

# But Wait, There's More!

## Response ... On the Road

Response Expo 2012 once again welcomed the leaders of the direct response marketing world to San Diego. The event, held May 15-17 at the Hilton San Diego Bayfront, had many highlights and dozens of fantastic educational and networking opportunities for the more than 3,000 on hand. Let's take a look back at the faces and places that made the sixth Response Expo the best yet!



The Pre-Show Intensive, sponsored by Dial800, featured two-time U.S. memory champion Ron White, who wowed the 100-plus attendees. The event focused on how memorability, especially in phone numbers and Web addresses, can help a DR campaign.



The Expo's Opening Night Party was a who's-who of the DR universe, as attendees kicked off the event in style.



It was "A Dangerous Night on the Front" at the annual Bayfront Celebration, sponsored by IFS. Acrobats, rapellers and more awed the massive crowd of networkers with their risky (and risqué) feats.



The Response Expo Closing Night Party returned to its original 2007 home at the historic U.S.S. Midway, where a ride on a flight simulator was just one of the attractions.



The new Beer and Wine Garden on the Sapphire Patio drew large crowds of networkers on both afternoons.



The Expo's Educational Sessions enjoyed their strongest attendance yet, as speakers from some of the best marketers in the business shared key tips on how to make a campaign work.



The Kick-off Party, sponsored by Lockard & Wechsler Direct, was a new addition to the event, taking place prior to the show on May 14 at Stingaree in the Gaslamp Quarter. More than 300 turned out for a great night of networking.



The Expo Hall floor at the Hilton San Diego Bayfront was the site of two days worth of incredible networking. Key exhibitors like Icon Media Direct and Thill Logistics, along with hot spots like the New Product Pavilion, made for plenty of action.



The Fifth Annual Response Expo Golf Tournament was a sold-out affair, with more than 150 golfers teeing off on the morning of May 15. Sponsors like VoiceGenx, Evolve Teleservices and West Direct were key to the event's success.



Venable LLP hosted a special Martini Party on May 16, as attendees were able to sample some interesting concoctions during happy hour.

