

Training magazine's 35th Annual

training 2012 conference & expo

**Don't Miss
Special
Sponsorship
Package
Deals!**

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Certificate Programs.....February 10-12
ConferenceFebruary 13-15
ExpoFebruary 13-14

An event designed for learning, training
and performance professionals

Put Your Business In Front of Key Training Decision-Makers



Georgia World Congress Center, Atlanta, Georgia

Produced by:



Lakewood
Media Group LLC



www.TrainingConference.com

Put Your Business in Front of Key Training Decision-Makers

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

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

37%

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

www.TrainingConference.com

34%

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

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.
- One-time use of the pre-show postal attendee list to promote your booth.
- Exclusive opportunities to rent the post-show attendee list.
- Multiple opportunities to magnify your presence at Training 2012 through sponsorships

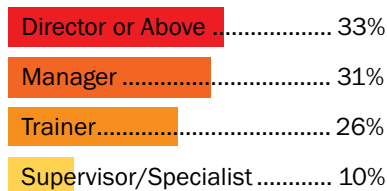
Reserving Your Booth is Easy

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 x 10 Standard Booth and \$3,300 for a 10 x 10 Corner Booth.

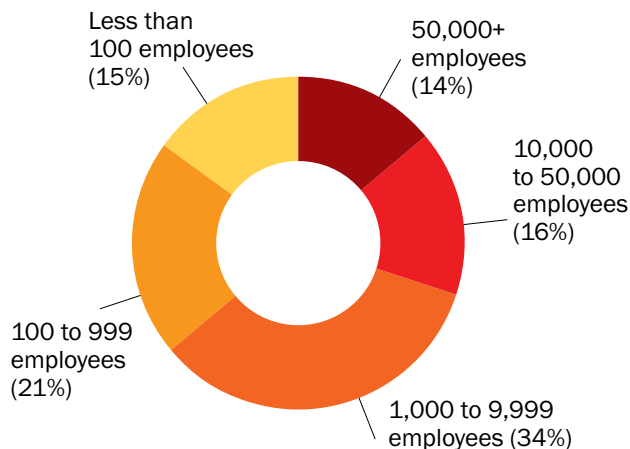
To reserve your booth, follow this link and follow the simple directions: www.trainingconference.com/booth_sales.cfm

Profile of Attendees You'll Meet Face-to-Face at Training 2012:

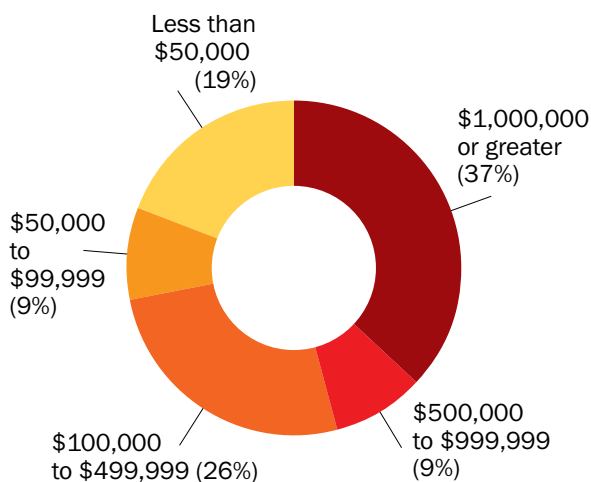
Attendee Job Title



Organization's Number of Employees



Attendee Size of Training Budget



Training Conference & Expo attendees* come from a variety of companies including:

- | | |
|--------------------------------------|---------------------------------|
| 3M | Intel Corporation |
| Abbott Labs | JCPenney |
| ABF Freight System Inc | Kaiser Permanente |
| ABRA Auto Body & Glass | KLA-Tencor |
| ADP | Kwik Trip |
| Agilent Technologies | Loews Hotels |
| Allianz Life | Macy's |
| American Fidelity Assurance | Marathon Oil Company |
| American Honda Motor | MasterCard Worldwide |
| AT&T | Mayo Clinic |
| Bank of America | MetLife, Inc. |
| Banner Health | Microsoft |
| Best Buy | Nationwide Insurance |
| BNY Mellon | Nestle Purina |
| Boehringer Ingelheim Pharmaceuticals | Nintendo of America Inc. |
| Boeing | Northrop Grumman |
| Cash America International, Inc. | Novartis Pharmaceuticals |
| Cephalon | Paychex, Inc. |
| Choice Hotels International | Pfizer Inc |
| Cisco Systems, Inc. | PNC Financial Services Group |
| Coldwell Banker | PricewaterhouseCoopers LLP |
| ConocoPhillips | Procter and Gamble |
| CUNA Mutual Group | Qualcomm |
| CVS Caremark | The Boeing Company |
| Department of Defense | The Coca-Cola Company |
| Discover Financial | Tiffany & Co. |
| Farmers Insurance Group | Toshiba America Medical Systems |
| General Electric | Toyota Motor Sales |
| Godiva Chocolatier | Travelers Insurance |
| Hallmark Cards | Vanguard |
| Honeywell | Verizon |
| HP Software | Walgreens |
| Hyatt Hotels & Resorts | Wells Fargo Bank |
| IBM | |

Attendee Business/Industry

- Manufacturing
- Finance/Banking
- Health/Medical Services
- Educational Services/Academic
- Government and Military
- Retail
- Real Estate/Insurance
- Business Services
- Communications
- Transportation and Utilities

Reaching Decision-Makers Through Sponsorships & Advertising

For any budget or set of marketing objectives, Training 2012 provides a wealth of sponsorship opportunities. Some are basic enhancements. Some are highly exclusive. Training 2012'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 2012 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.

