

SSA Public Relations NEWS RELEASE

Response Expo 2009 Emerges As Top Industry Gathering

Record-Breaking Registrations, Sold Out Exhibition Floor And The Industry's Biggest Companies And Executives In Attendance Makes **Response Expo 2009**
An Across-the-Board Success

For Immediate Release:

Santa Ana, CA (Date) – **Response Expo 2009** is a 'wrap.' The 3-day conference and exhibition, presented by Response Magazine, the Direct Response Marketing Alliance (DRMA) and parent company Questex Media Group, broke industry records to become the single largest independent networking event for the direct response television industry.

Held May 19-21 at the Hilton San Diego Bayfront, **Response Expo 2009** - the third annual Expo event - attracted 2,200 paid registrants, achieved a sold-out exhibition floor, presented some of the most talked-about and eye-opening business sessions and speakers, and drew the biggest industry names. Even the Expo's annual golf tournament sold out all 144 of its spots.

Nielsen Media, FedEx, MTV Networks, UPS, Discovery Communications and Dish Networks are just a few of the major media companies to showcase at the Expo, joining such leading DRTV players as Mercury Media, Thane Direct, Euro RSCG, Dial 800, Litle & Co., TransFirst, and Icon Media Direct – just to name a few.

Response Expo has earned an industry-wide reputation as being a must-attend networking event – a conference where conducting business is Objective No. 1. In keeping with its business-comes-first tradition, **Response Expo 2009** orchestrated a number of down-to-business sessions that featured many of the most renowned industry movers and shakers. Kicking off the sessions as keynote speaker, celebrated brain scientist and one of *Time* Magazine's 100 Most Influential People of 2008, Dr. Jill Bolte Taylor inspired the gathering with her personal story. The following working sessions and seminars presented superstar executives from major national TV networks, as well as manufacturing, banking, automotive and consumer electronics leaders.

From the educational sessions to the nightly networking events, **Response Expo 2009** drew record crowds and high attendee praise.

"A great show! Not just from a business networking sense, but also the venue, the speaker panels, the exhibit floor and receptions," said Alex Agurcia of Omni Direct. Livemercial executive Peter Altieri said: "The best show this year. We had positive feedback at our booth from vendors, prospects, clients and more." And Andy Arvidson, CEO of Imagine Fulfillment Services added: "Response Expo provides all the tools necessary to grow your business effectively. Energy and ideas are everywhere! In fact, the Expo dares you to do even more from a marketing and promotions standpoint next year to make an even bigger business impact in the DRTV marketplace."

(more)

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

“Each year, **Response Expo** has one overriding industry goal: to help attendees build their business. Our work goes into creating the perfect environment conducive to networking, pitching and learning. From there, it’s really the exhibitors and attendees that make the magic happen. We are thrilled by the response to **Response Expo 2009**, and we’re already underway planning for next year. We are all fortunate to be in an industry that is experiencing growth, even against the backdrop of a challenging economy – and we at *Response Magazine*, the DRMA and Questex are proud and privileged to play a role in the industry’s growth,” said John Yarrington, Publisher of *Response Magazine* and organizer of **Response Expo**.

Praise for the event also poured in from such industry notables as Laurie Banks of Perry & Banks who said: “Over the past 10 years, I have been to about 40 trade shows for a variety of industries ... and Response Expo 2009 outshone them all in terms of sales opportunities, education, information, networking and just plain ol’ good American fun!” and Stan Bruckheim, CEO of Latino Media Services who said: “Response Expo 2009 was extremely beneficial for us at Latino Media Services. We were able to meet with a number of product suppliers with which we currently work, and opened some doors for new products for our clients. The atmosphere, relaxed and open, yet focused and highly informative, makes for an extremely enjoyable and productive conference.”

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

The Direct Response Marketing Alliance (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.

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