

# training 2008 conference & expo

February 4-6, 2008 • Georgia World Congress Center, Atlanta, GA  
[www.trainingconference.com](http://www.trainingconference.com)

## To Find Out How to Get a Pre-show Attendee Roster

Call Michele Wiesner, tel: 646-654-7220

High booth traffic is no accident! So don't take chances!

### *Why should you mail to attendees before the show?*

- You could experience a 30% increase in exhibit traffic depending on the extent of your own pre-show promotion efforts.
- Your own direct mail publicity and special promotions can make the difference between your booth being discovered by chance or being sought out.
- The list is *free* to you as an exhibitor.

### *The pre-show attendee roster will be provided:*

- To fully paid exhibiting companies who submit this form.
- In an Excel format with pre-registered attendees.
- With contact names and addresses only. MAC versions and labels are not available.
- For one-time use only.

Using a third party mail house, exhibitors will have the opportunity to mail to the pre-show list. For more information contact Michele Wiesner at 646-654-7220. *Please Print.*

Exhibiting Company \_\_\_\_\_ Booth # \_\_\_\_\_ Tel# \_\_\_\_\_

E-mail address: \_\_\_\_\_

THE TRAINING 2008 PRE-SHOW ATTENDEE ROSTER IS THE PROPRIETARY PROPERTY OF NIELSEN BUSINESS MEDIA.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
(required)

**Fax to: 646-328-0255, Attn: Michele Wiesner**  
**Deadline January 15, 2008**

Questions - Contact Michele Wiesner at (646) 654-7220 or [michele.wiesner@nielsen.com](mailto:michele.wiesner@nielsen.com)