



EXHIBIT NEWS NOW

Brought to you by **TSNN**

EXHIBIT NEWS NOW IS AN ONLINE NEWS AND INFORMATION SOURCE FOR EXHIBIT MANAGERS/MARKETERS, EVENT MARKETERS AND CORPORATE EXHIBIT MANAGERS AND EVENT PLANNERS.

MEDIA KIT 2024

Editorial Content • Targeted E-Newsletters • Exclusive News Sponsorships • Thought Leadership • Extensive Social Media Reach • E-Blasts • Native Advertising • Banner Advertising

WE OFFER THE HIGHEST-QUALITY NEWS CONTENT

Exhibit News Now is a new online news and information resource that will be focused on people who work on their company's exhibit program. There will be thought leadership, news, research, surveys and information on how you can make your exhibit stand out and achieve your goals at an event or show.

Danica Tormohlen,
VP of Content, Tarsus Media



OUR READERSHIP | OUR COMMUNITY | OUR REACH

Who are we? Exhibit News Now is a FRESH online news source for exhibit managers, event marketers and corporate event planners. **We have 7,000+ contacts in our database, which grows daily.**

Exhibit News Now was launched by Trade Show News Network (TSNN.com), the top online news source in the trade show industry, and has the combined industry experience of more than 80 years working on the team behind it (Danica Tormohlen – 29 years; John Rice – 25 years; Bridgett Maddux – 15 years; and Rachel Wimberly – 17 years).

There are other publications focused on exhibit and event marketers, but what makes Exhibit News Now DIFFERENT is the rich database of industry contacts already reading our other publications – TSNN and Corporate Event News – who now will be reading Exhibit News Now.

In other words, our readers are the people who YOU want your brand to reach!

Advertisers who partner with us reap many benefits, including:

- **Valuable News Adjacency** – your message appears next to the news we publish on the website and e-newsletter
- **Interactive Leads** – our readers will click through to your website so you can capture their information
- **Economical Cost** – because we are interactive, you can launch an effective ad campaign to fit within any budget
- **C-level Readership** – the top-level exhibit and event marketers, corporate event planners and supplier executives are our subscribers and readers
- **Social Media Exposure** – Partnering with us means we will help spread & expand your brand through our extensive online reach

We Offer Access to 8,000+ Exhibit Managers/Marketers, Event Marketers and Corporate Event Planners (an exclusive list not available anywhere else!)

Exhibit News Now, like TSNN, features breaking news stories, tips and tricks on how exhibitors can ensure success at a show, new business contracts, people moves, new trends and MORE!

Our social media reach is over 15,000 event professionals monthly.



