

GLOBALSPEC[®]

ONLINE TRADE SHOWS + EVENTS



YOUR AUDIENCE IS HERE



EXHIBITOR KIT

Meaningful brand engagement — online, real-time, and personal

GLOBALSPEC ONLINE TRADE SHOWS + EVENTS: YOUR AUDIENCE IS HERE

Innovative channel with measurable results

GlobalSpec Online Trade Shows + Events offer a cost-effective and efficient way to reach a precise, yet global audience where they are already gathering educational information and content... online. Simulating the look and feel of an educational conference and trade show, these live events run for a full day and remain available for 90 days on-demand – so your branding and exposure opportunities continue.

Your prospects. All in one space.

Who attends GlobalSpec Online Trade Shows + Events? Influential decision makers from the engineering, manufacturing and industrial communities – in other words, your buyers. They gather, online and in real time, to interact with exhibitors, attend educational sessions and enjoy other benefits. Many of them are simply not reachable through any other method. To date, GlobalSpec has hosted more than 50 online events, drawing a collective attendance of more than 80,000+ attendees – your target audience.

Why exhibit at a GlobalSpec event?

Exhibiting at GlobalSpec Online Trade Shows + Events means working with the leading online events provider in the industrial space. These online events provide you with a significant opportunity to:

- + Build brand awareness
- + Promote industry expertise
- + Develop and nurture relationships
- + Deliver educational content
- + Showcase new products and cutting-edge technology
- + Meet with key decision makers
- + Gather valuable market insight
- + Position your company as a thought leader

EVENT TOPICS

- + Aerospace Technology
- + Alternative & Renewable Energy
- + Automotive & Transportation Technology
- + Defense & Security Technology
- + Electronic Components & Product Design
- + Embedded Systems
- + Industrial Automation & Robotic Systems
- + Industrial Processing
- + Machine Tools & Metal Working
- + Material Handling & Supply Chain Technology
- + Medical Equipment Design
- + Plant & Facilities Engineering
- + Power Generation & Distribution Equipment
- + Quality, Test & Measurement
- + Solar Energy
- + Water Quality & Water Reclamation
- + Wind Energy Technology

HOW GLOBALSPEC ONLINE TRADE SHOWS + EVENTS WORK

As an exhibitor, you have a “custom booth” on the online trade show floor. Prospects can “visit” your booth to view and download your valuable marketing information, including catalogs, company and product information, product videos, and more. They may also chat live with your company representatives.

After the show, exhibitors have access to valuable business intelligence that make sales follow-up easy. These downloadable, easy-to-use reports contain full contact details, including title, industry, worksite, and address. And you gain important information on activity within your booth, including who visited, who clicked and watched presentations located in the content tabs, who downloaded sales collateral materials, and more. All of this information allows you to follow up with prospects in an appropriate manner.

You’ll also get continued exposure. The online conference and trade show remains available on-demand for 90 days, providing you with additional exposure following the live-day event.



As an exhibitor, you have a “custom booth” on the virtual trade show floor.

“GlobalSpec provided us with all the booth activity, leads, and contacts. The impact has been greater brand awareness, additional leads, and we anticipate additional business as a result.”

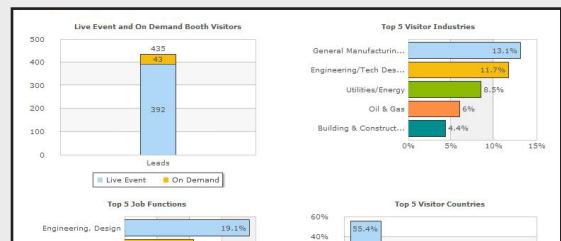
Bill Dull,
President of Triad Magnetics

“What really blew me away was that we received extremely detailed information about the people we interacted with at the event. You can’t get that at a traditional trade show.”

Jason Langhorne,
Director of Sales and Marketing for Allied Reliability



Prospects “visit” your booth to learn more about your company, its products and services. Here they can view catalogs, white papers and relevant information, or participate in live chat with a company representative.



Exhibitors have access to detailed data on booth visitors – including demographic and full contact information on attendees who visited their booth and downloaded content.

