



**"ATTENTION B-TO-B MARKETERS,
BUSINESS OWNERS & SALES EXECS!"**

Give us just eight hours of your undivided attention and we'll show you how to drive more leads, sales and profits from every marketing dollar you invest. Register today for...

**What's Working NOW In Marketing, Lead-Generation & Sales -
And How You Can Make It Work for YOU!**

Seating is limited. Register Today.

Join us in Cincinnati on November 2 for this fast-paced, comprehensive one-day conference sponsored in part by *B-to-B Magazine*. For more info and to register go to www.wwnowbtb.com.



THE MAGAZINE FOR MARKETING STRATEGISTS

3 Reasons Why You Want to Register Today

Reason # 1 - Proven program.

"I thoroughly enjoyed the WWN program. It was well organized, professionally produced and very informative."

- Paul Halloran - Mktg. Mgr., DENIOS
Louisville, KY (2005 attendee)

Reason # 2 - Money-Back Guarantee

Reason # 3 - Value.

At an early bird price of only \$199 and education and training on topics ranging from SEM to B-to-B telemarketing, WWN is a truly compelling value.



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FROM: WWN
6009 TUSWELL DR. # 1-A
DUBLIN, OH 43016

Search Engine Marketing **B-to-B Telemarketing** Direct Mail Marketing **Tradeshow Marketing** Print Advertising **Myths, Jars and Ducks: 3 Rules for Industrial-Strength Marketing** Business Relationship Marketing **How to Identify Super-Responsive Direct Marketing Lists** How To Make Your Tradeshow Marketing Produce Moneymaking Results **How to Turn Search Engines Into Sales Machines** What's Working NOW In B-to-B Direct Mail To Drive Leads & Sales **B-to-B Telemarketing and TeleSales: What's Working NOW, What's Flopping, Where the Money Is** Business Relationship Marketing: Effectiveness and ROI, Now! **Featuring HSR Co-Founder Mike Hensley Mac McIntosh Michael A. Brown and other top presenters** What's Working NOW In B-to-B Marketing, Lead-Generation & Sales -- And How You Can Make it Work For YOU! **Register today.**

Space is limited. For maximum savings and assured seating, act now.

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THE MAGAZINE FOR MARKETING STRATEGISTS

Why Should You Attend WWN? 2005 Attendees Say It Best!

"A well organized event that offered a variety of topics - WWN is a must attend event for all sales and marketing professionals."

Shannon Connelly - Mktg. Mgr. - Wright Brothers, Inc.

"70% of it was directly relevant to what we are currently doing, or are looking to do. Good content. Good presenters."

John Y. Gerhard - Mktg. Mgr. - Rotex



"Informative and educational with many excellent takeaways. A worthwhile investment of time and money."

Jim Brooks - Dir., Nat'l Accts. Budget Truck Rental

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**FROM: WWN
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DUBLIN, OH 43016**

Get the latest, lead-multiplying, sale-producing tips, tactics and strategies that are working NOW at this special conference for Tri-State area B-to-B Marketers including:



- How an industrial supply business increased its search engine traffic by more than 1,000% in less than a year
- How one organization increased its e-mail inquiries by 400%
- Why telemarketers at a big company stopped leaving "call-me-back" phone mail messages, applied a better strategy instead, and scored 18 responses and 5 sales in the first hour!
- How a strategically placed 2 7/8 inch square sheet of paper improved direct mail response by 45%
- A proven 4-step process for turning tradeshow booth visitors into sales leads...and much, much more.

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Featured Presenters Include:

Mike Hensley - Co-Founder of HSR BUSINESS-TO-BUSINESS. HSR has earned B-to-B Magazine's coveted "Agency of the Year" award four times in the past eight years. Mike will deliver the WWN opening keynote: Business Relationship Marketing: Effectiveness and ROI, Now!

M. H. "Mac" McIntosh - Named to B-to-B Magazine's Who's Who List as one of the top 100 most intelligent and important people in B-to-B marketing, Mr. McIntosh is one of North America's top B-to-B sales lead experts.

Michael A. Brown - Also a member of B-to-B's Who's Who List, Brown is known as the Business-to-Business Phone Expert and is always among the very top-rated speakers at any conference.



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