

# Example: Conversation + Ad + Landing Page

corestaurant.org

AsanaJiraOnboarding Video...FeathrConfluenceGainsightAdmin DashIntercomZenefitsScorecardConcierge Custo...Campaign Bench...

COLORADO RESTAURANT ASSOCIATION

AdvocacyMember CenterEducation & EventsNewsroomFoundationAbout CRA

ServSafe Food Safety Manager Training

Learn how to prevent foodborne illness through food sanitation, and understand the essentials of responsible alcohol service.

Learn More

The Colorado Restaurant & Bar Show is coming up this fall. What topics are you hoping to learn more about at the 2019 CRB Show?

New Trends in Industry Technology

Mental Health & Wellness

Social Responsibility and Community Engagement

Sustainability

HR - What You Need to Know

Compliance - What's New

Helping Colorado Restaurants Thrive

Founded in 1933, the Colorado Restaurant Association (CRA) is the leading trade organization for the state's dynamic foodservice industry. Colorado's restaurant industry is a driving force of the state's economy. Our sole purpose is to protect restaurant businesses and to help them thrive. The CRA is run by restaurateurs for restaurants.

COLORADO Restaurant & Bar SHOW

SEPTEMBER 17-18  
Colorado Convention Center

MAINTAIN YOUR COMPETITIVE EDGE

REGISTER NOW!

TerraGlate

us on the planet.

PERMANENT WISKEY ESSENTIAL

ROUND CLOCK

COLORADO Restaurant & Bar SHOW

Colorado Restaurant & Bar Show

Ingredients for Success and Sustainability

In an increasingly saturated market, the Colorado Restaurant & Bar (CRB) Show delivers the resources chefs, managers, operators and owners need to maintain their competitive edge.

For two days at the Colorado Convention Center in Denver, the Industry gets the chance to meet with leading restaurant suppliers, find inspiration in expert panels, and collaborate with industry tastemakers to discover the newest trends, ideas and products.

Find new inspiration at educational sessions where industry insiders and celebrities highlight trends, processes and solutions you can put to work in your business. Learn new techniques with culinary and mixology demos and improve operations with sessions focused on new skills in business management that you can only find at the CRB Show!

Register NOW!

September 17-18, 2019  
Colorado Convention Center, Denver

TerraGlate

Fresh Products and Suppliers

# E.g. SPEX Promotion





Exhibit at the Event that Connects  
the Global Cruise Industry

**RESERVE YOUR BOOTH**

 **Seatrade  
Cruise  
Global**

5-8 March 2018 | Fort Lauderdale



 **CELL & GENE  
THERAPY EUROPE**

20 - 21 September 2017 | Maritim ProArte Hotel | Berlin.

BOOK HERE TO  
NETWORK WITH **400+** CELL & GENE  
THERAPY EXECS



 **AUSTRALIAN  
ENERGY STORAGE  
CONFERENCE & EXHIBITION**

**2018** | 23-24 MAY

ADELAIDE CONVENTION CENTRE

 **MEET**  
HUNDREDS OF YOUR  
POTENTIAL CUSTOMERS

**BOOK A STAND**

DISPLAY YOUR  
PRODUCT AT  
**NORTH AMERICA'S  
LARGEST STORAGE  
EVENT**

Want to Increase Your Exposure at  
**SupplySide East 2019?**

CHECK OUT OUR SPONSORSHIP OPPORTUNITIES!

**SupplySide  
EAST** Secaucus, NJ  
Hudson County Convention Center  
April 9-10, 2019

**VIEW OPPORTUNITIES**

click here to exhibit now!

Bringing Foodservice Professionals Together  
to Boost Business Profits






# E.g. Call for Speakers, Papers, etc



**Tech<sup>RW</sup>**  
TRANSFORM TOGETHER  
September 2018 | London

Want to get on the stage at Tech.?



**Tech<sup>RW</sup>**  
TRANSFORM TOGETHER  
September 2018 | London

The deadline is soon...



