

COAL-GEN[®]

Conference & Exhibition

August 17-19, 2011

Columbus, Ohio

Greater Columbus Convention Center

www.coal-gen.com

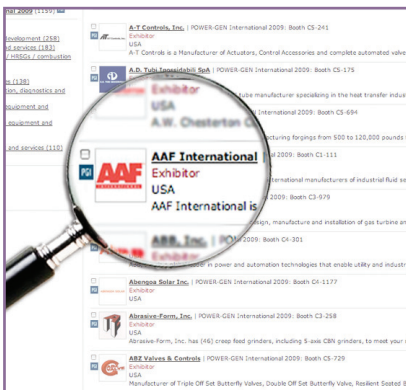
DirectEventConnect[™]

Is your business getting maximum exposure? Are you using DirectEventConnect?

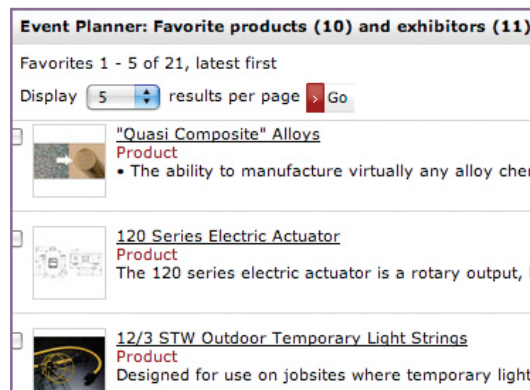
If not, now is the time to make it easy for buyers to find you regardless of the size of your booth. With DirectEventConnect you can showcase your products and services before, during and after an event to thousands of qualified buyers.

Think of it as an online community but with benefits that go far beyond the web!

HOW IT WORKS:



Your profile appears within the community



You connect with buyers searching for your products and services



...And generate sales both online and at the event

BENEFITS

PROMOTION:

Continuous visibility of your products and services

- Detailed company and product profiles
- Enhance your company's search results across the web
- Content team expertise-we help create your listing

LEAD GENERATION:

Qualified Leads = More Sales

- Target your market based on buyer profiles
- Powerful search engine brings customers to you
- Make appointments for the event

RESULTS:

Generate More Business

- Drive traffic to your booth
- Interested prospects contact you
- Maximum exposure to targeted buyers

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CUSTOMIZE

| | BASIC* | GOLD | PLATINUM |
|-----------------------------------|--------|-------|----------|
| | \$275 | \$495 | \$995 |
| Company Description Online | 35 | 75 | 500 |
| Company Description in Show Guide | 35 | 75 | 150 |
| Company Listing | X | X | X |
| Company Name/Booth # | X | X | X |
| Address, Phone/Fax | X | X | X |
| One Email Address | X | X | X |
| Website URL | X | X | X |
| Company Contact | X | X | X |
| Company Logo Online | X | X | X |
| Keywords | 25 | 25 | 25 |
| Product Categories | 5 | 7 | 10 |
| Product Listings | 5 | 7 | 10 |
| Products in New Product Promotion | | 1 | 2 |
| Company Logo in Show Guide | | X | X |
| Uploads and Links | | | 10 |

*All exhibitors receive a basic listing.

TOP 3 REASONS

TO UPGRADE TO A GOLD OR PLATINUM LISTING:

1. Advertise **NEW** products and solutions!
2. Showcase **MORE** of your products and services!
3. **STAND OUT** from your competition!



For more information, please contact:

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