**TOTAL
AUDIENCE**
40,000+
PER MONTH

**E-NEWSLETTER
AUDIENCE**
30,000+
PER MONTH

**TOTAL WEB SITE
AUDIENCE**
10,000+
PER MONTH

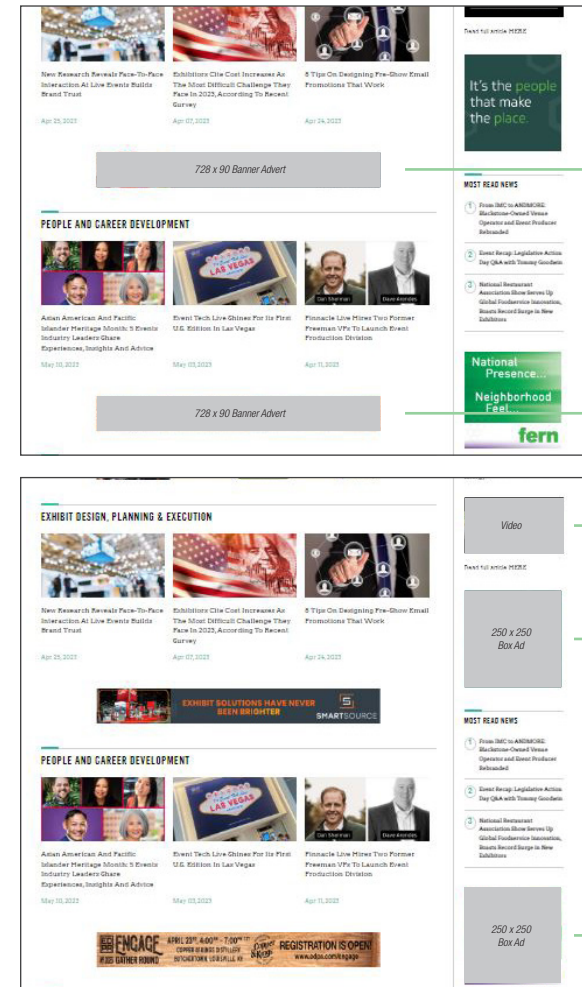
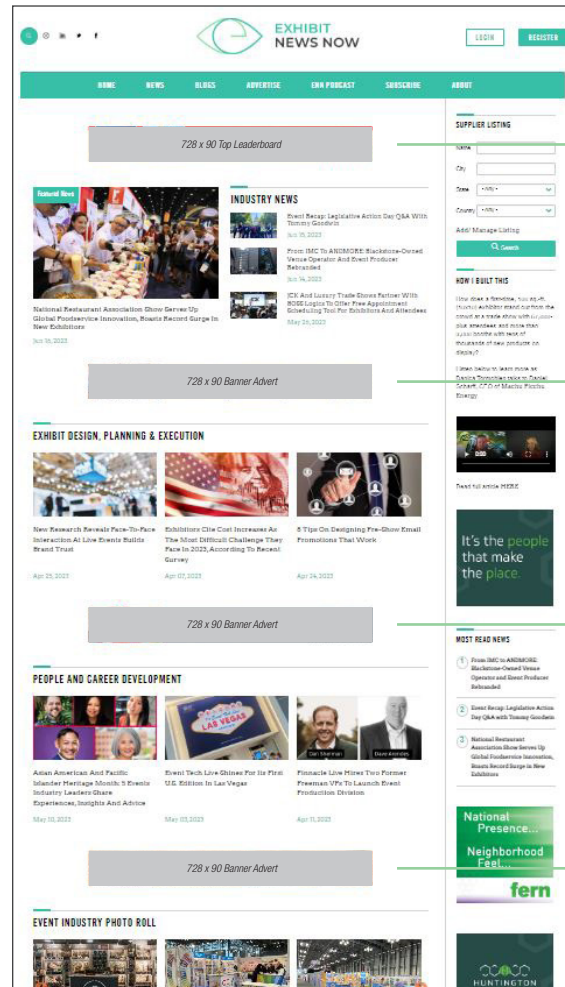
EXHIBIT NEWS NOW WEB SITE ADVERTISING RATES

ADVERTISING POSITIONS

- A – Top Leaderboard – 728x90**
- B – Banner – 728x90**
- C – Banner – 728x90**
- D – Banner – 728x90**
- E – Banner – 728x90**
- F – Banner – 728x90**
- G – Box Ad – 250x250**
- H – Box Ad – 250X250**
- I – Video**

ADVERTISING RATES (monthly) *all ads rotate

- A – 728x90 - \$2,000/month**
- B – 728x90 - \$1,500/month**
- C – 728x90 - \$1,250/month**
- D – 728x90 - \$1,000/month**
- E – 728x90 - \$1,000/month**
- F – 728x90 - \$1,000/month**
- G – 250x250 - \$2,000/month**
- H – 250x250 - \$2,000/month**
- I – Video - \$2,500/month**



CORPORATE EVENT NEWS E-NEWSLETTER RATES

ADVERTISING POSITIONS

- A – Leaderboard – 400x60**
- B – Banner – 400x60**
- C – Banner – 400x60**
- D – Skyscraper – 160x600**

ADVERTISING RATES (per month - 4 issues)

- A – Leaderboard – \$2,750**
- B – Banner – \$2,500**
- C – Banner – \$2,000**
- D – Skyscraper – \$2,000**

