

# DirectEventConnect™

**Is your business getting maximum exposure?  
Are you using DirectEventConnect?**

If not, now is the time to make it easy for buyers to find you regardless of the size of your booth. With DirectEventConnect you can showcase your products and services before, during and after an event to thousands of qualified buyers.

Think of it as an online community but with benefits that go far beyond the web!

## BENEFITS



### PROMOTION:

**Continuous visibility of your products and services**

- Targeted emails and e-newsletters
- Detailed company and product profiles
- Your company logo featured on community homepage
- Enhance your company's search results across the web



### RESULTS:

**Generate More Business**

- Drive traffic to your booth
- Interested prospects contact you
- Maximize your exposure to targeted buyers
- Detailed lead reports to share with your sales team



### LEAD GENERATION:

**Qualified Leads = More Sales**

- Target your market based on buyer profiles
- Powerful search engine brings customers to you
- Make appointments for the event

## CUSTOMIZE YOUR LISTING

	BASIC	GOLD	PLATINUM
Company Description Online	35	75	500
Company Description in Show Guide	35	75	150
Company Listing	✓	✓	✓
Company Name/Booth #	✓	✓	✓
Address, Phone/Fax	✓	✓	✓
One Email Address	✓	✓	✓
Website URL	✓	✓	✓
Company Contact	✓	✓	✓
Company Logo Online	✓	✓	✓
Keywords	25	25	25
Product Categories	5	7	10
Product Listings	5	7	10
Products in New Product Promotion		1	2
Company Logo in Show Guide		✓	✓
Uploads and Links			10

# ONLINE ADVERTISING

## MAXIMIZE YOUR VISIBILITY

Select from these additional advertising opportunities to maximize your visibility!

### ONLINE ADVERTISING

Enhance your visibility as a featured company within the site!



#### Premium Leaderboard \$1,000 Net per month

728 x 90 pixels

Ad unit runs at the top of each main page within the community. Main pages include: Home, For Attendees, For Exhibitors and My Event Planner  
.jpg or .gif files accepted / Maximum size 20 KB



#### Keyword Search \$100 Net per keyword\*

Purchase popular keywords and be returned in first place of the search results so your company and products will not be missed!

Own this position for  
keyword search results.

\*Anything separated by a space is counted as one keyword.



#### Top Banner \$750 Net per month

468 x 60 pixels

Ad unit runs above the search results box on the following pages: Platinum/Gold Exhibitors, All Exhibitors, New Products and All Products

.jpg or .gif files accepted / Maximum size 20 KB



#### Page Peel \$1,000 Net per month

800 x 600 pixels

Large-format ad that expands or peels back to cover the top right corner of each main page within the community. Main pages included: Home, For Attendees, For Exhibitors and My Event Planner  
.jpg or .gif files accepted / Maximum size 20 KB

## TOP 3 REASONS

TO UPGRADE TO A GOLD OR PLATINUM LISTING:

1. Advertise NEW products and solutions!
2. Showcase MORE of your products and services!
3. STAND OUT from your competition!



For more information, please contact: Jared Auld, Exhibitor Services Manager  
P: 918.831.9440 • F: +1 918.831.9729 • [jareda@pennwell.com](mailto:jareda@pennwell.com)