**ADIPEC** أديبك  
The Abu Dhabi International Petroleum  
Exhibition & Conference  
12-15 November 2018



**2018 CALL FOR PAPERS  
NOW OPEN**

DEADLINE FOR ABSTRACT SUBMISSION  
TUESDAY 1 MAY 2018

**SUBMIT YOUR  
ABSTRACTS TODAY**

[WWW.ADIPEC.COM/CFP](http://WWW.ADIPEC.COM/CFP)



**DDW**  
Digestive Disease Week®

Washington, DC  
2018

**Call for Abstracts Now Open**

CLOSES: Friday, Dec. 1, 2017, at 9 p.m. ET

[ddw.org/abstracts](http://ddw.org/abstracts)



**SOCIETY FOR  
BIOMATERIALS**

**2019 ANNUAL MEETING  
& EXPOSITION**

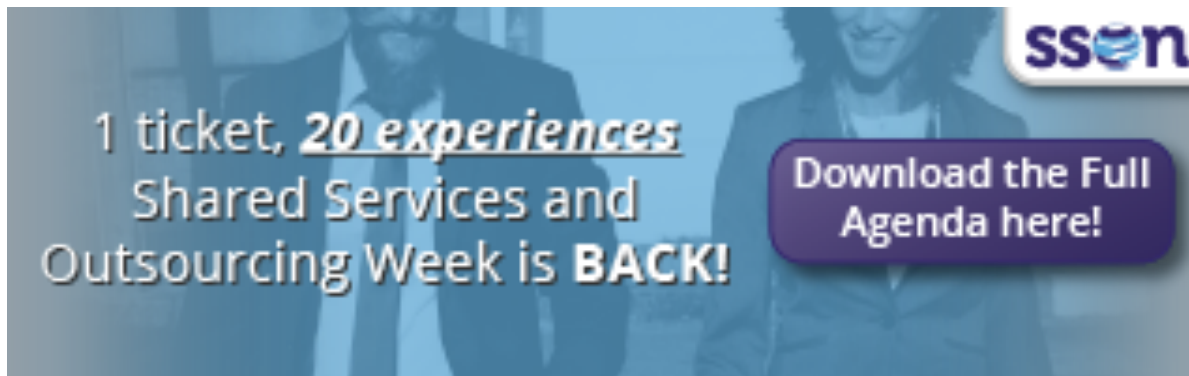
WASHINGTON STATE CONVENTION CENTER  
APRIL 3-6, 2019 • SEATTLE, WA

**SUBMIT YOUR  
ABSTRACT  
FOR SFB 2019**

\$50 DEADLINE  
ENDS NOV. 7

# E.g. View/Download Agenda

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# E.g. View Speakers

#ASAE19  
Keynotes!





Convention Arena  
Luncheon Speaker

**Ashley Judd**  
*Actress, Activist,  
Social Justice Humanitarian*

Learn More >>





12-14 SEPTEMBER 2016  
NCIEC, BEIJING, CHINA

**Learn from  
the best in the  
industry**

**OPENING KEYNOTE**  
DraftKings, McAfee and the  
Future of Cybersecurity



Paul Liberman  
Chief Operating Officer  
and Co-Founder,  
DraftKings



Gary Davis  
Chief Consumer  
Security Evangelist,  
McAfee

REGISTER NOW



Register to see  
400+ speakers,  
including:



Antony  
Jenkins  
7ox



Ann  
Cairns  
Mastercard



Jack  
Dorsey  
Square

REGISTER NOW

Europe  
Money20/20

26-28 JUNE 2017  
COPENHAGEN

**NEW KEYNOTE:**  
Inaugural “Created in New York”  
Award Honors  
Marvel Television Executives



Executive Producer  
and Head of  
Marvel Television

AND

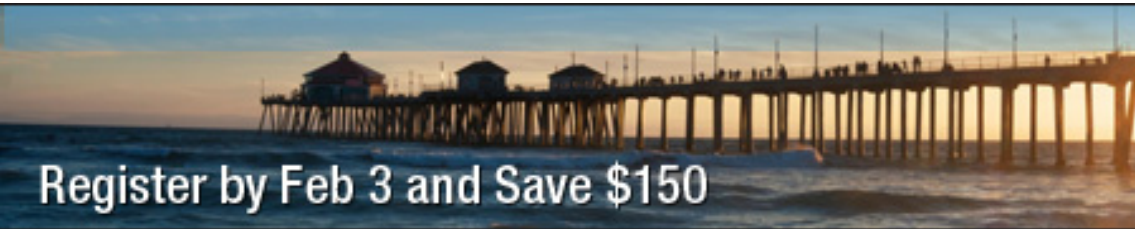


Executive Producer  
and Co-Head of  
Marvel Television


LEARN MORE



**PRNews'**  
DIGITAL SUMMIT &  
Crisis Management Boot Camp  
FEBRUARY 23-24, HUNTINGTON BEACH, CA



Register by Feb 3 and Save \$150



Speaker Spotlight:  
James Chong  
Senior Manager  
Customer Engagement  
**TOMS**