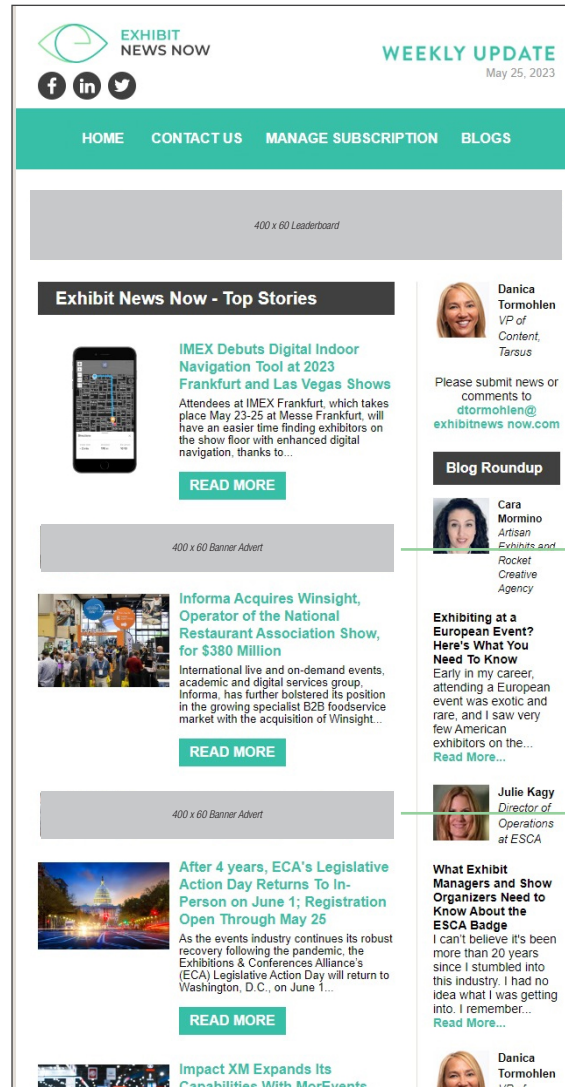


EXHIBIT NEWS NOW WEEKLY UPDATE
May 25, 2023

HOME CONTACT US MANAGE SUBSCRIPTION BLOGS

400 x 60 Leaderboard

Exhibit News Now - Top Stories

IMEX Debuts Digital Indoor Navigation Tool at 2023 Frankfurt and Las Vegas Shows
Attendees at IMEX Frankfurt, which takes place May 23-25 at Messe Frankfurt, will have an easier time finding exhibitors on the show floor with enhanced digital navigation, thanks to...
[READ MORE](#)

Informa Acquires Winsight, Operator of the National Restaurant Association Show, for \$380 Million
International live and on-demand events, academic and digital services group, Informa, has further bolstered its position in the growing specialist B2B foodservice market with the acquisition of Winsight...
[READ MORE](#)

After 4 years, ECA's Legislative Action Day Returns To In-Person on June 1; Registration Open Through May 25
As the events industry continues its robust recovery following the pandemic, the Exhibitions & Conferences Alliance's (ECA) Legislative Action Day will return to Washington, D.C., on June 1...
[READ MORE](#)

Impact XM Expands Its Capabilities With MorEvents

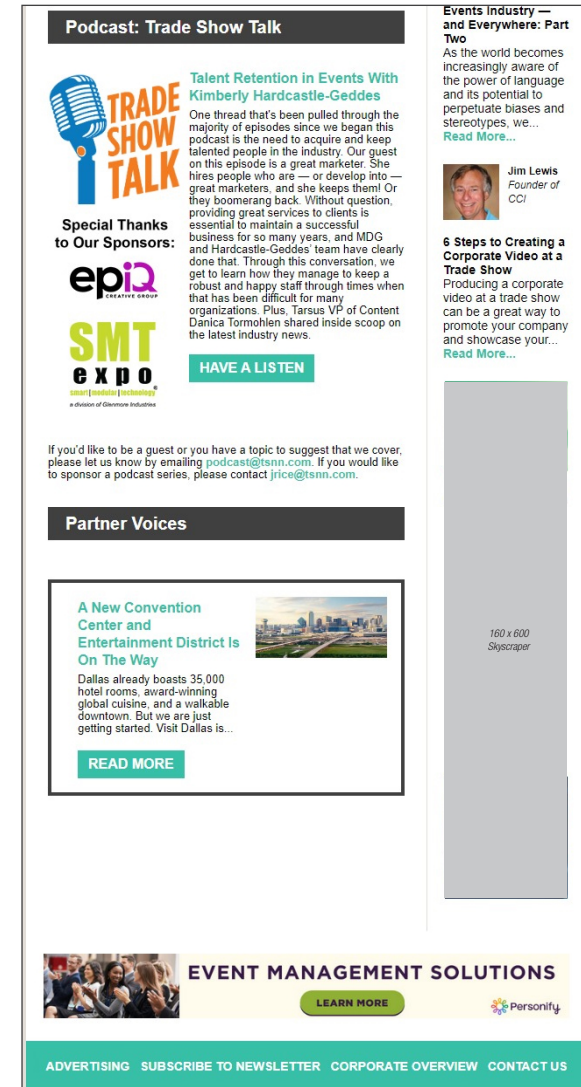
Blog Roundup

Danica Tormohlen
VP of Content, Tarsus
Please submit news or comments to dtormohlen@exhibitnewsnow.com

