

expo info

at-a-glance

The Premier Event in

Information Governance



The ARMA International LIVE! Conference & Expo draws 2,000 information governance decision makers from around the world. Recognized as the premier event for information governance, this conference has a powerful reputation for education, technology, and solutions that will help your business:

- Reach the largest range of information managers
- Introduce and advance new products and services

“We are always excited to be at the ARMA Expo with a lot of our customers, our future customers, and industry experts. It’s a great show for us and our biggest show every year.”

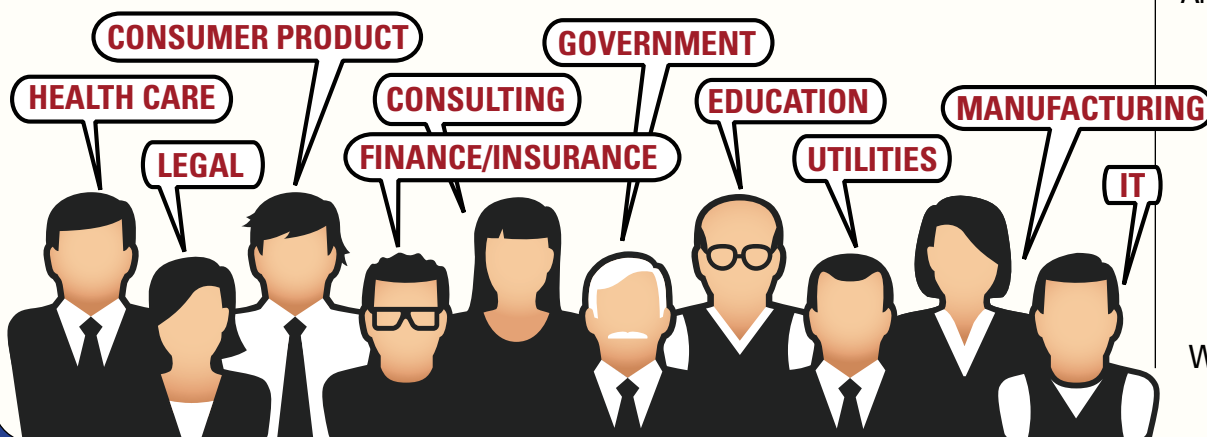
Dick Surdykowski, *Recall*

- Gain access to industry thought leaders
- Gain exposure to top decision makers in the government, public, and private sectors
- Capture crucial face-to-face time with the people who put

your products and services to work every day at a time when they are looking for and evaluating new technology and solutions

Be there to help them make their decision!

Attendee Industry Concentrations



By the Numbers (%)

Conference & Expo attendees:

90

Would recommend the ARMA Conference & Expo

83

Play a key role in purchase decisions

53

Are in a management position in their organization

28

Work with \$100K information management budget

Become an ARMA Industry Member and **Save up to \$600** on your booth space! See inside for details.



Paula Banes
Exposition Manager

ARMA INTERNATIONAL
11880 College Blvd, Suite 450
Overland Park, KS 66210
+1 888-299-2618 (U.S. or Canada)
+1 913-217-6023 (international)
www.arma.org/conference
paula.banes@armaintl.org

Special Events Drive Traffic to the **expo floor**



head to the show floor for lunch on opening day.

- **Beverage Breaks.** Daily breaks held in the Expo Hall keep attendees hydrated and happy. The traffic keeps your booth hopping!
- **Pub Crawl.** The Expo's wrap-up social event

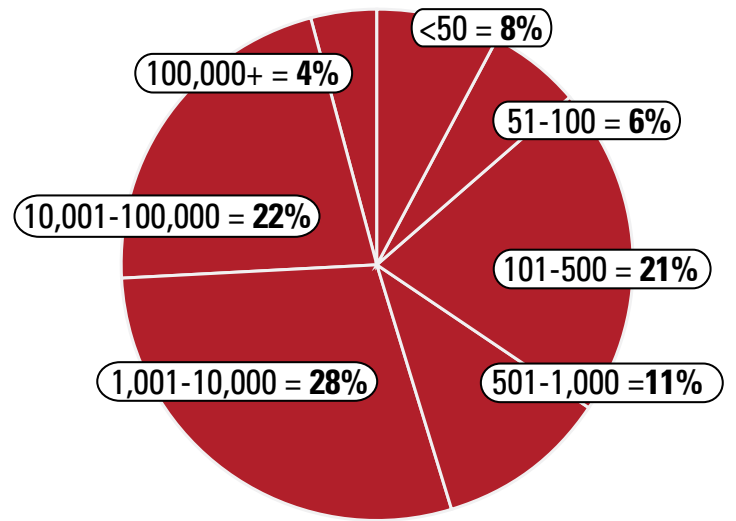
We work hard to ensure you receive maximum exposure and the opportunity to network:

- **Exhibitor Education Sessions.** Three session rooms with unique presentation themes put your expert and message to the forefront. Consultative sales start with professional content delivered by your trusted expert. These session rooms expose you to an audience seeking education.
- **Opening Luncheon in the Expo Hall.** 2000+ attendees

helps you seal relationships with potential customers. Join the party by purchasing a pub crawl package that will draw them to your booth.



Attendee Organization Size



“ShareSquared regularly exhibits at large business and technology shows, and the ARMA show was one of the best we’ve been to. Getting access to business users and records managers and having the opportunity to discuss how technology can aid them in their day-to-day challenges was invaluable. We will definitely repeat.”

John M. Honeycutt, Director, U.S. Sales

Services/Products Sought by ARMA Conference Attendees



71%

Records Management Software



36%

E-Mail Management Solutions



31%

Archiving & Storage Solutions



30%

Imaging Products/Services



20%

E-Discovery Services



22%

Scanners



36%

E-Records Retrieval/Storage



29%

Doc./Text Management Products



12%

Document Destruction Products



25%

Consulting Services



17%

Disaster Recovery Solutions

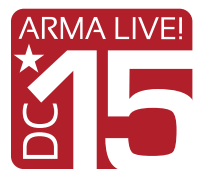
- **Consultants Corner.** Table-top displays feature consulting services for attendees needing guidance. A crowd-pleaser, this area is only for exhibitors who provide consulting advice, plans, and guidance. Inquire about table top pricing today!
- **Expo-Only Hours.** We provide dedicated time for attendees to peruse the Expo Hall and engage with you about your solutions. Our surveys show

attendees value their time in the Expo Hall to see product demos and to stay current on technology.

- **Poster Sessions.** Presentations in the Expo Hall draw attendees and traffic.
- **Grand Prize Giveaway.** This fun, interactive game will bring attendees to your booth. They'll come for a stamp but stay for the conversation!



Oct. 5-6, '15 Washington, D.C.
The Gaylord National Harbor



John ARMA International as an industry member today!

Lower your booth rental costs! Become an ARMA Industry Member

Join ARMA International as an Industry Member and experience a savings of **\$400 - \$600** per 10x10 booth! You'll also receive a **FREE** listing (\$999 value) in the Buyers Guide, (online* and print editions). The benefits don't end there – **FREE** unlimited PR postings on our website (front page) and reduced rates on advertising. We'll even give you 50 Associate (individual practitioner) memberships **FREE**.

Check out all the benefits at www.arma.org/IndustryMembership. Contact paula.banes@armaintl.org today!

* ARMA International Buyer's Guide: www.arma.org/buyersguide