

Reaching Decision-Makers Through Sponsorships & Advertising

For any budget or set of marketing objectives, Training 2009 provides a wealth of sponsorship opportunities. Some are basic enhancements. Some are highly exclusive. Training 2009's Expo staff can help you customize a package that makes the most of your resources and builds the greatest return on your involvement.

PRINT

SHOW DIRECTORY ADVERTISING

The Training 2009 Official Show Directory is an invaluable tool for attendees to navigate the expo floor. It includes a comprehensive list of all conference programming, exhibitor and product listings, and special onsite events.

SHOW DAILY ADVERTISING

Got news? For both days of the Expo, the *Training* magazine editorial team will provide the latest news briefings from the show floor for Training 2009 attendees. Show Dailies will be handed out onsite and prominently placed in high-traffic Conference and Expo areas.

GOLD SHOW PACKAGE: \$13,500

Supports your Expo presence with print advertising in *Training* magazine and the official show directory plus ads in both show dailies:

- 10 x 20 booth space at Training 2009.
- Full-page in *Training's* February issue, the official Training 2009 Show issue, featuring this year's Training Top 125 rankings.
- Full-page ad in the Training 2009 Official Show Directory.
- Two full-page ads in the Training 2009 Show Dailies (one ad each day).

SILVER SHOW PACKAGE: \$6,500

Supports your Expo presence with print advertising in *Training* magazine and the official show directory:

- 10 x 10 booth space at Training 2009.
- Full-page in *Training's* February issue, the official Training 2009 Show issue, featuring this year's Training Top 125 rankings.
- Full-page ad in the Training 2009 Official Show Directory.

Want to customize your own package? We'll be happy to work with your unique requirements. Please contact us for other "package" or individual pricing opportunities.



BRONZE SHOW PACKAGE: \$4,300

- 10 x 10 booth space at Training 2009.
- Full-page ad in the Training 2009 Official Show Directory.
- Quarter-page ad in *Training's* February issue, the official Training 2009 Show issue, featuring this year's Training Top 125 rankings.

ONLINE

WEBSITE BANNER ADVERTISING

Highlights your company, products, or services with an electronic banner on Training 2009's Official Show Website, www.TrainingConference.com, including a hotlink to your company's Website. Multiple pricing options are available up through the show in February—ask us for details.

WEBSITE LOGO PLACEMENT: \$200

Places your company's logo within your exhibitor listing on the Training 2009 Website.

E-MAIL SPONSORSHIPS:

\$300 each – \$2,000 for exclusivity

Your company's name and logo can be embedded in the series of graphically rich HTML e-mails that will be sent to all potential attendees throughout the marketing campaign leading up to Training 2009 (more than 200,000 e-mail exposures).

ONSITE

SHOW BAG: \$5,000

An exclusive opportunity to sponsor the official Training 2009 bags given to each attendee that contain all the pertinent materials about the expo and conference.

CYBER CAFÉ: \$4,500

At virtually all hours of the show day and night, attendees can be found checking their e-mail—and your name, logo, and Website can be incorporated into the computers they'll be using.

Sponsorships continued

LANYARDS: \$4,000

An exclusive opportunity to put your company's name and logo on the lanyards every attendee will be wearing.

NEW WAYS TO LEARN

Facilitated by industry gurus, this private show floor area will feature virtual learning tools, games and simulations, and other new ways to learn. Your product will be featured in live, facilitated sessions.

SHOW SITE DIRECTIONAL SIGNAGE: \$300 each

Throughout the Georgia World Congress Center, helpful directional signs will guide attendees as they move between conference and expo activities—adding your name and logo is a great way to raise your visibility at Training 2009.

SHOW SITE LOCATION BANNERS

Distinguish your company from the rest by placing your name and logo on the location banners hung throughout Training 2009. Prices vary with location—ask us what's available where.

TRAINING TOP 125 GALA

A variety of sponsorship opportunities are available at this annual event, which honors the leaders—as acknowledged by their peers—in the training field. Please contact us to discuss your options for enhanced visibility and involvement.

SHOW FLOOR GAME MAP; INDUSTRY ANNUAL REPORT: \$3,000 - \$5,000

Have your company stand out with these unique advertising opportunities. Ask us for details and pricing.

MONDAY NIGHT MIXER

Passed hors d'oeuvres and cocktails on the show floor could be sponsored by you. Ask us for details and pricing.

What's in it for YOU

Training 2009 will help you reach the field's decision-makers early in the year – while budgets are still fluid and priorities are still evolving. Beyond direct access to this key audience, we'll enhance your presence with a number of benefits:

- Long-term exposure to thousands of leading companies through your listing in the Training 2009 Official Show Directory—an essential guidebook many attendees keep handy throughout the year.
- Your company's name and description—with, at your option, an embedded logo—on www.TrainingConference.com, Training 2009's Official Show Website.
- Expo Passes that allow you to invite your best customers and prospects to walk the show floor for free.
- 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 2009 through sponsorship opportunities—many of them exclusive.

For information on these advertising opportunities and to exhibit at Training 2009, please contact:

Sean Nodland

Sales Director
704.900.5116

sean.nodland@nielsen.com

Gary Dworet

Account Executive
646.654.7659

gary.dworet@nielsen.com

Expo Hours

MONDAY, FEBRUARY 9

11:45 am - 5:15 pm

TUESDAY, FEBRUARY 10

12:30 pm - 5:30 pm

Georgia on My Mind

The Georgia World Congress Center in Atlanta is in the heart of the vibrant city that's often called the "Capital of the New South." America's ninth largest metropolitan area boasts:

- A 20% growth rate—the highest of any major U.S. city.
- More Fortune 500 company headquarters than any U.S. city except New York City and Houston, including The Coca-Cola Company, Home Depot, SunTrust Banks, and UPS.
- Hartsfield-Jackson Atlanta International Airport, the world's busiest in terms of both passenger traffic and aircraft operations, and a hub for both Delta Air Lines and AirTran Airways.
- An impressive base of broadcasting operations: TBS, CNN, TNT, the Cartoon Network, and Boomerang, (all owned by Turner Broadcasting), as well as The Weather Channel.

