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EXPO

ASTD conferences are time-honored traditions in the workplace learning and performance industry and excellent forums for member/supplier interaction.

Connect with potential customers, showcase your products and services, and collect leads that generate sales. Your Account Executive will personally customize your EXPO exhibit/sponsorship package and help you create the perfect solution for lead generation.

ASTD 2009 International Conference & Exposition

May 31–June 3, 2009 | Washington, DC, USA | astd2009.org

ASTD's annual International Conference & Exposition is the premier marketplace for workplace learning and performance products and services. We bring the buyers to you.



In 2008, ASTD welcomed more than 10,000 attendees from more than 70 countries.

Reserve a Booth \$31.50/square foot

BOOTHS INCLUDE

- One full-conference registration
- Three EXPO staff badges
- Publicity in the February, April, and August issues of *T+D* magazine
- Unlimited EXPO-only passes for your customers and prospects
- Publicity on the ASTD website
- Publicity in the ASTD 2009 program guide
- Two pre-show exhibitor webinars
- Pre- and post-show attendee direct mail lists (exhibitor survey required for post-show list)
- Opportunity to provide 1,000 giveaways in the Corporate Teams Room
- 30-minute demo on EXPO floor (first come, first serve: must submit RFP)
- 8' back drape and a 3' side rail
- 7' x 44' booth identification sign

2008 SPONSORS

GOLD SPONSOR:

Allen Interactions

SILVER SPONSORS:

Drexel University
Dubai Knowledge Village
Learning Tree International
Standard Register
The Wall Street Journal

PROMOTIONAL SPONSORS:

DDI
Door Training & Consulting
General Physics Corporation
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The Training Associates
Pfeiffer
Graduate School, USDA
Smart Technologies
Mimeo
McGraw Hill
Raytheon Professional Services
Center for Creative Leadership
Luntz Suleiman

“We always find the ASTD audience to be educated, knowledgeable, and warm. They really know what they're looking for.”

DON COOK
SENIOR VICE PRESIDENT,
MARKETING / LEARN.COM



2008 International Conference and Exposition Attendees

HIGHLIGHTS

- 68% have the title of "manager" or higher
- 48% have purchasing authority, an additional 43% recommend purchases
- 72% have been in the field for five+ years
- 53% represent organizations with 1,000+ employees
- 41% have training budgets of \$500,000+
- 27% made a purchase at the conference

COMPANIES REPRESENTED

(partial list)

Adobe	Fidelity Investments
Allstate	Ford Motor Company
Amazon.com	GEICO
American Express	General Mills
American Honda Motor Company	Google
American Red Cross	Harrah's Casino
Amtrak	Heineken
Anheuser-Busch	Hewlett Packard
AT&T	Hilton
Bank of America	IBM
Bausch & Lomb	Intel
Blue Cross Blue Shield	Internal Revenue Service
Boeing	JP Morgan Chase
Booz Allen Hamilton	KPMG
Chevron	McDonald's
CIA	Mary Kay, Inc.
Cisco Systems	MasterCard Worldwide
CitiGroup	Microsoft
Coca Cola Enterprises	Nestle
Comcast	Nike
Delta Air Lines	Pfizer
Dept. of Defense	Saks Fifth Avenue
Disney	Shell
Domino's Pizza Group	Starbucks
Dow Jones	State Farm Insurance
Expedia	University of Illinois
	Xerox

TOP INDUSTRIES REPRESENTED

Finance and Insurance
 Manufacturing
 Healthcare and Social Services
 Management Consulting Services
 Colleges, Universities, and Professional Schools
 Retail Trade

Contacts

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ASTD TechKnowledge® 2009 Conference & Exposition

January 28–30, 2009 | Las Vegas, Nevada, USA | tk09.astd.org

The ASTD TechKnowledge® Conference & Exposition showcases the latest in e-learning. Help attendees enhance their e-learning programs with your products and services.



In 2008, ASTD TechKnowledge® welcomed more than 1,200 attendees.