JANUARY/FEBRUARY 2012 SHOW ISSUE

Place your print ad in the January/February 2012 Special Show issue of *Training* magazine. This issue is distributed free at the event and puts you in front of all our attendees — just when they're walking the Expo floor. Don't forget: the January/February issue also reveals the rankings of the Top 125, and is a hot commodity at the event.

ONLINE

WEBSITE BANNER ADVERTISING: \$1,000

Highlight your company, products, or services with an online banner on Training 2012's Official Show Website, www.TrainingConference.com, for 90 days, including a hotlink to your company's Website.

E-MAIL SPONSORSHIPS: \$300 Each – \$1,000 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 2012 (more than 300,000 e-mail exposures) from September 2011 to January 2012.

REGISTRATION CONFIRMATION E-MAIL SPONSORSHIP: \$2,000

Place your hotlinked logo and tagline at the bottom of the confirmation e-mails received by every registrant.

ONSITE

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 your sales representative for details.

SHOW BAG: \$6,000

An exclusive opportunity to sponsor the official Training 2012 bags given to each attendee that contain all the pertinent materials about the conference and expo.

EXCLUSIVE CERTIFICATE PROGRAM BREAK AND LUNCH SPONSOR: \$6,000

Be the exclusive sponsor of Training 2012 Pre-conference Certificate Program breaks and lunches, held Friday through Sunday. You'll receive signage and logoed cocktail napkins at networking breaks and lunches during the three days of certificate programs.

SATURDAY NIGHT RECEPTION: Call for Pricing

On Saturday night, sponsor an exclusive cocktail reception for our Certificate Program attendees, an audience dedicated to improving their training function (and who have put their money where their mouth is).

CYBER CAFÉ: \$5,000

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 placed on each Cyber Café computer screen saver on site.





EXPO FLOOR FOOTPRINTS: \$3,000

Lead the way to your booth with a set of logoed footprints on the floor of the expo hall.

LANYARDS: \$4,000

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

SPONSORED SPEAKER SLOTS: \$1,500 (for exhibitors)

Deliver your message to our attendees directly by sponsoring a 60-minute breakout conference session. Standard session A/V provided, as well as a session description in the on-site Show Directory and on the conference Website. Limited number available.

\$3,000 for non-exhibitors.

NOTEPADS: \$5,000

With your logo at the top and your Website at the bottom, these branded notepads, inserted into every attendee's show bag, will give you exposure in every session as attendees take notes — and have a year-round shelf life as they take their notes back to the office.

SHOW-BAG INSERTS: \$500 (for exhibitors)

Direct attendees to your booth, or to a special offer, with full-page color inserts in every show bag. Only for exhibitors and only ten insert sponsorships available.

TRAINING 2012 SHOW PACKAGES

Support your Training 2012 Expo experience with print advertising in *Training* magazine and the Training 2012 Official Show Directory plus Online Banner Advertising and E-Mail Sponsorships:

GOLD SHOW PACKAGE: \$9,950

- 10×20 Double Corner Booth Space at Training 2012 (\$6,230 Value)
- Full-Page ad in *Training* magazine's January/February 2012 issue, the official Training 2012 Show issue, featuring this year's Training Top 125 Rankings (\$13,797 Value)
- Full-Page ad in the Training 2012 Official Show Directory (\$1,200 Value)
- Leaderboard banner ad on Training 2012's Official Show Website, www.TrainingConference.com, including a hotlink to your company's Website (\$1,000 Value)
- Two (2) E-Mail Sponsorships – Your company's name and logo will be embedded in two of the e-mails that will be sent to all potential attendees throughout the marketing campaign leading up to Training 2012 from September 2011 to January 2012 (\$600 Value)

SILVER SHOW PACKAGE: \$7,450

- 10×10 Booth Space at Training 2012 (\$3,000 Value)
- Full-Page ad in *Training* magazine's January/February 2012 issue, the official Training 2012 Show issue, featuring this year's Training Top 125 Rankings (\$13,797 Value)
- Full-Page ad in the Training 2012 Official Show Directory (\$1,200 Value)
- Leaderboard banner ad on Training 2012's Official Show Website, www.TrainingConference.com, including a hotlink to your company's Website (\$1,000 Value)
- One (1) E-Mail Sponsorship – Your company's name and logo will be embedded in one of the e-mails that will be sent to all potential attendees throughout the marketing campaign leading up to Training 2012 from September 2011 to January 2012 (\$300 Value)

10×10 BOOTH SPACE: \$3,000

10×10 CORNER BOOTH SPACE: \$3,300



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.

www.TrainingConference.com

training 2012 **conference & expo**

Certificate Programs February 10 – 12

Training 2012 Conference February 13 – 15

Training 2012 Expo February 13 – 14

**GEORGIA WORLD CONGRESS CENTER
ATLANTA, GEORGIA**



**For more information
on these advertising
opportunities and to
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