CALENDAR

EVENT NAME
EVENT DATE
CLOSING DATE

Industrial Processing	January 11, 2012	October 26, 2011
Water Quality & Water Reclamation	January 25, 2012	November 9, 2011
Alternative & Renewable Energy	February 8, 2012	November 23, 2011
Quality, Test & Measurement	February 22, 2012	December 7, 2011
Medical Equipment Design	March 7, 2012	December 21, 2011
Plant & Facilities Engineering	April 11, 2012	January 25, 2012
Electronic Components & Product Design	April 25, 2012	February 8, 2012
Defense & Security Technology	May 16, 2012	February 29, 2012
Industrial Automation & Robotic Systems	May 23, 2012	March 7, 2012
Machine Tools & Metal Working	June 6, 2012	March 21, 2012
Power Generation & Distribution Equipment	September 12, 2012	June 27, 2012
Material Handling & Supply Chain Technology	September 19, 2012	July 4, 2012
Automotive & Transportation Technology	September 26, 2012	July 11, 2012
Embedded Systems	October 10, 2012	July 25, 2012
Solar Energy	October 17, 2012	August 1, 2012
Aerospace Technology	October 24, 2012	August 8, 2012
Wind Energy Technology	November 7, 2012	August 22, 2012
Industrial Processing	January 16, 2013	October 31, 2012
Water Quality & Water Reclamation	January 30, 2013	November 14, 2012
Quality, Test & Measurement	February 20, 2013	December 5, 2012
Medical Equipment Design	March 6, 2013	December 19, 2012
Alternative & Renewable Energy	March 13, 2013	December 26, 2012
Electronic Components & Product Design	March 27, 2013	January 9, 2013
Industrial Automation & Robotic Systems	April 10, 2013	January 23, 2013
Plant & Facilities Engineering	April 24, 2013	February 6, 2013
Defense & Security	May 15, 2013	February 27, 2013
Machine Tools & Metal Working	June 12, 2013	March 27, 2013
Power Generation & Distribution Equipment	September 11, 2013	June 26, 2013
Solar Energy	September 18, 2013	July 3, 2013
Automotive & Transportation Technology	September 25, 2013	July 10, 2013
Wind Energy Technology	October 9, 2013	July 24, 2013
Aerospace Technology	October 23, 2013	August 7, 2013
Material Handling & Supply Chain Technology	November 6, 2013	August 21, 2013

EVENTS

UPCOMING EVENTS

All events are FREE to attendees and available online.

AEROSPACE TECHNOLOGY

When aerospace engineers seek out better products for their systems, they come to GlobalSpec's Aerospace Technology event. Exhibit there and introduce them to your engines, flight control systems, electrical and electronic components, or other products and services relevant to this skyrocketing industry.

ALTERNATIVE & RENEWABLE ENERGY

Join key manufacturers and industry professionals from around the globe at GlobalSpec's Alternative & Renewable Energy event. You'll reach the engineers on the front lines of the industries you serve—whether that involves solar power, fuel cells, hydrogen, wind, biomass, batteries, or other technologies.

AUTOMOTIVE & TRANSPORTATION TECHNOLOGY

Whether they're designing hybrid vehicles or high-speed rail, transportation engineers attend this conference to seek out solutions that improve quality, lower cost, and boost speed to market. Reach them with your solution by exhibiting here—and build your network with industry leaders from around the world.

DEFENSE & SECURITY TECHNOLOGY

Engineers and defense contractors attend GlobalSpec's Defense & Security Technology event for the latest in audio equipment, specialty coatings, data acquisition systems, pneumatics, or anything else the defense industry requires. That makes it a key space to reach them with your products and solutions.

ELECTRONIC COMPONENTS & PRODUCT DESIGN

While highlighting the latest breakthroughs in consumer electronics, GlobalSpec's Electronic Components & Product Design event also covers industries like healthcare, automotive, aerospace, even defense. Make yourself known to the engineers behind these products—and help them find the new solutions they seek—by exhibiting at this event.

EMBEDDED SYSTEMS

Engineers designing embedded systems, for use in everything from handheld medical devices and smart phones to industrial automation and military aircraft, will learn about the latest in processor cores, sensors, real-time operating systems, and more at GlobalSpec's Embedded Systems event. It's the ideal environment for putting your solution in front of an audience of information-seeking decision-makers.



UPCOMING EVENTS

All events are FREE to attendees and available online.

