## RESPONSE EXPO 2008 UNVEILS EDUCATIONAL SESSIONS AND NETWORKING EVENTS

With Revealing Seminars, In-Depth Workshops And Thoughtfully-Planned Networking Events, It's All Business At *RESPONSE EXPO 2008* 

## FOR IMMEDIATE RELEASE:

SANTA ANA, CA (Date) – *RESPONSE EXPO 2008* – set for May 6-8 at the Manchester Grand Hyatt in San Diego – has unveiled the eagerly anticipated conference and exhibition's agenda of educational sessions and networking events.

On Wednesday May 7, *RESPONSE EXPO 2008* opens with an impressive lineup of sessions expressly designed to take businesses to their next level. Sessions include:

- **Self-Liquidating Media**, how any business can effectively use direct response media to build its retail base;
- **Mobile Is Global**, offering an insider's look at the hottest mobile marketing trends from tried-and-true international marketers;
- **DR Reinvented!**, featuring a who's who of corporate marketers forging ahead in new marketing technologies from online video to social networking;
- **Branding or Blending?**, Response Expo's most popular session returns for a look into how the biggest names in DR build brand loyalty and generate immediate results:
- **Holding Your Vendors Accountable**, a 'how-to' session on the best methods of tracking all of the moving parts in a DR campaign to ensure that you're getting the service you need;
- **Maximum Integration**, offering the top five tips on how to maximize a multichannel strategy starting with the integration of TV and the Internet.

On Thursday May 8, *RESPONSE EXPO 2008* dedicates an entire day to exploring a series of case studies, featuring the newest ideas and the biggest names in direct response marketing. Through a series of case studies presented by the creative minds that made them happen, attendees will receive in-depth analysis on the industry's most influential brands.

**RESPONSE EXPO 2008** reinvented networking events, and for the 2008 Expo, attendees will be treated to a wide range of innovative, fun – and fruitful – opportunities to expand business through new friendships.

(more)

## Highlights include:

- The first-ever Response Expo 2008 Golf Tournament on Tuesday, May 6 from 6:45 a.m.-2 p.m. at the Riverwalk Golf Course.
- Opening Night Party: Response Expo kicks-off at the Manchester Grand Hyatt on Tuesday, May 6 from 6-8 p.m.
- Seaport Celebration: The Seaport Celebration returns at the Seaport Village Courtyard and Gallery on Wednesday, May 7 from 6-8 p.m.
- Closing Night Party: This year's Response Expo closing night party will take place at the Museum of Natural History, located within San Diego's historic Balboa Park on Thursday, May 8 from 6:30-9:30 p.m. Transportation will be provided.

Response Expo and the Manchester Grand Hyatt are offering exhibitors and attendees a limited amount of special negotiated rates. Visit www.ResponseExpo.com to lock-in your exclusive rate.

**RESPONSE EXPO 2008** is a presentation of Response Magazine, the trade media 'bible' of the direct response industry, its parent publisher, Questex, and the Direct Retail Marketing Alliance (DRMA),

Response Magazine is the definitive publication in direct response marketing, Response, its Web site (www.responsemagazine.com), digital edition (Response Digital) and weekly E-newsletter (Response This Week) provide targeted, cutting-edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and all areas of DR print. Response, the only independent source of news and information in the market, is the industry leader in promoting the convergence of direct marketing methods. At the same time, Response delivers timely news and in-depth analysis specific to the needs of its readership

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6