# E.g. Conference/Content Promotion

**2019 CONFERENCE ANNOUNCED!**

- BEST PRACTICES
- EXPERT INSIGHTS
- KEY VOICES

**BORDER SECURITY EXPO**  
FEB. 6-7, 2019  
SAN ANTONIO, TX  
**REGISTER NOW**

**European Utility Week**  
3-5 October 2017 | Amsterdam, The Netherlands

T&D - THE INTELLIGENT GRID

RETAIL

SUSTAINABLE & SMART CITY

DIGITALISATION

**REGISTER HERE**  
for your Summit pass!

**BD | NY**  
NOV 11-12 NYC


WISDOM FROM  
GOCO, HBA, ICRAVE,  
MADE, MARRIOTT,  
TWO ROADS & MORE

**enterprise CONNECT**  
MARCH 27-30, 2017  
GAYLORD PALMS, ORLANDO, FL

Check Out Our  
Contact Center/  
Customer Experience Track

SAVE \$200 OR GET  
A FREE EXPO PASS  
REGISTER NOW

**ad:tech**  
1 - 2 NOVEMBER 2017  
The Metropolitan Pavilion  
**NEW YORK**

**FESTIVAL OF MEDIA LATAM**  
28-30 October 2018 Turnberry Isle Miami

**CONNECT WITH THE WORLD'S BIGGEST BRANDS  
AT FESTIVAL OF MEDIA LATAM**

110+ hours of educational content – stay on top of the industry's latest.



**Learn More**

 **CPhI** north america  
April 30 – May 2, 2019  
McCormick Place, Chicago, IL



# E.g. Early Bird

**BE THE EARLY BIRD** 



**NOT THE WORM**

Save \$85, register now for the 2018 Sweets & Snacks Expo

**AUTHENTIC**  
*Leadership*

HOME CARE and HOSPICE  
CONFERENCE and EXPO  
OCTOBER 7-9, 2018 • GRAPEVINE, TX

REGISTER FOR THE  
**MGMA19**  
THE OPERATIONS CONFERENCE



**FDIC**  
INTERNATIONAL

REGISTER NOW!  
EARLY BIRD DISCOUNT  
ENDS MARCH 9TH


**SUIT UP**  
WHERE LEADERS COME TO TRAIN


APRIL 23-28  
INDIANAPOLIS, INDIANA

★ ★ ★

EARLY BIRD  
SAVINGS END 9/14!

