

EXHIBITOR PROSPECTUS



& NEW MEDIA EXPO 2012

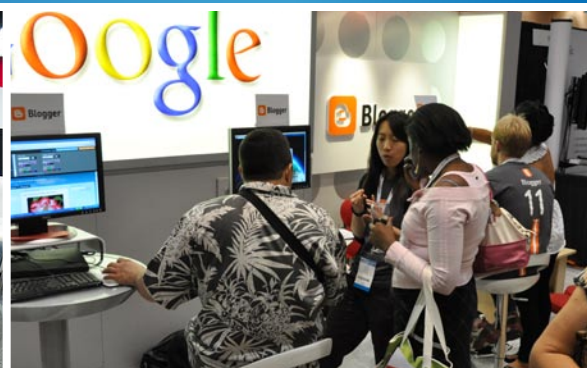
The First and Only Industry-wide Conference, Tradeshow & Media Event for All New Media

NEW YORK Co-located with **bea** BOOKEXPO AMERICA  
Jacob Javits Convention Ctr.  
Conference: June 5-7 • Exhibits: June 6-7

LOS ANGELES  
Los Angeles Convention Ctr.  
Conference: Oct. 4-6 • Exhibits: Oct. 5-6

This is the place

where  
New Media becomes  
New Business



“ BlogWorld is always a great opportunity to meet decision makers and influencers. The people who came to our booth were eager and knowledgeable. We learn from them and they learn from us. ” — David B. Thomas, Director of Community & Social Strategy, Radian6

You simply can't afford to miss it.

ENGAGE the leading Bloggers, Podcasters, Online TV & Radio Broadcasters, Social Influencers & more!

Reserve your space today!

For exhibit space & sponsorship inquiries, call Patti Hosking: 858-309-4747, x109 or Denise Lauro: 203-840-5347 or visit [BlogWorldExpo.com](http://BlogWorldExpo.com)



## Our attendees reach and influence hundreds of millions of consumers.

Influential content creators at this event reach more than **250 MILLION** people per month, generating over **400 MILLION** impressions!

This is a powerful opportunity for widespread, cost-effective exposure. BlogWorld attendees share their experiences online continuously, engaging communities in important conversations about your brand, products and services. Exhibiting gives you the opportunity to participate in these brand defining conversations and grow new business relationships.

**89% of attendees post online from the Expo** on Blogs, Twitter, Facebook, Podcasts, YouTube, Google+, photo sharing platforms, location-based services & more! Be a part of the social stream at the one show you can't afford to miss!

“Tweets just from 3 days at BlogWorld generated 323 million impressions, hitting 30.4 million people...that's a story!” — Hashtracking.com

## The world's only comprehensive tradeshow for all Social Media & New Media.

Attendees come from **41 countries** looking for products and services for Blogging, Podcasting, Social Media Networking, Web TV, Video, Digital Photography, and all forms of Online Publishing and Broadcasting.

**78% of attendees found new vendors** in the Expo they're planning to do business with.

“Between the product demos and blogger interviews, we met a ton of people...Our booth was buzzing from the minute the convention center opened and it felt like things didn't slow down until we were on the plane back to SF...We were literally blown away by the passion and energy of the blogging elite.”

— Joe Bertino, Marketing Manager, Livefyre

## BlogWorld generates new business & qualified buyers.

Attendees include Professional, Prosumer and Corporate Bloggers, Video Bloggers, Podcasters, Web TV & Radio Broadcasters, Marketers and Entrepreneurs, Social Media Experts and Business Owners who spend serious time and money growing their brands & businesses online.

**79% of attendees came to visit exhibitors** and make new business contacts.

“We've been very pleased with the traffic! Our product is for video, which is growing by leaps and bounds—especially in the blogging space. Blogworld is the perfect venue to showcase our product.”

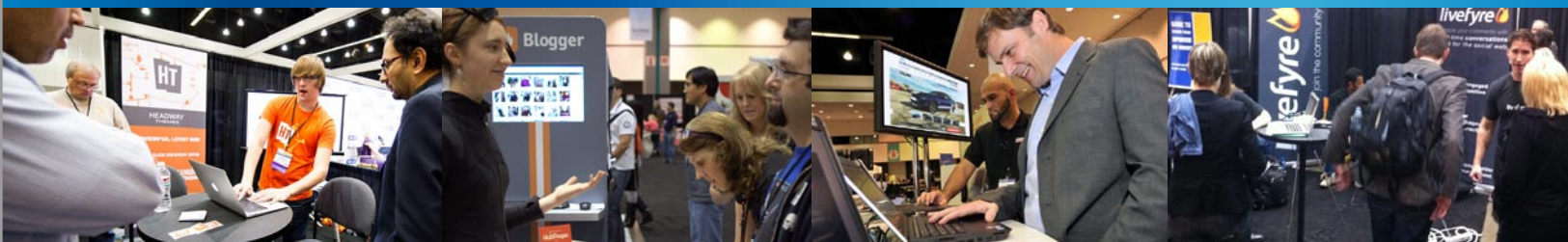
— Christine Porter, Telestream

Audience and Attendee Statistics based on attendee surveys. Twitter statistics provided by Hashtracking.com.

**BlogWorld attendees are hungry for resources, and looking for you here.**

- Web/Blog/Podcast Hosting
- Podcasting Products
- Blog Publishing Platforms
- Blog Design Services
- Digital Video & Photo Products
- Web TV & Radio Solutions
- Badges/Plug-ins/Widgets
- Computer Hardware & Software
- Home & Office Digital Products
- Search Engines, SEO and SEM
- Mobile & Web Applications
- Ad & Affiliate Networks & Partners
- RSS/Syndication Services
- Social Media Consulting
- Social Networking Platforms
- Social Communities and more...

**IMPORTANT ATTENDEE STATISTICS:** **99.6%** had a positive experience and plan to return! **92%** recommend BlogWorld to friends & colleagues.



“We met so many passionate bloggers and social media professionals! We learned tons talking to them; the feedback was really helpful in how we can further improve our product. We can definitely say this is The Event for anyone in the blogging and social media industry.” — Chang Kim, Blogger/Google

Sign up for upcoming event news at [www.BlogWorldExpo.com](http://www.BlogWorldExpo.com) and for new media industry news & education, visit [www.BlogWorld.com](http://www.BlogWorld.com)

**DON'T WAIT. The previous Expo sold out. Reserve your space now!**

CONTACT: Patti Hosking 858-309-4747 x109, email: [Patti@BlogWorldExpo.com](mailto:Patti@BlogWorldExpo.com)

CONTACT: Denise Lauro 203-840-5347, email: [DLauro@reedexpo.com](mailto:DLauro@reedexpo.com)

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