

Training magazine's 35th Annual

training 2012 conference & expo



PUT YOUR BUSINESS IN FRONT OF KEY TRAINING DECISION-MAKERS

Training 2011 Conference & Expo was a hit — with 10% more attendance than 2010. Don't miss an even bigger Training 2012, with even more value for your organization.

FROM OUR 2011 EXHIBITORS

"We got great leads and our booth was busy the entire time — sometimes four deep."

– Bonita Lahey, COO, Acadium, Inc.

"We have had a great amount of success with referrals, leads and general feedback from present and potential customers of our exhibit, booth staff, and pre and post show communications."

– Jenn McMillan, Gilmore Global



Certificate Programs
February 10-12

Conference
February 13-15

Expo
February 13-14

Georgia World
Congress Center,
Atlanta, Georgia

FROM OUR 2011 ATTENDEES

"Training 2011 is perhaps the most valuable experience a training professional can have. The content presented, the vendors attending, and the opportunity to network make it an event well worth attending."

– Angela Rice-Warren,
Clinical Research Education
and Training Project
Manager, Duke Clinical
Research Institute

"This was by far one of the best conferences I have attended in my 10+ years of training! ... This conference is a 'can't miss opportunity!'"

– John Ser, Senior Trainer,
American Honda
Motor Company

37%

of attendees have a training/learning budget of more than \$1,000,000

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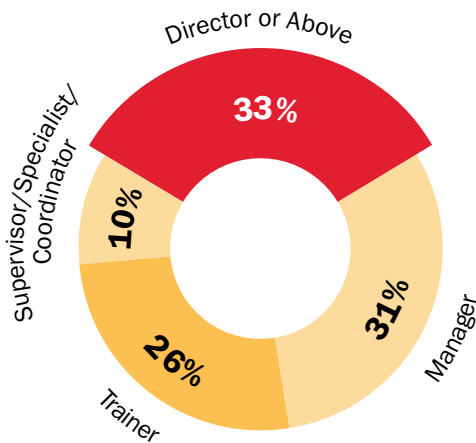
Georgia World Congress Center, Atlanta, Georgia

WHAT'S IN IT FOR ME?

Exhibit booths include these value-added bonuses:

- Listing in the Training 2012 Official Show Directory, an essential guidebook that many attendees keep as a reference guide throughout the year.
- Your company name and description on Training 2012's Official Show Website, www.TrainingConference.com
- Training 2012 Expo Passes that allow you to invite your best customers and prospects to walk the show floor as your guest.
- One Full Conference Registration for every 100 square feet of booth space.
- Full use of the pre-show attendee list for a one time mailing.
- Exclusive opportunities to rent the post-show attendee list.
- Multiple opportunities to magnify your presence at Training 2012 through sponsorships (sponsorship details to be announced by May 1st)

ATTENDEE JOB TITLE



34%

of attendees plan on making purchases based on what was exhibited at the show

RESERVING YOUR BOOTH IS EASY

Many 2011 exhibitors signed up for 2012 on site. So hurry: booths are filling up faster than you think!

Exhibit Booth rates stay low—\$3,000 for a 10×10 Standard Booth and \$3,130 for a 10×10 Corner Booth. **But, we are also offering an Early Bird Discount of \$500 per 10×10 booth space for exhibitors who reserve their 2012 booth space with a 50% deposit by July 31, 2011:**

To reserve your booth, follow this link and follow the simple directions: www.trainingconference.com/booth_sales.cfm

When you get to the Booth Payment section, enter **discount code 500eb2012**.

CONTACT US

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