REGISTER NOW

 Years



FORT LAUDERDALE • MARCH 14-17

**LAST CHANCE!**  
EARLY BIRD  
RATES EXPIRE  
AT MIDNIGHT

**REGISTER NOW!**

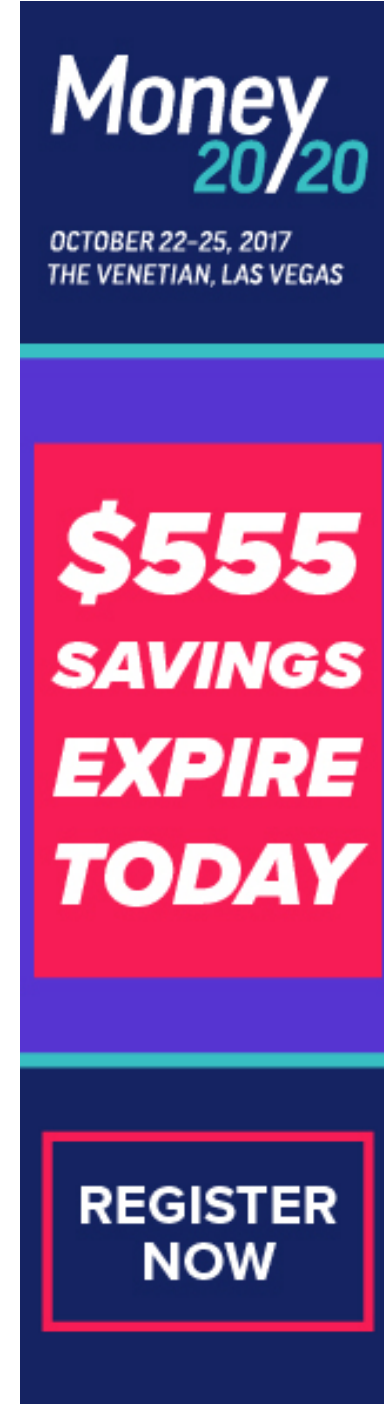
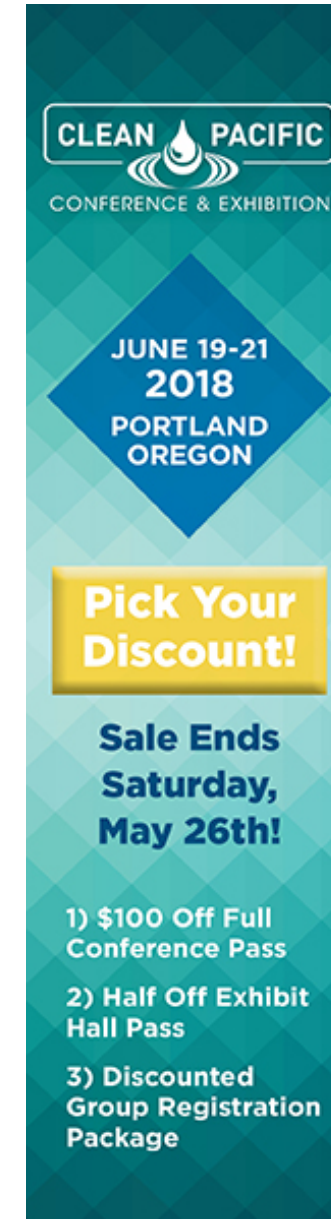
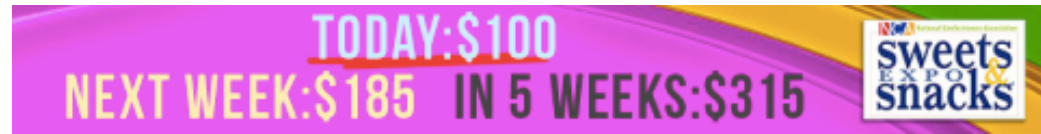
**EARLY BIRD**



ENDS APRIL 10

REGISTER NOW!

# E.g. Messaging: Price Breaks





# E.g. Reg Drop-Off

GET TO  
OUTDOOR  
RETAILER

YOU'RE SO  
CLOSE...  
FINISH NOW  
FOR FREE!

OPEN AIR DEMO AUGUST 2, 2016  
SUMMER MARKET AUGUST 3-6, 2016

OUTDOOR  
RETAILER

**AES  
ANNUAL  
MEETING  
2017**

WASHINGTON, D.C.  
DECEMBER 1-5

**You left  
something behind!**

RECRUITING TRENDS  
& TALENT TECH LIVE!

**COMPLETE MY  
REGISTRATION**

**YOU ARE SO CLOSE**  
COMPLETE YOUR REGISTRATION TODAY

**AERODEF**  
MANUFACTURING

**DON'T MISS AERODEF 2018**

**>> FINISH REGISTRATION NOW**

sme

**DON'T MAKE A  
BIG MISTAKE.**

Complete your registration now  
for **LANDSCAPES 2018**  
October 16 - 19 LOUISVILLE

40<sup>th</sup> ANNIVERSARY  
LPP's National  
**INSTITUTE**  
on Legal Issues of Educating Individuals with Disabilities

Finishing your registration is just a click away ...

**REGISTER NOW**

Forget  
Something?  
Click here to  
finish your  
registration.

