



BARRYCON PRODUCTIONS

The InDesign and Creative Suite Conferences

CHICAGO, MAY 16 -20, 2006

FAQ

Barrycon Production events attract highly motivated Adobe Creative Suite users who are seeking in-depth information and value-added product solutions to maximize their investment in Adobe technology.

WHO ARE THE PEOPLE WHO ATTEND YOUR CONFERENCES AND WHAT VERTICAL MARKETS DO THEY COME FROM?

Our previous attendees represented the following vertical markets:

Corporate	17.86%
Design Firm	14.29%
Advertising Agency	11.43%
Book Publisher	10.71%
Government	9.23%
Magazine	7.86%
Education	7.14%
Newspaper	5%
Printer	5%
Non Profit	5%
Publisher	2.86%
Consultant	2.86%
Other	0.71%

Our previous attendees break down into the following job titles:

Graphic Designer	23%
Manager	13.16%
Art Director	12.50%
Sr. Graphic Designer	8.55%
Studio Head	7.89%
Owner	7.24%
Production	7%
Director	6%
Other	3.29%
Trainer/Consultant	3%
Editor	2.63%
Pre-Press	2%
Supervisor	1.97%
Coordinator	1.32%

WHO DO THE MAILERS GO OUT TO?

The mailers we send go out to our internal database of past attendees and update subscribers. Also we rent lists from leading magazines organizations and member groups. Some of our recent list rentals include:

- Element K Journals
- Adobe Registered Users
- STEP Inside Design Magazine
- Dynamic Graphics Magazine
- F & W Publications
- Before and After
- Graphics Design Insider

We are continually testing, adding and expanding our internal lists as well as the current market lists. (We are looking to potentially add the following lists to our mailer campaigns - NAPP, Layers Magazine, HOW Conference Attendee's, Mac Design Conference Attendee's)

DO I GET THE ATTENDEE LIST AFTER THE SHOW?

We now provide a complete attendee list to all of our sponsors for the event. For any other partner we do a follow-up email to our entire attendee list as well as our internal database. Each sponsor, exhibitor or advertising partner will get a short ad space for this mailing.

CAN I SPONSOR YOUR EVENTS FOR A YEAR WORLDWIDE?

Yes. These are done on a case by case basis. Please contact our office for more details.

If you have any questions not addressed here please contact our office for more information.

HOW MANY DAYS ARE EXHIBITS VS CLASSROOM?

The CS PowerTour is a training event that is for highly targeted Adobe software users. This is not a trade show or exhibit hall event. However, there are a limited amount of exhibitors and sponsors at the show. Take the chance and get your brand seen at the CS PowerTour.

HOW MUCH TIME DO I NEED TO COMMIT TO THE TABLE?

Since this is not a trade show or exhibit event the tables are only out for the one day. We have an extended lunch hour, breaks throughout the day and a dedicated time slot for people to visit and talk to our partners. The traffic is very much feast and famine as the attendee's are in and out of classes all day. Again, since it is a targeted show everyone usually takes the time to stop by and see what other options are available. The table in conjunction with the attendee bag handouts, the follow-up emails and the postal mailer makes sure you are in touch with the attendee's and all the targeted potential attendee's for the show.

If you have any other questions please call our staff and partner with us on this great conference series.

Barry Anderson
Barrycon Productions.
612 396 7100
8615 Park Avenue
St. Bonifacius, MN 55375