's information
- How to take advantage of new video and online trends in the industry
- Whether a picture is still worth a thousand words
- The value of electronic wire services



FACULTY: Aleta Walther, (CTSM candidate), reporter, Exhibit City News; Travis Stanton, editor, EXHIBITOR magazine and Wayne Dunham, owner, Dunham Communications

