



List Brokerage & Management • Data Processing • Internet Marketing



NIELSEN BUSINESS MEDIA TRADE SHOW ATTENDEES DATABASE

491,897 Trade Show/Conference Masterfile \$135/M
6,864 Canadian Professionals..... \$145/M
264,039 Email Addresses* \$300/M

Published by Nielsen Business Media (Formerly VNU Business Media)

This combined masterfile contains attendees to over 40 trade shows conducted by NIELSEN BUSINESS MEDIA from the following industries:

83,248 Apparel

Buyers of equipment and services in the decorated and imprinted apparel industries. Tradeshow titles: Imprinted Sportwear Shows.

44,541 Entertainment

Attendees to events promoting theatre releases and television shows, both domestic and abroad. Tradeshow titles: Cinema Expo, Cine Asia, Showeast and Showwest.

102,666 Jewelry

Retailers and buyers from the jewelry industries. Tradeshow titles: ASD/AMD shows, JA shows, Couture Diamond Leadership, Couture Jewelry Conference, Couture Jewellery Collection & Conference and Variety Merchandise Shows.

14,840 Medical

*Buyers of assisted living and healthcare products and services
Tradeshow titles: Medtrade shows.*

59,471 Photography

*Professional photographers and purchasers of photography equipment.
Tradeshow titles: Photo East, Photo West and Photo Plus.*

52,146 Real Estate and Design

Attendees from the development, remodeling, and private & commercial interior design industries. Tradeshow titles: Hospitality Design Shows, Hospitality Design Boutique Shows, Hospitality Design Leadership, Kitchen & Bath Industry Shows and Multi-Housing News Shows.

24,500 Retail Design

*Attendees to conferences and expositions for store merchandising.
Tradeshow titles: Global Shop Shows.*

38,119 Sales & Marketing

*Top sales and marketing titles from all NIELSEN Business Media events.
Tradeshow titles: Incentive Shows and Premium Incentive Shows.*

46,976 Sports Retailing

*Retailers of sports apparel and equipment.
Tradeshow titles: Imprinted Sportwear Shows.*

27,224 Training & Human Resources

Professionals whose specialties range from workforce training to designing online training products. Tradeshow titles: Training Directors Forum, Training/ Presentations Conferences and Training Expos.

NIELSEN BUSINESS MEDIA'S TRADESHOW ATTENDEES are highly recommended for books, magazines, newsletters, seminars, travel, meeting facilities, audio/video equipment, computers, software, training and motivational products, office services, supplies and much more.

Additional Information

---Date---
9/08

---Media---

4 Up CheshireN/C
 E-mail\$65/F
 Diskette\$50/F
 PSL\$10/M
 Cartridge..... \$25/F

---Selections---

One NamePer Site \$15/M
 Geo.....\$10/M
 Gender.....\$15/M
 Multi-Buyers..... \$15/M
 Topic\$15/M

---Key Code---

\$3/M

---Minimum Order---

5,000 Names

---Source---

Conference & Exposition
Attendees

Sample Mailing Piece Required

*Transmission:
 \$95/M - Text
 \$115/M - HTML

---Cancellation---

\$10/M + \$50 Flat Fee
 Cancellation After Mail Date
 Requires Payment in Full

Contact

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