

# SSA Public Relations      Media Kit

## *Response Expo 2009*

From The Exhibition Trade Floor To Hotel Space, Response Expo 2009 Is Shaping Up To Be The Biggest Event Yet

### For Immediate Release:

Santa Ana, CA/San Diego (May 12 2009) – With two weeks left to go, Response Expo 2009 is sold out. Organizers report that the Expo – the third consecutive springtime conference and exhibition for direct response marketers in San Diego – has sold out:

- Its entire expo hall space to exhibitors
- All sponsorship packages
- All guest rooms in its large block at the Hilton San Diego Bayfront Hotel
- The 144 player spots available in its annual golf tournament.

All-Access attendee badges are still available for the event, which is recognized by the direct response community for its 'down-to-business' sessions, lavish networking functions and industry 'who's who' exhibition floor.

Response Expo 2009 will take place May 19-21 at the Hilton San Diego Bayfront.

"We are thrilled by the overwhelming response by the industry to this year's Response Expo. We have dedicated ourselves to making this year's event the best yet, creating insightful educational sessions, inviting memorable speakers, designing impressive networking galas, and working with our industry's most prolific companies who have become sponsors for our events and exhibitors on the trade floor," said John Yarrington, publisher of Response Magazine and Response Expo organizer.

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>](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.

# # #