



# Radius

EVENTS COMPANY

[www.radiusevents.com](http://www.radiusevents.com)

COMPLETE MANAGEMENT SERVICES FOR TRADE SHOWS, CONFERENCES AND CORPORATE EVENTS



## About Radius Events



### What Does Radius Events Do?

We create and produce conferences and tradeshow for magazine publishers, associations and corporations. Our staff has more than 60 years of collective experience in all aspects of event management. We are particularly skilled at new launches and are right at home running anything from small executive summits to massive citywide conventions.

### Where Did Radius Events Come From?

Radius Events was formed in 2003 by Carl Pugh, a 20-year veteran of the conference and trade show business. Carl started his career in 1980 as founding publisher of PDN, the nation's leading trade magazine for professional photographers. It was there that he first entered the event business, launching a show for the same market. Both the magazine and the show remain market leaders to this day.

Carl sold his business to what is now VNU in 1985 and went on to run three major event management companies over the next 18 years: CMC, Cowles (now Primedia) and Penton/Mecklermedia. In each of these companies he found considerable success by focusing on partnerships with trade magazines and associations.

Over the years Carl has produced more than 100 events, ranging from resort-based executive forums

to citywide trade shows filling America's largest convention centers. He is conference chair and a board member for the Society of Independent Show Organizers, the leading association for trade show producers. He is also on the trade show committee for American Business Media. Carl frequently speaks on the art and science of show management.

### How Do We Work With You?

We are paid in one of two ways. On a fee basis, which typically is comprised of a base fee plus a performance incentive; or on a joint-venture basis where Radius holds an interest in the event.

Fees are based on the size of the event and the amount of work we handle. We'd be happy to provide a quote reflecting your specific needs. In many cases it is far more cost-effective for you to outsource most or all of the event management process to Radius than it is for you to handle it in-house. This is because we are able to spread our overhead and staff costs over numerous events.

Launching a new event? You may find forming a joint-venture with Radius is a highly attractive option. Doing so dramatically reduces your cost and risk.

We work as partners to ensure success. And because we only make money if you do, our objectives and motivation are 100% in synch those of your organization. Our management team has worked successfully with magazines and associations for more than 20 years in this precise manner.

Even 20 years ago most every market seemed overcrowded with events. Yet since then, literally thousands of successful and highly-profitable shows have been launched. Opportunities remain even today in many markets. Poor management, evolving market needs, regional or seasonal demands and emerging vertical niches can all provide an entry point. And sometimes it is as simple as a desire by industry participants for something new.



### **My Market is Already Overrun With Events.**

Here's another way of looking at it. No person or company really owns the leading industry event. They are only the caretaker and beneficiary for as long as the key players in that market elect to make it their primary meeting place. And when they tire of that venue, or become dissatisfied with that management team or see a better opportunity elsewhere, off they go! With the help of Radius, you may very well have the capacity to provide that better opportunity. If you are the current keeper of a leading event Radius can also show you how to ensure that you remain in that position.

### **How Much Can I Make?**

It all depends on the size of your market, the buying power of your readers, the status of other events and extent to which your market's vendors are willing to spend marketing dollars. We have run mega-events exceeding \$20 million in revenue (yes, that's just for one event) with an 80% margin. We've also run highly successful executive summits where the achieved goal was no-cost brand building.

Here are some examples from our own personal experiences. A conference for marketing execs attracted about 800 attendees and 75 exhibitors. It ran twice yearly and netted \$1 million each time for a dozen years. A trade show for professional photographers netted north of \$750k annually for over 20 years. A recently launched (2003) executive technology conference contributed \$350k in its very first year.

There are never any guarantees and the potential to lose money is always a possibility. But that risk, when managed properly, can be minimized. We also always recommend making "artistic success" rather than financial success the primary objective the first year of a new launch. The goal is to ensure everybody (attendees, exhibitors, speakers, press) is smitten with the experience and ready to talk it up with their peers. An event that achieves "must-attend" status in your

market will grow and earn for many years to come. The REAL money is in longevity, rather than a flash-in-the-pan.

### **Why Outsource?**

There are three primary reasons to outsource: cut costs, improve quality and reduce day-to-day management involvement. We can often help you do all three.

Because Radius manages events for a number of publishers, our staff and overhead costs are spread over more profit centers. And because our team has run literally hundreds of events over the past 20 years we are usually able to operate more efficiently.

