



**TSNN** Trade  
Show  
News  
Network

THE # 1 ONLINE TRADE SHOW NEWS SOURCE FOR 25 YEARS

# MEDIA KIT 2023

Editorial Content • Targeted E-Newsletters • Exclusive News Sponsorships • Event Data • Digital Packages  
Thought Leadership • Extensive Social Media Reach • Industry Podcast • E-Blasts • Native Advertising

**WE OFFER THE HIGHEST-QUALITY NEWS CONTENT**

As the #1 trade show news source, TSNN constantly delivers objective, hard-hitting industry news on every aspect of the trade show and convention industry.

Lori Tenny,  
Editorial Director



Lisa Plummer Savas,  
Managing Editor



**Rachel Wimberly**, EVP of Business Development at [Tarsus Group](#), US and her team are dedicated to delivering industry professionals the news and information they need to do their jobs with excellence.

If your goal is to reach the MOST show organizers and event professionals with your brand, TSNN offers unparalleled opportunities, not only on the TSNN website but also with multiple e-newsletters serving a combined 160,000 subscribers each month.



Arlene Shows

John Rice

Rachel Wimberly

We customize campaigns for any budget (*with a multi-channelled approach*) to help you reach your goals in creative, targeted ways.

Our small (*but mighty team*) has close to 100 years of combined trade show and event experience – we know the industry and how to make our partners succeed. [Reach out](#) for a free consultation.

# OUR READERSHIP | OUR COMMUNITY | OUR REACH

Our [trade show news](#) and positive [blogs posts](#) are known in the global trade show industry as the place to get informed, track trends and stay educated. ***There are more eyes looking at TSNN than any other trade show publication.***

Our online, digital and social content revolves around helping event professionals do their jobs with excellence. Visitors come to TSNN to get the latest updates—from show announcements to convention center developments to people appointments to the latest legislation to technology trends to green efforts and more. We also mix in easy-to-digest pieces, such as fresh exhibiting ideas, giving back initiatives, engagement techniques and the latest food and beverage display trends. Tied in closely with our website and helpful blogs are to-the-point, visually appealing newsletters as well as engaging social media accounts.

**TSNN reaches C-level for-profit trade show organizers, associations, exhibit managers, venues and suppliers; a combined reach of over 160,000 subscribers each month.**

## PARTNERING WITH US MEANS...

- **Valuable News Adjacency** - your brand and message appears next to the news TSNN publishes on its website and popular e-newsletters.
- **Interactive Leads** - our readers will click through to your website so you can capture their information.
- **Economical Cost** - because we are interactive - you can launch an effective ad campaign to fit within your budget - any budget.
- **C-level Readership** - the top level show management and supplier executives in the industry read our established e-newsletters as tracked through online reports.
- **Social Media Exposure** – partnering with us means we will help spread & expand your brand through our extensive online reach.

Our social media reach is close to 500,000 overall event professionals monthly.



# PRODUCTS AND PRICING

TSNN.com draws tens of thousands of qualified C-level trade show and event industry professionals, more than any other trade show information source.

## ADVERTISING POSITIONS

- |                                    |                                    |
|------------------------------------|------------------------------------|
| <b>A</b> - 728 x 90 - Leaderboard  | <b>G</b> - 120 x 240 - Skyscraper  |
| <b>B</b> - 728 x 90 - Leaderboard  | <b>H</b> - 120 x 240 - Skyscraper  |
| <b>C</b> - 728 x 90 - Leaderboard  | <b>I</b> - 120 x 240 - Skyscraper  |
| <b>D</b> - 468 x 60 - Small Banner | <b>J</b> - 468 x 60 - Small Banner |
| <b>E</b> - 120 x 240 - Skyscraper  | <b>K</b> - 250 x 250 - Box Ad      |
| <b>F</b> - 120 x 240 - Skyscraper  | <b>L</b> - 250 x 250 - Box Ad      |

## ADVERTISING RATES

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <b>A</b> - 728 x 90 - \$2,000/month  | <b>G</b> - 120 x 240 - \$1,000/month |
| <b>B</b> - 728 x 90 - \$1,700/month  | <b>H</b> - 120 x 240 - \$1,000/month |
| <b>C</b> - 728 x 90 - \$1,500/month  | <b>I</b> - 120 x 240 - \$1,000/month |
| <b>D</b> - 468 x 60 - \$1,250/month  | <b>J</b> - 468 x 60 - \$800/month    |
| <b>E</b> - 120 x 240 - \$1,000/month | <b>K</b> - 250 x 250 - \$1,750/month |
| <b>F</b> - 120 x 240 - \$1,000/month | <b>L</b> - 250 x 250 - \$1,500/month |

The screenshot shows the TSNN.com website layout. At the top is a navigation bar with links for Home, News, Blogs, Trade Show Data, Research Reports, Advertise, #ExpoChat, Subscribe, Contact Us, and Search. Below this is a grid of news articles. On the right side, there is a search sidebar with filters for Event Name/Keyword, Industry, City, State, Country, Month, and Year. Below the search sidebar is a 'Most Read News' section with a list of five articles. Various advertising positions are marked with letters A through L, corresponding to the list in the 'Advertising Positions' section.

