

Take the guesswork out of your next marketing initiative.

As one of the largest business-to-business media companies in the world, with expertise in 16 industries, Penton's in-depth industry knowledge and expert market analysis will help you deliver the ROI that your marketing efforts require.



Client List

AccuData	Honeywell
ADT	IBM
Agilent Technologies	Intel
Alcatel Technologies	Italian Trade Commission
Amazon.com	Lennox
American Red Cross	Mentor Graphics
Arbor Networks	Microsoft
Autodesk	Motorola
Baldor Electric	Oracle
Bank of America	Palace Resorts
BAX Global	PTC
Bearing Point	Qualcomm
Campbell's	RAE Systems
Cisco	Raymond James
Citrix	Roadway
Coldwell Banker	Rockwell Automation
COMSOL	Saint-Gobain
DuPont	SAP
Eaton Corporation	SAS
Embarq	Siemens
Emerson	Texas Instruments
Federal Signal	The Cleveland Clinic
FedEx	Trane
GE	US Telecom Association
Good Housekeeping	W.L. Gore & Association
Hewlett-Packard	York
Hobart	

Penton Custom Solutions exists to provide marketers with **CUSTOM** designed communication programs that **DIFFERENTIATE** them from their competitors. To accomplish specific client objectives, Penton is **EXPERIENCED** in creating integrated strategies that include print, electronic, database, and research elements that are **PROVEN** in establishing our clients as leaders in their respective markets. Whether the objective is brand awareness, new product introduction or lead generation, Penton Custom Solutions will create a **WINNING PROGRAM** and provide measureable return on investment.

Custom Solutions



Web Expo

Attendees virtually walk the exhibition hall, interact with other attendees and download valuable content from virtual tradeshow booths and a virtual resource center.

Interesting Aspects: Event will be On-Demand for up to 12 months. One day live online event with Exhibition Hall, Communication Center, Resource Center and multiple webinars (educational sessions).

Product Benefits: Lead Generation, Brand Awareness, Customer Education, Thought Leadership

Timeframe: 4 - 6 months

Rates: variable

Supplements

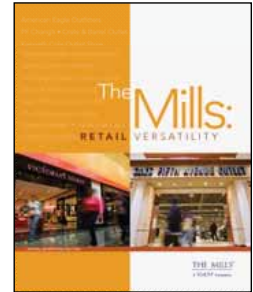
Special section in a publication and/or downloadable PDF version.

Interesting Aspects: Penton can create a custom microsite on a website promoting the special print section and the supplement can be emailed.

Product Benefits: Brand Awareness, Customer Education, Thought Leadership, Sales Support

Timeframe: 1 - 3 months

Rates: variable



Reprints

The reuse of editorial content lends credibility, offers third-party endorsement, and adds support to many companies' marketing and communication efforts - print, PDF or ePrint.

Interesting Aspects: Send reprints to your prospect/customer list or extend your distribution via purchase of a Penton magazine circulation list.

Product Benefits: Thought Leadership, Brand Awareness

Timeframe: 2 - 3 weeks

Rates: \$500+

Custom Magazine

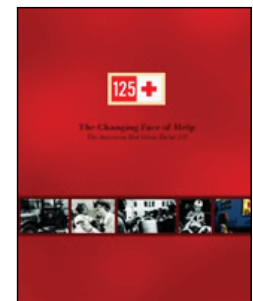
Most cost-effective means of influencing consumer behavior at certain stages of the decision-making process.

Interesting Aspects: Integrates high-quality editorial with award-winning graphic design. Can be polybagged or promoted with a Penton publication.

Product Benefits: Thought Leadership, Brand Awareness, Customer Education

Timeframe: 6 - 12 weeks

Rates: \$35,000 - \$200,000



Show Guide/Show Daily

Reach for advertisers beyond standard print ad; potential shelf life beyond event.

Interesting Aspects: Guides contains restaurant info, maps, show events. Can be polybagged with a Penton publication. Dailies are distributed each day of a tradeshow and contain LIVE content about the event.

Product Benefits: Brand Awareness, Sales Support, New Product Into

Timeframe: 6 - 9 months (including pre-show development efforts)

Rates: variable

Contact Custom Media

Virginia Goulding
216.931.9893
virginia.goulding@penton.com