

**Response Expo 2009** Joins With The Direct Response Marketing Alliance And Brainchild Marketing To Launch An Inventors Pavilion At The Popular Direct Response Conference & Exposition

*Product Inventors Have Opportunity To Showcase Their Inventions And Meet Direct Response Television Industry Leaders*

For Immediate Release:

Santa Ana, CA/San Diego (May 12, 2009) – **Response Expo** and the Direct Response Marketing Alliance (DRMA) have teamed with Pittsburgh-based Brainchild Marketing to launch the event's first Inventors Pavilion, a dedicated space within the exhibition hall designed to serve as a showcase for new product inventions in all categories. **Response Expo** 2009 will take place May 19-21 at the Hilton San Diego Bayfront.

Inventors signing up to participate in the Response Expo Pavilion will receive a 5'x5' booth, and an All Access badge (a \$795 dollar value). **Response Expo** and Brainchild Marketing have also created two separate sessions featuring DRTV industry leaders expressly for inventors designed to help them move their inventions into the direct response marketplace.

Sponsors of the **Response Expo** include Infoworx and LiveLink TV, two industry-renowned companies committed to serving the inventor community.

"We are delighted to join with Jennifer Lawlor's Brainchild Marketing and the DRMA to present the first Inventors Showcase at this year's **Response Expo**. We are also grateful to Infoworx and LiveLinkTV in helping make this special Pavilion possible. Inventors are at the very core of our industry and we are excited to provide this significant showcase to the inventor community," said John Yarrington, Publisher of Response Magazine and **Response Expo** organizer.

"**Response Expo** has emerged as a must-attend event for the entire direct response industry. I look forward to joining with the Expo and the DRMA to make the Inventors Pavilion an important part of this year's conference and exposition," said Jennifer Lawlor, CEO of Brainchild Marketing.

**RESPONSE EXPO** is an event presentation of Response Magazine – the No. 1 trade publication serving the direct response industry – its parent, leading business-to-business integrated media provider **Questex Media Group** ([www.questex.com](http://www.questex.com) <<http://www.questex.com/>> ), and the Direct Response Marketing Alliance (DRMA), a federation of industry-leading direct response marketers.

All-access badges must be purchased to attend both the seminar sessions and networking events. Badge rates are \$495 for DRMA members and \$795 for non-

DRMA members. Expo hall-only badges are \$50. DRMA membership is \$595 per company per year. Please visit [www.ResponseExpo.com](http://www.ResponseExpo.com) [<http://www.responseexpo.com/>](http://www.responseexpo.com/) for more information.

*Response Magazine* is the definitive publication in direct response marketing, *Response*, its Web site ([www.responsemagazine.com](http://www.responsemagazine.com) [<http://www.responsemagazine.com>](http://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

The Direct Response Marketing Alliance ([www.TheDRMA.com](http://www.TheDRMA.com) [<http://www.thedrma.com/>](http://www.thedrma.com/) ) is designed to create networking opportunities among corporate marketers, direct response agencies, traditional advertising executives and the television world. DRMA members receive special exclusive promotional opportunities at Alliance events and in Alliance publications, as well as have the opportunity to discuss new ideas and best practices with their peers across the marketing spectrum. DRMA members are comprised of businesses ranging from *Fortune* 1000 companies to direct response marketing service suppliers.

Brainchild Marketing LLC is a global full-service marketing firm specializing in making innovation successful through education, exhibition, and the execution of marketing processes. With a combined 44 years of marketing and innovation experience, the company brings inventors together with the experts in corporate innovation, direct response TV, intellectual property management, and business planning to create cohesive messaging and product development. Through insightful education by expert thought leaders, Brainchild Marketing helps entrepreneurs develop business strategies and breakthrough innovation for ensured success. For more information, visit [www.brainchildmarketing.biz](http://www.brainchildmarketing.biz) [<http://www.brainchildmarketing.biz/>](http://www.brainchildmarketing.biz)

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