

3RD ANNUAL

# PROCESSING TECHNOLOGY

# EXPO



ONLINE CONFERENCE & EXHIBITION

21st Century Processing:  
Solving Tomorrow's Problems Today

## The Online Expo that Reaches Processing Equipment Buyers Every Day of the Year

*MORE Live Event Dates • On-Demand Viewing • Branding Opportunities • Feature-Rich Functionalities • Lead Generating Opportunities*



### FOUR LIVE EVENT DATES

#### **March 29**

Emphasis on Food Processing

#### **June 28**

Emphasis on Pharmaceutical Processing

#### **August 23**

Emphasis on Dry Particulate Processing

#### **September 13**

Emphasis on Chemical, Food, Pharmaceutical  
and Dry Particulate Processing


[www.ProcessingTechnologyExpo.com](http://www.ProcessingTechnologyExpo.com)

*Presented by the Editors of:*

**FOOD** Manufacturing **Pharmaceutical** processing

**POWDER** **BULK SOLIDS** **Chemical** EQUIPMENT™

**IAN** **IMPO**®

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# 365 Days of New Opportunities

## Four Live Event Dates • 12 Months On-Demand

The **3rd Annual Processing Technology Expo** is expanding into a 365 day format, which includes four live event dates and 12 months of on-demand viewing. This unique state-of-the-art event delivers a valuable educational experience to processing professionals impacting four critical industry sectors: food, pharmaceutical, chemical and dry particulate processing. Attendees will have online access to your technologies and product solutions.

As a sponsor or exhibitor, you will have an opportunity to participate in this premier event at a fraction of the cost of a traditional tradeshow. The online expo delivers a forum that facilitates:

- Building brand and product awareness among a qualified audience
- Making a one-on-one connection with your top prospects from the convenience of your computer
- Increased generation of qualified leads
- ROI accountability

*Processing Technology Expo* delivers a high-caliber educational forum that networks buyers and providers by leveraging the immediacy and efficiency of the internet.

*Processing Technology Expo 2005* is promoted through the network of magazines, websites, and e-newsletters of Reed Business Information's Processing and Manufacturing Groups. The campaign reaches over 500,000 subscribers through dedicated email campaigns, print ads, banners on websites and e-newsletters. The event is also promoted by third party associations/user groups and other partners who extend the event's awareness in the marketplace.

The integrated marketing campaign begins before the first live event date and continues throughout the 12 months of the event for aggressive branding and visibility among processing engineers and managers.

## The Conference

*Processing Technology Expo's* online conference is developed and organized by the editors of the most influential magazines in the manufacturing and processing industries. The four live event dates deliver specific content to a target audience by addressing critical topics focused on vertical industries.



### Emphasis on Food Processing

March 29, 2005

- Keeping Process Plants Clean
- Food Safety: Keeping Your Process Free of Contaminants

### Emphasis on Pharmaceutical Processing

June 28, 2005

- Plant Security
- The Impact of New Drug Safety Regs on Pharmaceutical Processing

### Emphasis on Dry Particulate Processing

August 23, 2005

- Maintaining Equipment on a Reduced Budget
- Solving Problems with Bulk Powder Testing

### Emphasis on Food, Pharmaceutical, Chemical, and Dry Particulate Processing

September 13, 2005

- Coatings and Corrosion Protection
- Nanoparticle Technology
- Surviving FDA Inspections
- RFID in Food Processing and Packaging
- The Latest Trends in Feeder Technology
- Compliance and 21 CFR Part 11
- Technological Advancements in Manufacturing

*Processing Technology Expo* attracts middle to senior level managers and engineers who have the authority to purchase your products. The event offers a global online library of white papers and spec sheets, cutting-edge content and direct interaction with renowned experts further enhancing the attendee's experience. Registration is FREE making the event inviting and easily accessible for your top prospects.

As a sponsor or exhibitor you can build brand awareness and generate sales leads all year. Maximize your ROI with a 365 day event that includes one affordable price and no additional time or resources. Sit back and let your investment continue to generate more leads.

# One Full Year of Visibility, Branding, and

## Pavilion Sponsorship Packages

Customized sponsorship opportunities enable you to reach highly specific target audiences with the appropriate sales message in the best format. *Processing Technology Expo* offers an array of sponsorship options to customize your participation to meet your company's unique marketing needs.

### All pavilion packages include:

#### **Pavilion Commercial** - for Pavilion sponsors only (NEW!)

Make an immediate impact on session attendees. Have your very own flash animation commercial appear during each conference session within your sponsored Pavilion. Your message may be 15 to 30 seconds in length and will appear alongside the session in your Pavilion. This is a unique opportunity to get your message across and lead attendees to your virtual booth. This package includes creation of the flash ad (content and images provided by sponsor).