**Coverings'18**  
THE GLOBAL TILE & STONE EXPERIENCE

**UNITED & FRESH**  
WASHINGTON CONFERENCE  
The Power of Fresh

**We need  
your voice!**

**Finish Registering**

**IAEE Expo!**  
Annual Meeting  
& Exhibition  
2018  
NEW 11-13 DECEMBER  
ORLEANS, LA | 2018

**BE SURE TO  
FINISH  
REGISTRATION**  
BEFORE EARLY BIRD  
RATES END ON  
**26 OCTOBER!**

myexpoexpo.com

**THE  
SHOW  
FOR  
SHOWS**

**DON'T  
MAKE A  
BIG  
MISTAKE**

COMPLETE YOUR  
REGISTRATION NOW  
FOR **CEDIA 2016**  
SEPT 13-17 DALLAS

**FABTECH**  
ATLANTA NOV 6-8

**FINISH REGISTERING**

**FINISH  
NOW**

# E.g. Last Chance

**THE FORECOURT SHOW**  
NEC BIRMINGHAM  
8-10 APRIL 2019

SHOW OPENS  
NEXT WEEK



**GAME QUALITY FORUM EUROPE 2018**  
Still thinking it over?  
These seats won't stay empty for long!

[Book Online Here](#)

**CBME**  
CHILDREN-BABY-MATERNITY EXPO  
CHINA

25-27  
July 2018  
Shanghai · China

2,900  
Exhibitors

4,300  
Brands

266,548  
Sq.m

**WHY WAIT?**

[Finish Registration NOW](#)

**PHACILITATE: LEADERS WORLD**

**WORLD STEM CELL SUMMIT**

JANUARY 22-25, 2019  
HYATT REGENCY,  
**MIAMI**

**LAST  
CHANCE  
TO  
REGISTER**



**interbike**  
MARKETWEEK

SEPTEMBER 14-20, 2018 | RENO TAHOE

**REGISTER NOW BEFORE  
IT'S TOO LATE!**

**NEW LOCATION.  
NEW BRANDS.  
NEW SEMINARS.  
NEW EXPERIENCE.**

**ad:tech**  
1 - 2 NOVEMBER 2017  
The Metropolitan Pavilion  
**NEW YORK**

**JOIN US NOW**

LIMITED PASSES AVAILABLE

[REGISTER](#)

**FARM SHOP & Deli SHOW**  
8-10 April 2019 NEC Birmingham

It's still not too late to register and come along!

**DOORS OPEN**



# E.g. Drive-In Campaign



**BORDER SECURITY EXPO** MARCH 26-27  
SAN ANTONIO, TX

**IT'S IN YOUR BACKYARD!**



- EXPERT INSIGHTS
- CRITICAL CONNECTIONS
- SECURITY PRODUCTS

**REGISTER NOW**



**BORDER SECURITY EXPO**

MARCH 26-27  
SAN ANTONIO, TX

**IT'S IN YOUR BACKYARD!**



- EXPERT INSIGHTS
- CRITICAL CONNECTIONS
- SECURITY PRODUCTS

**REGISTER NOW**



**SupplySide WEST** NOVEMBER 6-10, 2018  
Cape Hall November 9 & 10 • Worldway Long Beach

**SUPPLYSIDE WEST IS JUST A SHORT DRIVE AWAY!**

**16,000+** Industry Professionals | **1,300+** Exhibitors | **140+** Hours of Education

**REGISTER TODAY**




**WE'LL BE IN YOUR BACKYARD!**  
APRIL 23-26 • BCEC




**AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING 2018**

Don't miss your best opportunity to connect with colleagues, peers and experts in your field.



**WE'LL BE IN YOUR BACKYARD!**



**AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING 2018**

APRIL 23-26



**WE'LL BE IN YOUR BACKYARD!**  
APRIL 23-26 • BCEC



**AMCP MANAGED CARE & SPECIALTY PHARMACY ANNUAL MEETING 2018**

Don't miss your best opportunity to connect with colleagues, peers and experts in your field.



# E.g. Awards Submissions



Know a specialist  
retailer who should  
enter?