Those same years of experience allow us to refine the process of running shows to a level somewhere just this side of perfection. We sweat every detail, provide superlative customer service, market and sell smarter than anyone and ultimately create an event on which you'll be proud to place your name.

In many cases you can save another precious commodity: your time. With your event in our hands you will quickly find your comfort and confidence level are way up. You'll even sleep better at night knowing your profit center is in good hands.

### **Why Choose Radius?**

Four simple reasons: Integrity, experience, personalized service and a passion for excellence.

### **What's the Next Step?**

Let's talk. Contact our president, Carl Pugh, to discuss how Radius can help your organization. Call (203) 559-2890 or email [cpugh@radiusevents.com](mailto:cpugh@radiusevents.com).





## Management

Each event is assigned a show director who oversees the day-to-day management of the event, provides a primary point of contact to the client and works closely with the entire Radius team to ensure every process is executed flawlessly, on schedule and under budget.

Our management approach blends collaboration with ownership to facilitate communication and best practice, while making certain that every task is “owned.”



## Marketing

Today, attracting a high-quality audience of just the right size – and doing so cost-effectively – requires a multi-faceted marketing approach.

Our marketing team draws on its considerable experience with emails, banner advertising, web marketing, display advertising and direct mail to craft a highly effective campaign that identifies prospects, and then converts them to attendees.

We also form alliances with key industry groups to enhance credibility and extend reach.



## Sales

Radius Events is fortunate to have the best exhibit and sponsorship sales professionals in the business.

With an average 15 years of experience apiece, they know what it takes to identify prime prospects, develop a consultative relationship and then close the sale.

We also view meticulous post-sale support as an essential means of developing long-term customers.





## Registration

We see the registration process as a critical “touch-point” with each customer, whether a conference or exhibits-only attendee, an exhibitor, a speaker or member of the press. The process must be fast and easy, yet with a personal feel. We want each customer to know we are genuinely happy they have chosen to join us!

Each registration process is custom tailored to the specific needs of the event. For groups of under 1,000 we typically handle registration in-house to reduce costs and maintain the greatest possible control. For larger events (we’ve handled shows with more than 50,000 attendees on many occasions) we work closely with an outside registration firm.



## Conference Development

We build world-class conference programs from the ground up. From captains of industry like Bill Gates, Jeff Immelt, Michael Dell, Steve Jobs, Larry Ellison and Craig Barrett to literally thousands of experts from a wide variety of businesses, we have worked successfully with them all. Our team knows how to craft a winning conference program from format to schedule, to speakers to content to onsite execution.



## Logistics

Event success is in the minutia. We sweat every last detail of each event we run to ensure no step is missed, no dollar spent unwisely and no opportunity for excellence is overlooked. We know where to look and what to look for because we’ve done it a thousand times before and gotten just a little smarter each time. We rely on checklists and frequent team “ready meetings” to ensure we have cross-checked everything and to make certain every employee is thoroughly familiar with all aspects of the event – even outside their area of primary responsibility.





"Thank you to you all for your great work on this week's event. It was a resounding success!"

**Martha Connors**, Chief Operating Officer  
*MIT's Technology Review magazine*

"...a special "thank you" to the Radius Events group, who really showed why they are the show business pros ... I've never seen a harder working group of people. Thanks for helping us pull off what I will forever refer to as 'the Myrtle Beach Miracle!'"

**Jay Gordon**, Vice President  
*Convenience Store Decisions magazine*

"I've worked closely with Carl Pugh and his team for over five years. Their ability to create and manage extraordinarily successful shows and conferences has been demonstrated to me time and again."

**David Nussbaum**, Executive Vice President  
*Penton Media*

"I have had the pleasure of working with Carl Pugh on numerous occasions over the years. Without question, he is among the very best in the business."

**Anver Suleiman**, Chief Executive Officer  
*Luntz, Suleiman & Associates*

"We have run our nanotechnology conference with Radius Events for four years. Their superior customer care and attention to detail -- while driving ever increasing revenue and profits -- is exceptional. You will not find a better management team."

**Mark Modzelewski**, Executive Director  
*Nanobusiness Alliance*

Contact Carl Pugh, President, at (203) 559-2890 or [cpugh@radiusevents.com](mailto:cpugh@radiusevents.com) to discuss your needs.

## Recent Events

