



designwest

center of the engineering universe

ATTENDEE PROMOTIONAL CAMPAIGN

The DESIGN West attendee promotional campaign will produce approximately **10,000,000 million impressions** in the months leading up to the event. An integrated marketing plan features print and online advertising, email, direct mail, telemarketing and public relations – all designed to deliver a highly qualified audience of design engineers to DESIGN West in April 2013.

Print and Online Advertising: TOTAL REACH: 10,000,000+ impressions

- Print advertising campaign delivering more than 2 million impressions in at least 10 industry publications including, *EDN, Electronic Design, Circuit Cellar, Military & Aerospace, IEEE Publications* and more!
- Online advertising campaign featuring more than 5 million impressions across 20 web sites. Targeted banner ads will run on relevant web sites, including: EE Times, EDN, Embedded.com, IEEE Media, TechOnline, Circuit Cellar, and more.

Email and Newsletters: TOTAL REACH: 2,000,000

- More than 2,000,000 e-mails sent to promote attendance to design engineers, developers and purchasing decision-makers including selects of TechOnline, EDN, *Embedded.com, EE Times*, regional OEMs and associations, alumni and prospects.
- Messages in more than 20 industry newsletters.

Event Website: TOTAL REACH: 600,000

- More than 600,000 page views expected during the months leading up to event, from attendees registering, previewing exhibitor list, virtual booths, conference content, etc.

Exhibitor Marketing Kit:

- An Exhibitor Marketing Kit will be available to exhibitors to use that will include a free electronic Expo Only Pass (HTML and PDF versions) that you can customize with your logo and booth number and distribute to your prospects and customers, event logos, a print ad, banner ads and more.

Public Relations & Social Media Communications: Total Reach: 200,000

- DESIGN West will send out a series of five press releases before, during and after the event, as well as a series of targeted media alerts, that is broadcast across multiple social media channels.

Questions? Contact Linda Uslaner, Marketing Director, at linda.uslaner@ubm.com