Cara Mormino
Artisan Exhibits and Rocket Creative Agency
Exhibiting at a European Event? Here's What You Need To Know
Early in my career, attending a European event was exotic and rare, and I saw very few American exhibitors on the...
[Read More...](#)

Julie Kagy
Director of Operations at ESCA
What Exhibit Managers and Show Organizers Need to Know About the ESCA Badge
I can't believe it's been more than 20 years since I stumbled into this industry. I had no idea what I was getting into. I remember...
[Read More...](#)

Danica Tormohlen
VP of



Podcast: Trade Show Talk

TRADE SHOW TALK
Talent Retention in Events With Kimberly Hardcastle-Geddes
One thread that's been pulled through the majority of episodes since we began this podcast is the need to acquire and keep talented people in the industry. Our guest on this episode is a great marketer. She hires people who are — or develop into — great marketers, and she keeps them! Or they boomerang back. Without question, providing great services to clients is essential to maintain a successful business for so many years, and MDG and Hardcastle-Geddes' team have clearly done that. Through this conversation, we get to learn how they manage to keep a robust and happy staff through times when that has been difficult for many organizations. Plus, Tarsus VP of Content Danica Tormohlen shared inside scoop on the latest industry news.
[HAVE A LISTEN](#)

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Partner Voices

A New Convention Center and Entertainment District Is On The Way
Dallas already boasts 35,000 hotel rooms, award-winning global cuisine, and a walkable downtown. But we are just getting started. Visit Dallas is...
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EVENT MANAGEMENT SOLUTIONS
[LEARN MORE](#)
Personity

ADVERTISING SUBSCRIBE TO NEWSLETTER CORPORATE OVERVIEW CONTACT US

Events Industry — and Everywhere: Part Two
As the world becomes increasingly aware of the power of language and its potential to perpetuate biases and stereotypes, we...
[Read More...](#)

6 Steps to Creating a Corporate Video at a Trade Show
Producing a corporate video at a trade show can be a great way to promote your company and showcase your...
[Read More...](#)

160 x 600 Skyscraper

TELL YOUR BRAND'S STORY TO **7,000+** EXHIBIT MARKETERS/MANAGERS, EVENT MARKETERS AND CORPORATE EVENT PLANNERS **WEEKLY** WITH “PARTNER VOICES” (NATIVE ADVERTISING)



Exhibit News Now wants you to be able to tell YOUR brand's story, in YOUR own words, with NATIVE ADVERTISING – which we are calling “Partner Voices”.

Partner Voices provides an opportunity for you to submit an article written by a thought leader who represents your organization. The article will be seamlessly integrated with the Exhibit News Now high-value news content, guiding readers to discover more about your brand without feeling like they are receiving a sales pitch.

This is a very unique offering, and one that we feel gives brands a platform to rise above the rest.

Targeted E-mail Marketing Blasts

Do you want your brand directly in the inbox of more than 7,000 exhibit managers/marketers, event marketers and corporate event planners.

Exhibit News Now's targeted email marketing blasts provide access to this high-value audience.

Advertising rate: \$2,500 per send

Each article will be featured on www.ExhibitNewsNow.com, as well as the Exhibit News Now e-newsletter – sent to 8,000+ exhibit managers/marketers, event marketers and corporate event planners and all of our social media channels.

Article rate: \$2,500 per placement. Length of placement is 1 week on web site and 2 weekly e-newsletters.


LEAD GENERATION

Have case studies? Reports? White Papers? Survey results or any other thought leadership you would like to share with our audience of nearly **40,000** total exhibit managers/marketers, event marketers and corporate event planners a month?

Exhibit News Now will host your thought leadership content on our site with a lead capture capability and drive high high-quality leads to your sales teams, while also positioning your brand as a valuable content provider in the corporate event industry.

Advertising rate: \$2,500 per report

Below is an example of Lead Generation on the www.CorporateEventNews.com web site.




