

Resource	24/7 LeadGen				Outreach/Exposure			Page(s)
	Cost	Pre Event	Event Time	Post Event	Digital	Print	Live	#
★ = Essential “Must Do” Tools								
A. ONLINE MARKETING								
★ 1. Free Basic Online Listing & Product Categories www.PRINTevent.com	FREE	✓	✓	✓	✓	✓	✓	278-284
2. Premium Online Listing Upgrades, Attendee Planner & Lead Generation	\$	✓	✓	✓	✓		✓	301-307
3. Video Clips on Website PRINTevent.com	FREE	✓	✓	✓	✓		✓	285
4. Banner Ads (Map Your Show Banners)	\$	✓	✓	✓	✓		✓	304
5. Official Mobile Event App	\$	✓	✓	✓	✓		✓	305
★ 6. FREE Customer Registration	FREE	✓			✓			276-277, 312-314
7. FREE E-mail and Marketing Tools	FREE	✓			✓			277, 313
8. Press Release to Leverage Your Message	FREE	✓	✓	✓	✓	✓	✓	291
B. SPONSORSHIP OPPORTUNITIES								
1. Customized Offerings Based on Your Marketing Needs	\$	✓	✓	✓	✓	✓	✓	294-298
2. RED HOT Technology Recognition Program	\$	✓	✓	✓	✓	✓	✓	294
3. TechTalks (Exhibitor Presentations)	\$	✓	✓		✓	✓	✓	294
4. TechWalks (Guided Exhibit Floor Tours)	\$	✓	✓		✓	✓	✓	294
5. Celebrate PRINT! Opening Reception	\$	✓	✓		✓	✓	✓	295
C. DIRECT MAIL & SPECIALTY PUBLICATIONS								
1. Direct Mail to Targeted Industry Buyers & Influencers: Exhibitor-Partnered Direct Mail	\$	✓			✓	✓		Call (703) 264-7200 x 222
D. MEDIA, SPEAKING & PRESENTATION OPPORTUNITIES								
1. Media Lists	FREE	✓	✓	✓	✓	✓	✓	289-290
2. Newsroom Press Kit Distribution	FREE		✓			✓		287
3. Press Briefing Room News Conferences	FREE		✓				✓	287