

BusCon 2011 is hard at work for you!

Here's an inside peek into all of the attendee marketing we have done and plan to do in order to fill the exhibit hall and conference sessions!

- **Two postcards and 3 direct mail brochures being sent to 27,000 prospects!**
- **Targeted marketing direct mail pieces to prime bus industry segments!**
- **Web banner ads & show updates in METRO Express Weekly and METRO University E-Newsletters and METRO Magazine's website!**
- **Print advertising campaign in METRO, School Bus Fleet, and LCT Magazine!**
- **Agreements with 12 supporting organizations who promote BusCon to their members!**
- **8 Bus Industry print and online publications promoting BusCon through advertising and editorial coverage!**
- **Voicemail campaigns delivered from industry icons!**
- **Personalized Telemarketing campaigns!**