**CORPORATE
EVENT NEWS**
Brought to you by TSNH
CORE-apps


WEBINAR

**Event Tech Tips for
Corporate Planners**

THU, JUN 28, 2018 | 1:00 PM - 2:00 PM ET



THOUGHT LEADERSHIP



cadmiumCD
Bring Your Event Together

Ultimate Guide to Collect, Manage, and Share Event Content

The Ultimate Guide to Collect, Manage, and Share Event Content explores the ways event organizers can use event management software to gather and publish event data using the CadmiumCD platform as an example. This guide walks event organizers through the major software tools available to them, from abstract management to event apps, and offers ideas and insights to how to use these tools. Download to discover how to:

- Use event software to collect and manage information from speakers, exhibitors, and other stakeholders
- Publish content to multiple digital platforms such as event websites and apps from one central location
- Retain consistent branding and user experience across all your event's digital assets
- Consolidate your team's workflow onto one single event software platform

[DOWNLOAD THE ULTIMATE GUIDE](#)

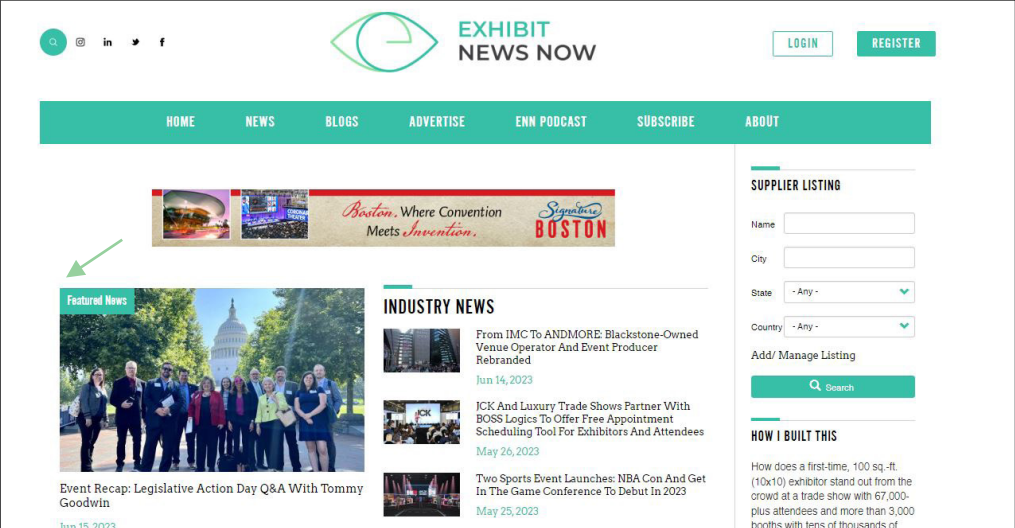
EXCLUSIVE SPONSORSHIP OPPORTUNITY

(MATCH YOUR COMPANY BRAND WITH NEWS ADJACENCY)

Sponsoring a targeted news section aligns your brand with top trending content of industry interest, places you in front of decision-making exhibit managers/marketers, event marketers and corporate event planners and offers a high return on investment which includes:

- Your logo listed and linked to news section on Exhibit News Now's home page
- Your banner listed and linked on top and bottom of the news landing page
- Your banner published in newsletter (sent **weekly** to **7,000** exhibit managers/marketers, event marketers and corporate event planners)

Reach out for pricing



The screenshot shows the Exhibit News Now website interface. At the top, there are social media icons, the logo, and navigation links for HOME, NEWS, BLOGS, ADVERTISE, ENN PODCAST, SUBSCRIBE, and ABOUT. A banner for 'Signature BOSTON' is visible. Below the banner, there's a 'Featured News' section with a photo of a group of people and a headline: 'Event Recap: Legislative Action Day Q&A With Tommy Goodwin' dated Jun 15, 2023. To the right, there's an 'INDUSTRY NEWS' section with several articles, including 'From IMC To ANDMORE Blackstone-Owned Venue Operator And Event Producer Rebranded' dated Jun 14, 2023, and 'JCK And Luxury Trade Shows Partner With BOSS Logics To Offer Free Appointment Scheduling Tool For Exhibitors And Attendees' dated May 26, 2023. On the far right, there's a 'SUPPLIER LISTING' form with fields for Name, City, State, and Country, and a search button. Below the form, there's a 'HOW I BUILT THIS' section with a short article snippet.

REACH OUT TODAY
WE WOULD LOVE TO HEAR
YOUR STORY, TALK ABOUT OUR
VAST INDUSTRY AND HELP YOU
ACHIEVE YOUR GOALS...



Diane Bjorklund,
Manager of Global Partnerships

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