INDUSTRIAL AUTOMATION & ROBOTIC SYSTEMS

GlobalSpec's Industrial Automation & Robotic Systems event is where engineering, technical and industrial professionals—in industries from aerospace to semiconductors—go for the components and technologies to improve their systems. By exhibiting here, you can reach them with your solutions while they learn about the trends that are changing the field.

INDUSTRIAL PROCESSING

In chemical manufacturing, material handling, food and beverage, plastics and resins, and many other manufacturing industries, engineers charged with process improvement come to GlobalSpec's Industrial Processing event for answers. Put your answer front and center by exhibiting at this popular online event.

MACHINE TOOLS & METAL WORKING

Engineers attend GlobalSpec's Machine Tools & Metal Working event to learn about the latest in machine tools and metal working technology. Connect with this audience and show how your company can help them design products that are easier to produce and offer higher quality and reliability.

MATERIAL HANDLING & SUPPLY CHAIN TECHNOLOGY

Leaders in material handling and supply chain are constantly seeking out new solutions to better store, track, and distribute product. That makes GlobalSpec's event a must for anyone who offers these solutions—whether it involves RFID, logistics software, lift trucks, storage, or anything else the industry needs.

MEDICAL EQUIPMENT DESIGN

From smart clothing to advances in MRI to the latest prosthetic devices, GlobalSpec's Medical Equipment Design event attracts outstanding engineers with insights into tomorrow's design trends. Place your solutions in the midst of those trends – and reach the people who specify them – without leaving your desk.

PLANT & FACILITIES ENGINEERING

Plant managers have plenty to worry about. Your solutions make their lives easier, their facilities more efficient, and their costs lower. Put the two together at GlobalSpec's Plant & Facilities Engineering event. It's the ideal venue for solutions in automation, maintenance, inventory tracking, ERP, and many other aspects of plant management.

UPCOMING EVENTS

All events are FREE to attendees and available online.

POWER GENERATION & DISTRIBUTION EQUIPMENT

Power generation and distribution gets more complex every day – and the pressure is on for engineers to find improved solutions. Introduce them to yours at GlobalSpec's Power Generation & Distribution Equipment event, which covers the gamut of technology areas from transmission to emissions control.

QUALITY, TEST & MEASUREMENT

They need the latest; you have the solution. GlobalSpec's Quality, Test & Measurement event brings you together for the best possible result. Engineers attend specifically to find new equipment, software, and strategies that will help them test faster, cheaper, and more accurately. Connect with them here without leaving your desk.

SOLAR ENERGY

GlobalSpec's Solar Energy event is where engineers and other professionals go to find the components, materials and technologies that comprise today's solar energy systems - from photo voltaic panels that convert light to electricity, to solar thermal systems used to heat and cool. Showcase your capabilities and expertise in the solar industry by exhibiting at this online event.

WATER QUALITY & WATER RECLAMATION

Connect with the leaders in water and wastewater—engineers, managers, lead consultants, contractors, and others—at this global event. In the process, you'll build your network, gain critical visibility, and drive sales while finding out about key innovations and trends in today's industry.

WIND ENERGY TECHNOLOGY

Meet with design engineers, installers, architects, R&D and manufacturing professionals in industries including utilities, government, manufacturing and construction at GlobalSpec's Wind Energy Technology event. This one-of-a-kind event highlights the latest developments in wind turbine and generator technologies, control system design, data acquisition and field measurements, as well as new approaches for energy storage, distribution, wind farm siting and construction.

DETAILS

EXHIBIT LEVEL FEATURES	PREMIUM PLUS	PREMIUM	STANDARD
Price	\$12,000	\$10,000	\$5,500
Maximum Number Available	1	7	17
Location on Exhibit Floor	Priority placement based on date of commitment	Priority placement based on date of commitment	Right or left side of center screen
Content Tabs – 8 content tabs/unlimited content (collateral, PowerPoint presentations, video, links, etc. for attendee viewing/download)	+	+	+
Booth Configuration – 26 styles; custom colors, logo	+	+	+
Booth Video Screen (PowerPoint optional)	+	+	+
Company Profile and Logo on Promotional Website	+	+	+
Event Promotion – Company Logo present on all pre- and post-event emails	Large Logo	Large Logo	Small Logo
Lead Capture of All Booth Visitors	+	+	+
Ability to Offer Giveaways and Conduct Surveys	+	+	+
Attendee Briefcase Insert	2	1	
Banner	Lobby (3), Exhibit Hall, Resource Center, Knowledge Exchange	Lobby, Exhibit Hall, Resource Center, Knowledge Exchange	
Mention of Exhibitor Participation During Promotional Video and Welcome Video	+	+	
Knowledge Exchange Leads – Lead Data of All Knowledge Exchange Visitors	+	+	
Knowledge Exchange Audio Industry Updates	+	+	
Knowledge Exchange Video Product Demonstration(s)	+	+	
Knowledge Exchange Primary Banner	+		
Knowledge Exchange Chat Transcripts	+		