# TSNN NATIVE ADVERTISING

At TSNN, we offer companies the opportunity to tell their unique brand's story in their own words with Native Advertising/Sponsored Articles.

As the most-read news source in the trade show industry, with more than 160,000 monthly website and newsletter subscribers, our readership of event professionals is the ideal audience for any brand that hopes to raise awareness of what they have to offer.

Native Advertising allows a brand to submit an article written by a thought leader that represents your company.

The article will be seamlessly integrated with TSNN's other high-value news content so that readers will have prime opportunity to discover more about your brand in your voice. This is a very unique offering, and one that we feel gives brands a platform to rise above the rest.

**Price per article: \$2,500 – placed on TSNN.com site for 1 week in prime native advertising position and runs in at least two TSNN newsletters; includes social media promotion on all TSNN channels.**

Click [HERE](#) to view past examples of Native Ads/Partner Voices

**PARTNER VOICES**

## CENTRAL ENTERTAINMENT GROUP CONNECTS CELEBRITIES WITH BRANDS AT EVENTS

Until recently, the opportunity to have a celebrity attend an event, attach themselves to a name-brand or endorse a certain product or idea was untouchable. The thought of paying a person to promote a product was seen as something only Fortune 500 companies could afford. Social media has changed all that with brands and businesses utilizing celebrity influencers to connect directly with their demographics and increase sales and profits.

[Learn More →](#)

## SPONSORED SOCIAL MEDIA POSTS

Do you want your brand's message in front of our highly engaged social media audiences on Twitter, LinkedIn, Facebook and Instagram? Let TSNN be your social media marketing team – we are event experts!

@TSNN\_com\_US has a Twitter reach of approximately 300,000 per month. The TSNN LinkedIn group has over 10,000 engaged members and Facebook and Instagram both are popular and growing every day. Your brand's messaging will be posted and tweeted out on a regular schedule (in a fun and creative way) to create engagement around what your company has to offer the trade show community with strategic handles and hashtags.

**Pricing starts at \$1,500 for a month-long campaign.**

**Tweet**

TSNN\_com\_US  
@TSNN\_com\_US

These 4 Event Trends Were on the Rise Pre-Pandemic – Here's How They'll Impact Future Events  
[tsnn.com/blog/these-4-e...](https://tsnn.com/blog/these-4-e...) @InVisionComm  
#tradeshows #tradeshow #eventprofs

8:28 AM · Nov 5, 2020 · Twitter Web App

# LEAD GENERATION

Have case studies? Reports? White Papers? Survey results or any other thought leadership you would like to share with our audience of nearly 160,000 total a month? TSNN will host your thought leadership content on our site with a lead capture capability and drive high-quality leads to your sales teams, while also positioning your brand as a valuable content provider in the trade show industry.

**Hosted Lead Gen - one month/\$4,900**

View existing Thought Leadership [here](#)

**EXCLUSIVE SPONSORSHIP OPPORTUNITY**

(Match your company brand with news adjacency).

- Your logo will be listed and linked to the news section on TSNN's home page.
- Your banner will be listed and linked on top and bottom of the news landing page.
- Your banner will be published in a matching e-newsletter

**Reach out for pricing.**

The screenshot displays the TSNN website interface. At the top, there are three news headlines: "THE SWEET WAY CANDY ADAMS, AKA THE BOOTH MOM, BUILDS RELATIONSHIPS", "9 TRENDS THAT WILL SHAPE THE EVENTS INDUSTRY IN 2020", and "FACEREG PROMISES TO REDUCE WAIT TIMES FOR ON-SITE CHECK-IN". Below these is a large banner for "DALLAS DELIVERS" with a "LEARN MORE" button. The main content area features three news articles: "INDUSTRY NEWS" dated Jan 16, 2020 with a tree icon; "ASSOCIATION SHOW NEWS" dated Jan 08, 2020 with a lightbulb icon; and "TECH NEWS BY Personify" dated Jan 14, 2020 with a sticky notes icon. A search sidebar on the right includes filters for "Event Name/Keyword", "Choose Industry", "City", "State", "Country", "Month", and "Year", along with an "Add Your Event" link and a "Search" button.



# ADDITIONAL STRATEGIC ADVERTISING OPPORTUNITIES

## E-Blasts

Targeted campaigns; your design, message and branding to our list of more than 25,000 trade show professionals.

Click [here](#), [here](#) and [here](#) to view examples.

**ADVERTISING RATES** \$2,500

## TRADE SHOW DATA

**We create 'intelligent' and custom lead lists based on specific needs.**

Need planners in specific regions? With a certain title? In a dedicated industry sector? We can make an actionable, high-value, lead target list for YOU.