Reserve a Booth \$23.50/square foot

BOOTHS INCLUDE

- One full-conference registration
- Three EXPO staff badges
- 30-minute exhibitor demonstration session (first-come, first-serve, spaces are limited)
- Publicity in the December and January issues of *T+D* magazine
- Unlimited EXPO-only passes for customers and prospects
- Publicity on the ASTD TechKnowledge® website
- Publicity in the ASTD TechKnowledge® 2009 program guide
- 8' back drape and a 3' side rail
- Booth identification sign

2008 SPONSORS

PLATINUM SPONSOR:

Allen Interactions

GOLD SPONSORS:

Beeline
InterCall
mZingo
You Make the Call!
University of the Incarnate World

SILVER SPONSORS:

Prospero
TSTN
Zune
Raptivity
Seminars Express
Fusion Learning Systems
Empire Learning
Live Learning Center Sponsor:
Sonic Foundry

“Great Circle Learning has exhibited at ASTD’s TechKnowledge® Conference for the past four years. Conference attendees view the EXPO part of the conference as a significant opportunity to address their purchasing needs. The percent of leads that turn into sales dollars is as good or better than from larger conferences we exhibit at.”

HOLLY MILLS
GREAT CIRCLE LEARNING

2008 ASTD TechKnowledge® Attendees

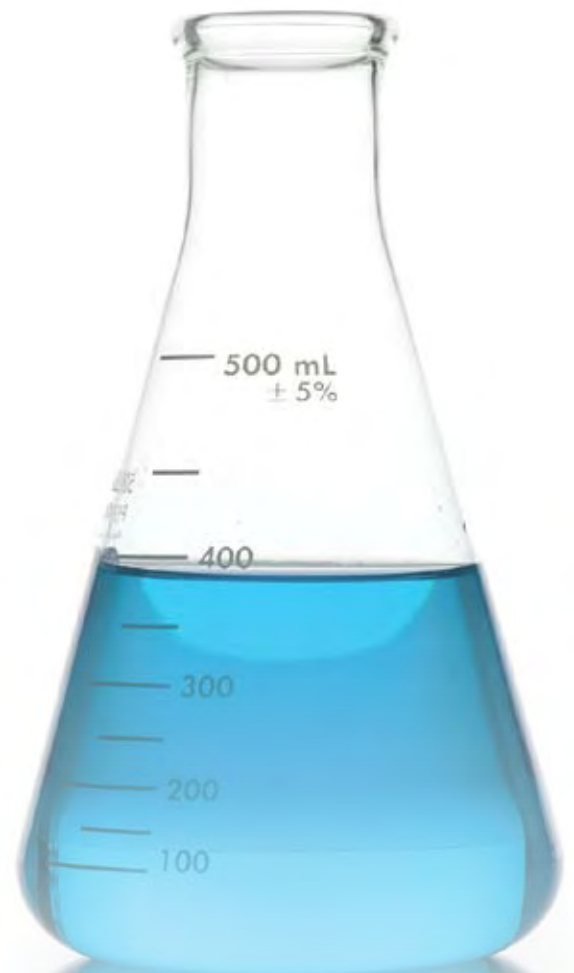
HIGHLIGHTS

- 63% have the title of “manager” or higher
- 34% have purchasing authority, an additional 56% recommend purchases
- 71% have been in the field for five+ years
- 55% represent organizations with 1,000+ employees
- 28% have training budgets of \$1 million+

COMPANIES REPRESENTED

(partial list)

Adobe Systems	Harley-Davidson Motor Company
American Eagle Outfitters	Hewlett-Packard
American Express	IBM
American Heart Association	Internal Revenue Service (IRS)
Anheuser Busch	McGraw-Hill Learning Group
Bank of America	Microsoft Corporation
Bausch & Lomb	Nestle
Booz Allen Hamilton	Nike
Boy Scouts of America	Oracle
Caribou Coffee Company	Pfizer Inc
Chevron Corp	Procter & Gamble (P&G)
Cisco Systems	State Farm Insurance
The Coca-Cola Company	Tiffany & Co.
Duke Energy	Time Warner Cable
Fidelity Investments	United Healthcare
Ford Motor Company	United States Army
Four Seasons Hotels and Resorts	University of California
General Motors	Visa
GlaxoSmithKline	Wal-Mart Stores
Google	Xerox Corp



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