NOMINATE THEM  
TODAY



جوائز أديبك  
**ADIPEC AWARDS**  
EXCELLENCE IN ENERGY 2017  
[www.adipec.com/awards](http://www.adipec.com/awards)

BE PART OF THE  
ADIPEC AWARDS 2017

SUBMIT TODAY



#FSDAWARDS

ENTRIES  
CLOSE  
THIS MONTH



THE 2017 FOLIO:  
**EDDIE  
AND  
OZZIE  
AWARDS**

FINAL DEADLINE:  
June 16, 2017

ENTER TODAY

CELEBRATING  
EXCELLENCE  
IN EDITORIAL  
& DESIGN

THE 2017 FOLIO:  
**EDDIE  
AND  
OZZIE  
AWARDS**

CELEBRATING  
EXCELLENCE  
IN EDITORIAL  
& DESIGN

ENTRIES DUE:  
JUNE 29, 2017

ENTER NOW

17 **theMasters**  
London | 3 October 17

ARE YOU  
A MASTER  
OF YOUR  
CRAFT?

SUBMIT  
YOUR  
ENTRY

**MW** Marketing Week

Win \$2500  
& one night  
stay in  
Orlando

Deadline:  
Jan 6  
Click Here  
to Enter

2017 CID  
COVERINGS INSTALLATION & DESIGN  
**AWARDS**

**Tech**  
AWARDS

13 September 2018  
Printworks, London

THE ULTIMATE KUDOS FOR THOSE  
WORKING IN RETAIL TECH

ENTER NOW



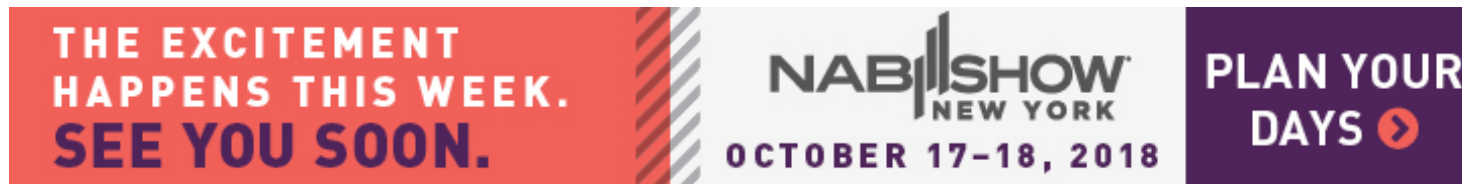
# E.g. Post- Registration Engagement: Plan your Day



**DDW**  
Digestive Disease Week®  
May 18-21, 2019

Customize your itinerary  
with these resources.

