

## Response ... On the Road

The theme of the 11<sup>th</sup> annual Response Expo at the Hilton San Diego Bayfront, April 25-27, was "The Consumer Journey." And while attendees learned much about the newest technology and opportunities available to performance-based marketers, they also had a little bit of fun! Here's a look at just some of the action in San Diego!



The April 26 Bayfront Celebration, sponsored by Icon Media Direct, featured a mechanical bull, outstanding BBQ food, and another classic San Diego sunset. Attendees were all smiles as they wound down from a full day of education and meetings.



The Expo Hall at the Hilton San Diego Bayfront was the epicenter of activity on April 26-27. Exhibitors drove traffic with various activities at their booths, while new and expanded features — lunchtime Food Trucks, the Central Pub, three classrooms of rotating educational sessions, and Thursday's DR Hall of Fame induction event — were a major hit with attendees.



Sunsets and smiles were part of the landscape at the Expo's Opening Night Party, sponsored by Extreme Reach. Attendees flocked to the event following Sugar Ray Leonard's inspiring keynote address on April 25.



Once again, Lockard & Wechsler Direct sponsored the Pre-Show Party on April 24. The event's new location — The Nolen, a hip lounge in San Diego's Gaslamp District — was a hit with attendees.



The 10<sup>th</sup> annual Response Expo Golf Tournament welcomed nearly 100 golfers to San Diego's Riverwalk Golf Club on April 25. With a series of sponsored holes, great food and drink options, and an awards luncheon, attendees once again made the most of this networking event.



The attorneys from Venable hosted their annual mixer at the Hilton's Odyssey Bar on April 26. The event's "Happy Hour" timing proved a big draw for attendees ready to transition from the busy day to an evening of networking.



The team at Havas Edge sponsored Sugar Ray Leonard's enthralling keynote address on April 25. At right, Havas' Nicky de la Salle and Steve Netzley mug with Leonard. The six-time world champion also shared a laugh with DRMA Education Committee co-chair Greg Sarnow.



Response Expo attendees took over San Diego's classic seaside amusement zone, Belmont Park, on the evening of April 27. The Closing Night Party, sponsored by DRMetrix, featured the Giant Dipper roller coaster, other carnival rides, fun food and drinks, a rock wall, laser tag, a zip line, and more.

