

CONNECT WITH THE GLBT COMMUNITY - 20,000+ EACH YEAR

www.originalglbtexpo.com

# GLBT EXPO

## March 22-23, 2014

12 noon to 6 pm each day JACOB JAVITS CONVENTION CENTER

**WE KNOW HOW TO REACH THE GLBT MARKET**

### WHY EXHIBIT?

- **The Original GLBT Expo** is in its **21st Year** blending top entertainment with business
- **Over 20,000 annual attendance**-Only business oriented event for Gay Community
- Largest and longest event of its kind in the world
- **“The perfect and very powerful niche market”**-Gay Community is highly educated, love to travel, eat out, brand loyal, high disposable income

### INTERACTIVE EXHIBITORS INCLUDE:

- Travel, Wedding, Healthcare, Entertainment, Financial, Real Estate, Investments, Legal, Food & Beverage Sampling, Autos, Retail, Art, Jobs, Education, Fashion, Films...

### WHO ATTENDS?

- 86%-25-54 years old
- 88% College grads
- 78% earn \$50,000 per year
- 75% travel 2 x or more per year and 77% dine out 2x or more per week

### IF A COMPANY DIRECTLY MARKETS TO GAY COMMUNITY:

- 78% are more likely to buy product or services
- 40% would definitely switch brands
- 35% would definitely try a new product
- 25% would pay more for the product/services

**SATURDAY- MARCH 22, 2014**  
12:00 noon-6pm

**SUNDAY- MARCH 23, 2014**  
12:00 noon-6pm

Jacob Javits Convention Center-  
W 38th St & 11th Ave.  
New York, NY

### MARKETING & ADVERTISING

- **Publications** • National and Local, emails, membership mailing lists
- **RDP Group website** • Blast emails • Monthly newsletter • Social Media Groups and blogs dealing with GLBT Community • Website listings of Exhibitors/Sponsors
- **Direct mailing / emailing list** to retailers, bars/restaurants, past attendees and companies
- **Telemarketing** to all non-profit groups, associations, community centers...
- **Gorilla Marketing in NYC**

### WE MAKE EXHIBITING EASY!

**Standard Booth** –100 sq. ft. (10' x 10') -**\$2,450 for single booth**

- Booth drapes • 1-6' draped table • 2-chairs • aisle carpet • wastebasket
- 10-Free Show Guest Passes • 6-Exhibitor Badges • Listing in Show Program • Listing on website
- Inclusion in Digital Newsletter • Inclusion in Social Media Marketing

**For more information, contact:**

RDP Group- 152 Simsbury Road Avon, CT 06001

800-243-9774 toll free • 860-677-0094 • 860-677-6869 fax • [www.originalglbtexpo.com](http://www.originalglbtexpo.com) • [info@rdpgroup.com](mailto:info@rdpgroup.com)

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### ADVANCED REGISTRATION FOR 2013 EXHIBITORS

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

Product/Service: \_\_\_\_\_

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**Billing information: if different than above:**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Payment information:**

Check     Amex     Visa     MC     Bill Me

Name on Card: \_\_\_\_\_

Card# \_\_\_\_\_ Security Code (Required) \_\_\_\_\_

Exp. Date (mm/yy) \_\_\_\_\_ Signature \_\_\_\_\_

**This represents my reservation for participation at The 21<sup>ST</sup> Original GLBT Expo**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE COMPLETE AND RETURN TO RESERVE YOUR SPACE:**

Email to: info@rdpgroup.com or fax to 860-677-6869

For additional information on sponsorships contact: Irene Ziskin or Pam Burton at 800-243-9774 or 860-677-0094