**Pricing starts at \$500.00**

**The lead list will be emailed to you in an Excel® spreadsheet and will include most of the following information:**

- Show name
- Show contact's name, email, and phone
- Show URL
- Show organizer's name, mailing address, and phone
- Show start date
- Show end date
- Number of attendees
- Number of exhibitors
- Type of show (public trade show, private trade show, conference with trade show, conference only)
- Show venue location

**We have over & 4,000 fresh U.S. Trade Shows**



# ENEWSLETTERS



TSNN has a suite of e-newsletters that serves different facets of the trade show industry. Each one reaches thousands of opt-in subscribing industry professionals, most of whom are C-level show management executives around the world.

Advertising rates start at \$2,000.00 a month.

**TSNN'S SUITE OF E-NEWSLETTERS** – Click the newsletters below to view examples.

**The Industry This Week:** Released every Tuesday, this weekly e-newsletter covers the latest news in the global trade show industry. Show launches, mergers and acquisitions, the health of the overall industry and thought-leader blogs are regular features in this acclaimed e-newsletter. Each week, more than 10,000 subscribers receive TITW and it is read by many of the C-level decision-makers in the industry. There are more eyes looking at TITW than any other trade show publications.

**Breaking News:** Distributed at least three times each month, this exciting and timely e-newsletter has all the hard-hitting, latest news. TSNN has a strong reputation for being the first in the publication market to release any industry breaking news. More than 12,000 subscribers read this hugely popular e-newsletter several times each month and it is often the talk of the industry.

**Association Show News:** Released two times a month (2nd & 4th Thursday's). Association shows represent a significant piece of the trade show industry and this e-newsletter focuses not only on shows in that sector but also the industry associations for the trade show and meeting industry. More than 8,000 subscribers receive Association Show News, which is read by many of the C-level decision-makers in the industry. Association Show News serves a niche sector overlooked by other trade show publications.

**Expofiles:** Released monthly (2nd Thursday of each month), this popular publication is geared to all event industry professionals. It releases to a diverse subscription base of Organizers, Exhibitors, and Suppliers & Promotional Product Professionals. The e-newsletter is sent to close to 25,000 subscribers and educates Trade Show Pros with helpful Tips, Trends, Tactics & Best Practices with the intent of keeping up them up to speed on all aspects of our industry by offering valuable information they need to do their job with excellence.

**People News:** Our People e-newsletter represents the most important aspect of our industry: human talent! Released every other month to an audience of 10,000 subscribers, it covers promotions, new hires, big career moves, retirements, employment opportunities and the people side of mergers, acquisitions and more. This personal publication also shines a light on employees and their event companies that are #GivingBack to make a positive difference in their host and home communities.

**Tech News:** A cutting edge e-newsletter summarizing all the latest event technology news. This timely publication helps event professionals stay on top of all the tools and technologies needed to do their jobs with excellence. Released every other month to an audience of over 22,000 subscribers, it keeps our industry up to date on the ever changing technology trends while educating readers with tips in the trade show technology sector.



# SPONSOR THE TSNN PODCAST: TRADE SHOW TALK



**Align Your Brand with The Hottest Conversations in Our Industry!**

Sponsor the [‘Trade Show Talk’](#) podcast, featuring two episodes each month focusing on hot-button topics. Each episode kicks off with a news roundup before host Megan Powers leads discussions with tradeshow and events industry leaders.

**Listen to current and previous podcast episodes [HERE](#).**

*“We are thrilled to be partnering with Megan on the launch of TSNN’s Trade Show Talk,” said Tarsus Media President Rachel Wimberly. “Personally, I love podcasts and with so much to talk about right now, we are really excited to be able to have conversations with a lot of the thought leaders in our industry.”*

**Sponsorship opportunities include exposure to over 160,000 event professionals monthly. This includes a ‘commercial’ and your brand in all marketing/newsletters, social media and eblasts promoting the podcasts. Reach out for pricing.**

## 2023 TSNN AWARDS: Celebrating Trade Show Success & Innovation



### SPONSORSHIPS

The **2023 TSNN Awards: Celebrating Trade Show Success and Innovation**, is on tap for the end of the year (reach out for dates and location).

It’s THE ORIGINAL fastest-growing awards show of the year. We will honor and celebrate show organizers who represent not only some of the fastest-growing shows in attendance and net square footage, but C-level organizers who knocked it out of the park on innovation in a multitude of creative and strategic ways!

Not to mention the TSNN’s Industry Icon Award Honoree, Leadership Award, Diversity, Equity & Inclusion Award, Outstanding Show Pro Award and more! In other words, the **2023 TSNN Awards** is THE place to be able to connect with the best, brightest and most INNOVATIVE in the industry. Come join us to celebrate and for some fun!

**View the 2022 TSNN Awards video [HERE](#).**

# REACH OUT TODAY

**We would love to hear your story,  
talk about our vast industry and help you achieve your goals...**



**Mr. John Rice,**  
*Vice President of Sales*

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