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THE LATEST GREEN GIVEAWAYS

Reusable totes? That's so last year! If you want to give your attendees a trendy green goody they'll use — again and again — check out this eco-friendly take on a conference mainstay, the USB drive. The USB drive is encased in enviro-friendly bamboo and can, of course, be branded with your show name. Find out more at www.farfromboring.com.

THE buzz



WHAT EVERYONE'S TALKING ABOUT

VOICEMAIL MARKETING BY THE NUMBERS

3

252,000 Phone calls made to potential attendees for AG Connect Expo, produced by the Association of Equipment Manufacturers, January 13-15, 2010

1 Digital voicemail broadcasting company, ListeNation, in one of its largest single campaigns to date

2 Days of calling

5 Months in advance of the show

113,844 Voicemails delivered

105,734 Live person pickup

12,250 No answer

8,507 Busy signals

Source: ListeNation (www.listenation.com)

2

A CON TO REMEMBER

Every show organizer knows that a successful convention typically means that at peak times, the conference rooms are filled and the masses are converging on the show floor. The San Diego Comic-Con (SDCC) has those elements — and more — and the consumer press is taking notice. This year, it was hard to find a mainstream pub that didn't make at least a minor mention of the Con — the show was mentioned everywhere from *The New York Times* to the pages of *People* magazine.

What's the draw? The Buzz (being the authority on all things buzzy, natch) thinks it's the combination of the diverse audiences that the event draws (everyone from comic book fans to librarians to "Twilight" diehards were at the event this year), plus the obvious allure of star power. This year's show drew celebs like "Twilight" star Robert Pattinson and the cast of TV shows including "Dexter." The event has evolved from a small comic book convention in the 1970s to "the" place to promote new movies and other projects. Whatever it is, SDCC's got it. And, hey, at how many events is it socially acceptable — nay, encouraged — to dress like this gal?

