

March 30, 2010



***For Immediate Release***

**Contact: Shelby Hausler**  
**Internet Strategy Manager**  
**972.536.6458**  
[shausler@hanleywood.com](mailto:shausler@hanleywood.com)



**Hanley Wood Exhibitions, BlogWorld & New Media Expo to Partner on Future Events**

Dallas, TX, March 25, 2010 – Hanley Wood Exhibitions (HWE) and BlogWorld & New Media Expo today signed a partnership agreement at MTO Summit in Chicago whereby HWE will assume management responsibilities of the BlogWorld & New Media Expo event, beginning with the show scheduled for October 14-16, 2010 at the Mandalay Bay Convention Center in Las Vegas, NV.

“Hanley Wood is very excited to partner with BlogWorld & New Media Expo,” says Shawn Pierce, Sr. Vice President of Hanley Wood Exhibitions. “This is the premier event focused on the incredibly fast growing world of new media. Our partnership will allow BlogWorld to tap into the rich resources and operational excellence of Hanley Wood. Reciprocally, we plan to learn as much as possible about social media, blogging and new media from the BlogWorld team and industry to help grow our traditional B-to-B construction events.”

Launched in 2007, BlogWorld & New Media Expo is the world’s first and only industry-wide conference, tradeshow and media event for all new media. The 2009 event featured over 200 speakers, 150 educational sessions, more than 100 exhibitors and 2,200 attendees. BlogWorld & New Media Expo was co-founded by current owners, trade show industry veterans and avid social media practitioners Rick Calvert and Dave Cynkin.

“We are really excited about this partnership with Hanley Wood,” says Calvert. “BlogWorld started as a labor of love and has grown into the industry event of the year for social media. Hanley Wood is a very social media savvy company and that was critical to making this partnership happen.”

Since its inception, BlogWorld & New Media Expo has seen aggressive growth, with attendee numbers increasing 20% - 25% each year since the 2007 launch event.

“When we launched the show in 2007 we attracted the early adopters,” adds Calvert. “That included everyone from bloggers to Fortune 500 company executives who were experimenting with social media. Each year since, our growth has mirrored the increasing momentum of the new media industry.

“Fast forward to 2010 and new media is exploding. We expect our event in October to do exactly the same thing. Our partnership with Hanley Wood will enable us to keep pace with that explosive growth.”

Outside the core of Hanley Wood's business - residential and commercial construction - BlogWorld & New Media Expo will be the only show in the Hanley Wood Exhibitions portfolio that is focused exclusively on new media. Additionally, it joins NACE (International Autobody Congress & Exposition) and CARS (Congress of Automotive Repair & Service) – the other events currently managed by HWE.

“This is a fantastic addition to Hanley Wood's platform of managed events,” says Rick McConnell, President, Hanley Wood Exhibitions. “We look forward to delivering world-class service to the event's attendees, sponsors and exhibitors.”

Booth and sponsorship sales are well under way for the 2010 event. For additional info about sponsorship sales, please contact Patti Hosking at 858.309.4747 x103 or [patti@blogworldexpo.com](mailto:patti@blogworldexpo.com). For booth sales, contact Stacey Price at 972.536.6418 or [sprice@hanleywood.com](mailto:sprice@hanleywood.com).

Registration for the 2010 event will open in April. Stay tuned for details on the top-notch educational program and industry-leading keynote speakers. In the meantime, questions regarding attendee registration can be directed to Nicole Buraglio at 972.536.6336 or [nburaglio@hanleywood.com](mailto:nburaglio@hanleywood.com).

#### **About BlogWorld & New Media Expo**

BlogWorld & New Media Expo is the first and only industry-wide tradeshow, conference, and media event dedicated to promoting the dynamic industry of new media. This includes all forms of blogging, podcasting, social media, social networking, online video, music, Internet TV and radio. BlogWorld & New Media Expo also features the largest new media conference in the world, including more than 120 educational sessions, panel discussions and keynote presentations designed to help new media content creators create, distribute and monetize their content.

The Social Media Business Summit is designed to teach attendees the strategies, tactics, tools and technologies they need to publish their own content and engage customers, improve internal and external communications, build communities around their brands and grow their businesses with social media.

The event attracts thousands of the most influential Bloggers, Podcasters, Internet Radio and TV Broadcasters in the world. In 2009 the “influencers” attending BlogWorld & New Media Expo had a combined monthly audience of over 180 million people.

Additional information on BlogWorld & New Media Expo, including speaker topics, session descriptions and registration details, is available at [www.blogworldexpo.com](http://www.blogworldexpo.com).

#### **About Hanley Wood**

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America's leading publisher of home plans. **Hanley Wood Exhibitions** (Dallas) conducts

events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.

###