#### **Branding**

- Sponsor logo on all event promotional materials (print ads, emails, Websites)
- Sponsor logo strategically placed throughout the event environment

#### **Traffic Drivers**

- Push URL
- Show announcements during live event with booth link
- Logo placement in session pages with live booth link
- Audience qualifying polls (1 per session)

95%

of attendees used the information learned during *Processing Technology Expo* at their workplace\*



#### **Database & Reports**

Full database report of all registrants from pre-event through completion of on-demand period (length of time depends on package selected)

#### **All-Inclusive Booth Package**

Sponsorship includes this booth package. See adjacent page for details.

#### **Platinum Pavilion Sponsor**

Enjoy **exclusive** ownership of a selected Pavilion for 365 days of *Processing Technology Expo*. This includes branding and visibility for one year of event promotion, visibility in four live events plus 12 months of on-demand viewing and a database of registrants collected for 12 months. This is a 365 day lead generating opportunity.

**Your Investment: \$29,410 (gross) \$25,000 (net)**

#### **Pavilion Sponsor**

Enjoy ownership of a designated pavilion in one of the four live event dates through three months on-demand period. Package includes: Three months of branding and visibility on all event promotion leading to the live date, visibility within the event's environment, and database of registrants before live event date through three month on-demand period.

**Your Investment: \$17,645 (gross) \$15,000 (net)**

## Exhibit Hall Sponsorship - Exclusive Opportunity

Enjoy **exclusive** rights as the *Processing Technology Expo's* Online Exhibition Hall Sponsor. This is a full year sponsorship including visibility and branding for 12 months. *Sponsorship includes:*

#### **Branding**

- Sponsor logo on all promotional materials (print ads, e-mails, websites)

#### **Traffic Drivers**

- Show announcements with live booth link
- Exclusive logo placement on Exhibit Hall Main Page with live booth link

#### **Database & Reports:**

- Full database report of all exhibit hall attendees from live event days through completion of one-year on-demand period

#### **All-Inclusive Booth Package**

*Sponsorship includes this booth package. See adjacent page for details.*

**Your Investment: \$23,530 (gross) \$20,000 (net)**

*"Wilden Pump & Engineering, LLC has been a part of Processing Technology Expo since its inception in 2003. We feel that our participation has been more beneficial than we could have expected. The very high number of leads from the shows have produced numerous new customers around the world. Our cost per qualified lead compared to a traditional show is almost too low to register. We are committed to the long haul with the Processing Technology Expo. The positive results produced, the endless advertising of the show, and the actual new customers obtained as a result of the show are unbeatable. We look forward to many years of success with the Processing Technology Expo."*

**Darren McGuire**  
Global Marketing Director  
Wilden Pump & Engineering, LLC

**To reserve your *Processing Technology Expo* opportunity, contact your Regional Manager.**

\*\*"Involvement With & Opinions of Processing Technology Expo 2004 Online Trade Show," conducted by Martin Akel & Associates

# Lead Generation

## Sponsorship and Exhibition Opportunities that Deliver Results Every Day of the Year

### Show Daily Sponsorship

(limited to 3)

Make your presence known before each live event date with a prominent position in the *Processing Technology Expo E-Show Daily*.

The Show Daily features each live event day's sessions, speakers, exhibitors, and new products. The *E-Show Daily* is deployed the day before and morning of the live event date to all registrants. Your banner will include a live link to your virtual booth or other designated URL. The *E-Show Daily* consists of four issues and is easily accessible from the event environment throughout the year.



*Sponsorship includes:*

- Banner position with live link (4 issues, 8 deployments)
- Branding and visibility during the event's promotional campaign
- Logo position on the registration page of the environment

#### All-Inclusive Booth Package

*Sponsorship includes this booth package. See details on right.*

#### Your Investment Options

| Primary Position       | Secondary Position | Tertiary Position |
|------------------------|--------------------|-------------------|
| Leaderboard (728 x 90) | Banner (468 x 60)  | Banner (468 x 60) |
| \$23,530 (gross)       | \$17,645 (gross)   | \$14,705 (gross)  |
| \$20,000 (net)         | \$15,000 (net)     | \$12,500 (net)    |

### Exit Survey Sponsorship

Enjoy exclusive rights as the *Processing Technology Expo's* Exit Survey Sponsor. The Exit Survey is deployed twice after each live event date and is accessible throughout the year from the event environment. A total of four unique surveys will be created for each live event.

*Sponsorship includes:*

- Exclusive logo position on the survey
- Logo position with live link on "Thank You for Your Feedback" page
- Branding and visibility during the event's promotional campaign
- Logo position on the registration page of the event environment
- Submission of two questions by sponsor
- A database of respondents and results of questions submitted

#### All-Inclusive Booth Package

*Sponsorship includes this booth package. See details on right.*

**Total for Your Investment:**    **\$20,590** (gross)    **\$17,500** (net)

**85%**

of *Processing Technology Expo* attendees are involved in the selection of products, equipment, or systems used in processing at their plant\*

\*"Involvement With & Opinions of Processing Technology Expo 2004 Online Trade Show," conducted by Martin Akel & Associates

### Interactive Exhibit Booth Packages

*Processing Technology Expo 2005* is offering diverse booth packages to maintain pace with the market's needs. Each virtual booth will be equipped with the maximum functionality outlined below to provide each exhibitor with the opportunity for a successful virtual exhibition.