SPONSORSHIP OPPORTUNITIES



EDUCATIONAL SESSION SPONSORSHIP \$7,500

2 ONE-HOUR EDUCATIONAL SPONSORSHIPS AVAILABLE PER EVENT

An educational session sponsorship provides your company with the opportunity to be viewed by your peers, your target audience, and your competitors as a thought leader. It's a unique opportunity to share technological advances, research findings, market information, case studies, and more with thousands of engineering, scientific, and industrial decision-makers—your target audience—online, all from the convenience of their desktop.

KEY FEATURES:

- + Promotion of the educational session within all GlobalSpec's pre-, during, and post-event marketing.
- + Reporting of all educational session attendee traffic (full contact leads).
- + 60 second company promotional message at the end of the educational session to promote a company product or service and to encourage session attendees to visit your booth in the GlobalSpec Exhibit Hall.
- + Optional Scheduled Chat in your booth – allows for additional networking with attendees and the ability to address additional questions from educational session attendees, immediately following your educational session or at whatever time you choose.
- + Educational session sponsorships are recorded in our in-house studio by GlobalSpec's professional multimedia technology team, using high quality video production on par with broadcast TV.
- + Educational sponsors may wear shirts with logos, place logos on all PowerPoint slides which are available for attendees to access and download during the event presentation. Company logo will also appear on attendees presentation console.

KEY FEATURES:	Video
OPTIONAL FEATURES	Survey (A survey can be developed and made available to attendees to take during or after the presentation which would replace a GlobalSpec Speaker Evaluation Survey.)
REQUIRED/OPTIONAL SUPPORTING MATERIALS	PowerPoint Slide Presentation (25-30 slides max).
PRODUCTION TIMELINE	Video production must be completed no later than 16 weeks prior to the Live day event to allow for proper promotion within event materials.
VIDEO RECORDING	Recommend taping at GlobalSpec's in-house studio; company's own studio or use of a FLIP HD camera is optional (camera would be provided).
MATERIALS REQUIRED FOR EDUCATIONAL SESSION PROMOTION	Speaker Bio, Photo, Topic Synopsis & Key Takeaways, and 10 Questions with Corresponding Answers.

GLOBALSPEC®

ONLINE TRADE SHOWS + EVENTS

WHO IS GLOBALSPEC?

GlobalSpec is the leading provider of online marketing programs for companies interested in reaching the engineering, industrial and manufacturing communities. This audience relies on GlobalSpec to search for and locate products and services, learn about suppliers and access comprehensive technical content. For manufacturers, distributors and service providers, GlobalSpec offers a suite of marketing programs and services that provide measurable engagement and tangible results, delivering your message and product information to your target audience – online and in their inboxes – during all phases of their search, research and purchasing cycles.

LET'S GET STARTED

Learn more about the benefits that GlobalSpec Events have to offer.
Call 800.261.2052 or visit
globalspec.com/advertising



WANT A PARTNER IN MARKETING YOUR INDUSTRIAL PRODUCT OR SERVICE?

For More Information About GlobalSpec
e-mail: sales@globalspec.com
toll free: 800.261.2052
phone: 518.880.0200

fax: 518.880.0250
30 Tech Valley Drive, Suite 102, East
Greenbush, New York 12061

“We generated hundreds of leads, promoted brand awareness, and introduced Balluff to a new market segment. Compare that to the \$30k-50k you would spend to attend a traditional trade show!”

Kelly Panko,
Marketing Communications Manager for
Balluff Inc.

“We received 300 high-quality leads [from the GlobalSpec event]. Contrast that with a physical trade show we attended recently. It cost ACE nearly \$30,000 to generate only 100 leads there.”

Bob Kulka,
Marketing Manager for ACE Controls