**ACCESS NOW** ▶



**THE EXCITEMENT  
HAPPENS THIS WEEK.  
SEE YOU SOON.**

**NAB SHOW**  
NEW YORK  
OCTOBER 17-18, 2018

**PLAN YOUR  
DAYS** ▶



**ONE** **WEEK** **FARM SHOP & Deli SHOW**  
8-10 April 2019 NEC Birmingham **TO** **GO**



**THE FORECOURT  
SHOW** NEC BIRMINGHAM  
8-10 APRIL 2019

THE  
FORECOURT  
SHOW  
CHECKLIST



**FARM SHOP & Deli SHOW**  
8-10 April 2019 NEC Birmingham

**Just one week  
to go!**

# E.g. Post- Registration: Download the App



**Gastech**  
EXHIBITION & CONFERENCE  
17 - 20 SEPTEMBER 2018  
BARCELONA, SPAIN

**ITN INT.**  
ITN INTERNATIONAL

GET THE FREE LEAD  
RETRIEVAL APP FOR  
EXHIBITORS

Download on the  
App Store

GET IT ON  
Google Play

DOWNLOAD  
THE BCARD APP

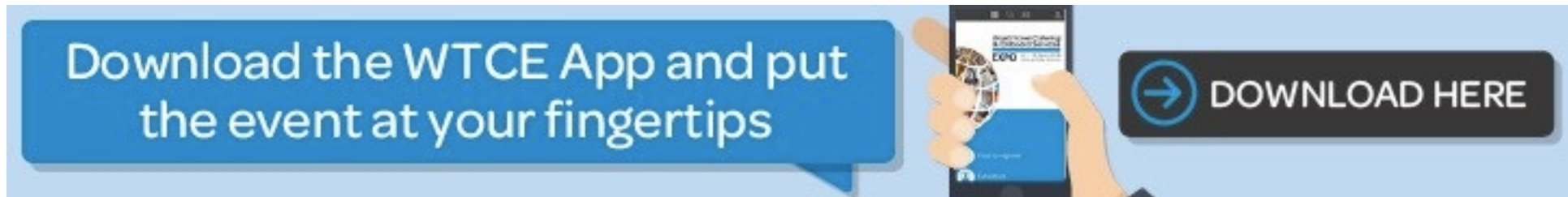
A banner for Gastech Exhibition & Conference. It features a smartphone displaying the ITN INT. logo. The text promotes a free lead retrieval app for exhibitors. It includes download links for the App Store and Google Play, a QR code, and a red button that says 'DOWNLOAD THE BCARD APP'.



**FM** Festival  
of Marketing  
10-11 Oct 18 | Tobacco Dock | London

**Download  
the app**

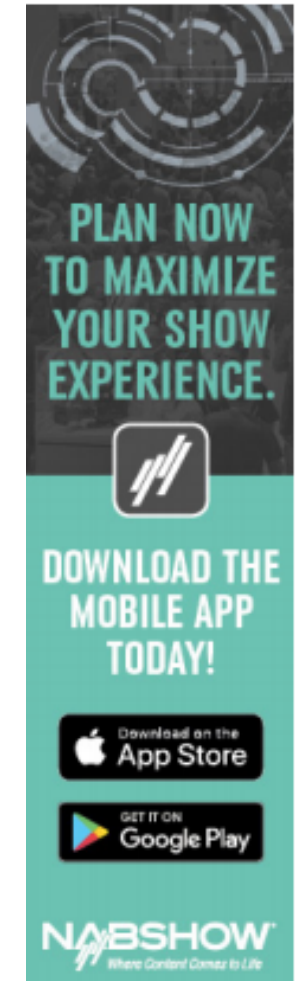
A banner for the Festival of Marketing. It has a pink and teal background. The text 'FM Festival of Marketing' is at the top, followed by the dates and location. The main message is 'Download the app' in large white letters.



Download the WTCE App and put  
the event at your fingertips

DOWNLOAD HERE

A banner for the WTCE App. It features a blue speech bubble with the text 'Download the WTCE App and put the event at your fingertips'. To the right is an illustration of a hand holding a smartphone displaying the app. Further right is a dark button with a white arrow and the text 'DOWNLOAD HERE'.



PLAN NOW  
TO MAXIMIZE  
YOUR SHOW  
EXPERIENCE.

DOWNLOAD THE  
MOBILE APP  
TODAY!

Download on the  
App Store

GET IT ON  
Google Play

**NABSHOW**  
Where Content Comes to Life

A vertical banner for NABSHOW. It has a dark top section with the text 'PLAN NOW TO MAXIMIZE YOUR SHOW EXPERIENCE.' and a teal bottom section with 'DOWNLOAD THE MOBILE APP TODAY!'. It includes download links for the App Store and Google Play, and the NABSHOW logo at the bottom.



# E.g. Upsell

Get more from InformEx



informEx  
CONNECT

**SOLARPOWER**  
INTERNATIONAL  
September 10-13, 2017  
Mandalay Bay Convention Center

**INCREASE YOUR  
SOLAR SALES**

NAHB **IBS**™ **YOUNG PRO PARTY**

Join us at Orlando's newest hot spot!  
Wednesday, January 11 • 8-11 PM

**\$35  
TICKET**



January 10-12 • Orlando • BuildersShow.com

**A4M WORLD CONGRESS**  
**VIP**



Upgrade Your Registration and Experience the Benefits of a VIP Pass at the A4M World Congress!

**UPGRADE NOW**



**IBS** international beauty show **LAS VEGAS JUNE 24-26**

**ADD A CLASS**

**ADD A LITTLE, LEARN A LOT.**

Passes for under \$200.

**NABSHOW**  
Where Content Comes to Life

**UPGRADE NOW!**

50+ Can't-Miss Sessions.  
1 Unforgettable Conference.

