



Industry-Leading Voices Gush About Response Expo

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Response This Week

SAN DIEGO – According to Lisa Longo, ESPN's senior director of direct response ad sales, "Keith Halford was a great way to kick off the Expo. He was a great choice." Longo's enthusiasm for the former HSN executive and QVC co-founder was echoed by more than 1,300 attendees during Response Expo's three-day event on June 6-8.

Attendees flocked to seminars in hopes of gleaning tips and information from marketing executives representing some of the largest companies in the world, including Countrywide, MTV Networks and Murad. Most sessions garnered between 40-70 attendees, with the session featuring speakers from DuPont Teflon®, Oreck Corp., and Applica/Black & Decker drawing a packed house of more than 100 attendees.

"I went to as many seminars as possible," says Susan Golden, president of Seattle-based Golden Media. "I was able to take away valuable information from people I've read about and respect. It was also a great opportunity to meet individuals in the audience with diverse backgrounds."

At the same time, Response Expo's networking events on June 6, 7 and 8 featured a "who's who" of direct response leaders, key marketers, interested press and even professional cheerleaders! Beginning with the Opening Night party on June 6, sailing through the Seaport Celebration on June 7 and closing aboard the famous U.S.S. Midway on June 8, Response Expo's events drew a collective attendance of more than 1,000.

"The show was a huge success for my team, as well as the industry," contends Denise Magasich, media director for Doylestown, Pa.-based Response TV Network. "We were extremely pleased with the productivity. Response Expo was far more constructive for networking than any other we have attended. The cocktail parties were successful marketing events that filled the need for vendors to socialize outside of a meeting room environment, and they were where relationships were solidified."

On night two, Imagine Fulfillment Services (IFS) and FedEx teamed to throw the Seaport Celebration, which featured an appearance by the San Diego Charger cheerleaders to benefit the Wheelchair Foundation. More than \$4,000 was raised for the foundation, while more than 400 conference attendees discussed the first full day of the show and continued to negotiate new business.

"The Response Expo in San Diego was superb for many reasons," contends Andy Arvidson, founder of IFS. "Each attendee truly felt like a VIP. The energy level, vibe and buzz from the educational sessions and networking events were great for suppliers and marketers. Importantly to me, more than \$4,000 was raised for the Wheelchair Foundation."

Overall, the buzz of business was the key to the Expo's networking events. "Going to Response Expo 2007 meant getting back to business in DR," says Barry Jacobs of Impart Media. "The team behind Response Expo really understands how to throw a business conference." Adds Brian Beebe, vice president of sales for West Corp., "Response Expo was a terrific networking event."

Adam Warren, vice president of network sales at Temecula, Calif.-based REVShare, concurs and says, "Quality and class encompasses the city, the venue, the events, the panels, the atmosphere and the attendees at Response Expo. Most of the attendees were top level executives, and it enabled meetings to move from, 'What if we did this?' to 'Let's do it.' I found myself caught in a rapid succession of meetings with one high-caliber individual after another."

Gary Wetter of WnR Direct Response Consultants sums up the event and its participants thusly: "After 38 years in the business, most conferences feel the same. This was different and refreshing."