*All booth packages include:*

#### Visibility

- 10 Booth Styles
- Booth Billboard Image
- Priority Keyword Search Results
- New Product Links (**NEW!**)
- Prize Giveaways
- Logo Display on Exhibit Hall Main Page

#### Information Delivery

- 8 File Downloads
- 10 Product Listings with Description
- Company Profile
- Live Link to Company Website
- Newsletter Sign-Up
- Live Link to External Webinar
- 3 to 5 Minute Multi-Media Streaming Video (video provided by exhibitor)

#### Lead Management (For 365 Days)

- Dedicated Online Representative Interface
- Instant Messaging with Visitors (during the live event)
- Audio First-Time Visitor Alert (**NEW!**)
- Leave a Message for Company Representative
- Contact Representative (e-mail)

#### Database & Reports

- Dedicated Link to Generate Reports
- General Traffic & Comprehensive Lead Reports
- Automatic Booth Report Delivery to Designated E-mail (**NEW!**)

#### Booth Set-Up

- Booth Wizard with Easy Set-Up Instructions
- Booth-to-Go! Download Your Virtual Booth from a Secured Site (**NEW!**)

**Plus:** Exhibitors are previewed in the *Processing Technology Expo E-Show Daily*. Included is your company's listing (text only) with a link to your virtual booth.

**All Inclusive Booth Package:** Package includes four live event dates **plus** twelve months of on-demand viewing.

**Your Investment:**    **\$5,900** (gross)    **\$5,015** (net)

**"Two Live Event Days" Booth Package:** Package includes one vertical live event date of your choice with three months of on-demand, **plus** the September 13 live event date with an additional six months of on-demand. The total package equals two live event dates plus nine months of on-demand viewing.

**Your Investment:**    **\$4,500** (gross)    **\$3,825** (net)

**77%**

of attendees took an action as a result of seeing specific products or vendors during the *Processing Technology Expo 2004*.\*

**Processing Technology Expo attracts qualified buyers who attend to explore new ideas and solutions, stay up-to-date with new technologies, and learn about the latest industry trends.**

| Attendee Job Function   |       |
|---|-------|
| General or Corporate Management                                       | 23.4% |
| Process, Production and Manufacturing Engineering                     | 18.7% |
| Operations and Maintenance  | 13.0% |
| Project, Software, Plant, Electrical and Electronic Engineering       | 8.7%  |
| Professors, Sales and Marketing                                       | 6.8%  |
| Evaluation, Quality Control, Standards, Reliability, Test Engineering | 6.6%  |
| Product Design Engineering including applied R&D                      | 6.5%  |
| Control and/or Instrument Engineering                                 | 5.0%  |
| Systems Design Engineering including applied R&D                      | 5.0%  |
| Basic Research  | 3.2%  |
| Systems Integrator/Consultant   | 3.1%  |

### Processing Technology Expo 2004 Snapshot Activity View

| Registrant Statistics                                       | Average Booth Statistics                      |
|---|---|
| Total Registrants . . . . . <b>2,050</b>                    | Unique Leads . . . . . <b>185</b>             |
| Countries Represented . . . . . <b>66</b>                   | Visits . . . . . <b>382</b>                   |
| Average Visit Time . . . . . <b>193 min.</b><br>Per Visitor | Products/Services Viewed . . . . . <b>233</b> |
| Average Locations Per Visitor . . <b>9.3</b>                | File Downloads . . . . . <b>35</b>            |
| Average # of Log-ins . . . . . <b>3.6</b><br>Per Visitor    |   |



### Gain Insight to What Your Customers Say about Processing Technology Expo

- "At a stage where time is so limited, it is a great source of quick information and technology."
- "Easy to attend and gather information on specific products."
- "I have specific and unusual needs. I have to search diligently for applicable technologies. This was a good way to access some information I couldn't get to otherwise."
- "It is a useful tool since it is difficult to attend all shows in person."
- "It is a very good concept which one can view with a click of a mouse."
- "It is very valuable since travel funds are so limited and likely to remain so in the immediate future."
- "Please do it again next year."

*"Participating in Processing Technology Expo has made a positive impact on Sartorius' sales and image in the marketplace. In particular, we have found that the Expo, (for the second year in a row) consistently delivered the results we are looking for in the process area. Many of the leads we received were very high quality and from very large and prestigious companies. We were very impressed at how easy it was to set up our booth. The resulting look of the booth was very professional and the immediacy of the database downloads are very satisfying."*

**Arnold Breisblatt**  
Commercial Marketing Manager  
Sartorius