Compare Pass Types! →

**SOLARPOWER**  
INTERNATIONAL

**ES**  
ENERGY STORAGE INTERNATIONAL

September 10-13, 2017 | Las Vegas, NV

**Energy storage 101**

# E.g. Lead-gen

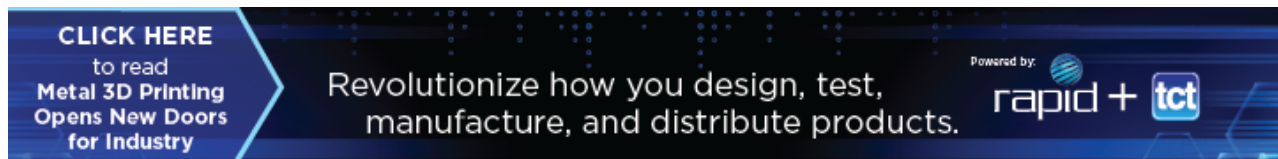


**MULTICHANNEL  
MERCHANT**  
CONNECTING THE COMMERCE COMMUNITY

**10 Ways to Improve Warehouse Efficiency & Reduce Costs**

**GET CONTENT**

multichannelmerchant.com



**CLICK HERE**  
to read  
**Metal 3D Printing  
Opens New Doors  
for Industry**

Revolutionize how you design, test,  
manufacture, and distribute products.

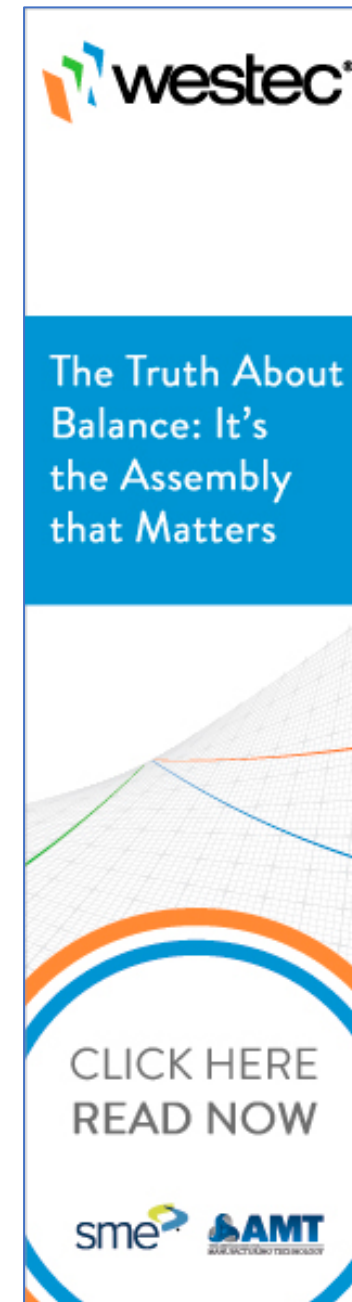
Powered by: **rapid + tct**



**Download  
Your FREE  
Copy of the White  
Paper.**

**GET IT NOW**

**Seatrade  
Cruise  
Global**



**westec®**

**The Truth About  
Balance: It's  
the Assembly  
that Matters**

**CLICK HERE  
READ NOW**

**sme** **SAMT**  
MANUFACTURING TECHNOLOGY



**FREE REPORT DOWNLOAD:**

**CRYSTAL  
CLEAR** | **HOW SWAROVSKI'S  
SHARED SERVICES  
TACKLED HR**

**DOWNLOAD HERE**

**ssen** **SHARED SERVICES &  
OUTSOURCING WISE**



**CLICK HERE**  
to read **Smart  
Milling Saves  
Times, Improves  
Part Quality.**

Find dramatic savings in  
finishing time and trim costs,  
while improving part quality.

Powered by: **houstex®**



# E.g. Membership

---



Building the  
**LEADER**  
WITHIN

Membership Special  
thru May 11

NAHB **IBS**™

The Building Industry's  
Premier Event

NAHB NEW MEMBER  
\$150 IBS  
FULL REGISTRATION

[LEARN MORE](#)



JANUARY 9-11 › ORLANDO › [BUILDERSSHOW.COM](http://BUILDERSSHOW.COM)



**SAVE**  
TIME & MONEY.

**BUILD**  
YOUR NETWORK.

**BE**  
A FIRM HERO.

Learn more  
about what ALA  
offers legal  
management  
professionals.

**JOIN TODAY**