

COMMUNICATION

Someone once said, "If you build it, they will come." We don't think so! Executing the logistics of a conference, meeting or tradeshow is only fifty percent of the challenge in the event business. The other fifty percent is developing and implementing the plan to attract the resources, participants and media attention to make the event a success. Bruno Group *Signature* Events has been the developer of some of the most effective event sales and marketing campaigns in the Salt Lake Valley.



SENIOR EXPO

Senior Expo is presented by Salt Lake County Aging Services. The County contracted with Bruno Group *Signature* Events to manage the on site logistics, coordinate booth and sponsorship sales and supervise all advertising and public relations activities for this trade show and health fair that caters to the 60+ population of Utah. The event features more than 200 exhibitors and attracts more than 8,000 attendees.

PET & COMPANION EXPO

The Utah Pet and Companion Expo is Bruno Group *Signature* Event's first owned and produced consumer exhibition in its third year. Over 150 companies exhibit from all sectors of the pet and companion market including manufacturers, retailers, groomers, veterinarians, hobbyist groups, humane rescue organizations, humane societies, breeders, non-profits and others. Almost every kind of companion animals are on display and many are featured in educational demonstrations and events. More than 5,000 pet owners and animal enthusiasts come to see spectacular exhibits, demonstrations, hands-on animal petting opportunities, special attractions, pet adoptions, product giveaways, entertainment and lots of things for adults and children to see, do and buy.



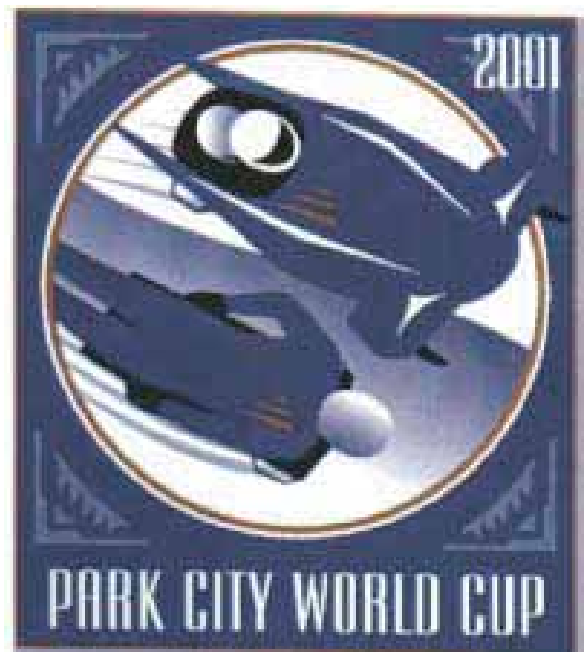
Utah Pet &
Companion
Expo™

COMMUNICATION (CONTINUED)

A.K.A. MARKETING AND SELLING TO SPONSORS, EXHIBITORS AND ATTENDEES

WORLD CUP

There is no steering mechanism on a skeleton sled. Instead, athletes use their shoulders and feet to steer a sled that careens down an icy track at speeds that routinely exceed 80 mph. Bobsledders reach speeds of up to 90 mph, with 4 g-forces in the curves. Both types of races are won or lost by mere hundredths of a second. Who knew this? Sponsors of the America's Cup and World Cup Skeleton and Bobsledding events discovered these facts when they read the sponsorship package and advertising campaign that The Bruno Group developed for these two Olympic "test" events in Park City.



BUSINESS TO BUSINESS EXPO

Bruno Group *Signature* Events managed the exhibit sales and coordination efforts for the annual Business to Business Expo, presented by the Salt Lake Chamber 2001 through 2003. The event features more than 320 exhibitors and more than 10,000 attendees over a three-day period. The Business to Business Expo is the crown jewel of the Chamber's member benefit, recruitment and retention efforts and the largest event of its kind in the Rocky Mountain West.



**Salt Lake
Chamber**
It's everybody's business

**Business to
Business
EXPO**

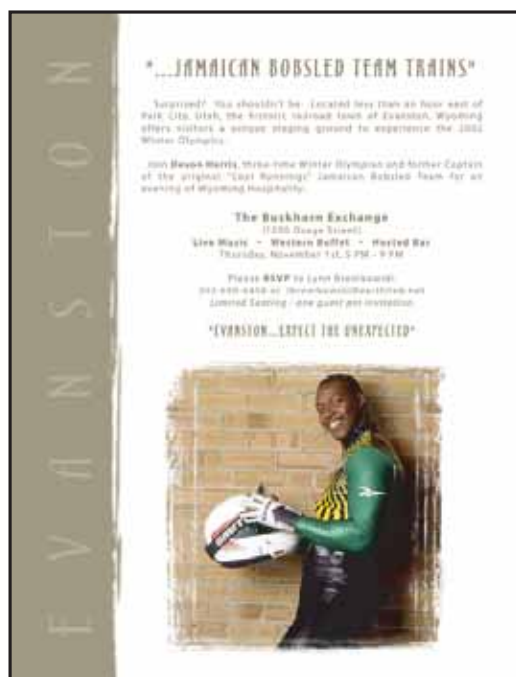
CREATIVITY

A.K.A. IDEAS AND CONCEPTS THAT CREATE EXCITEMENT

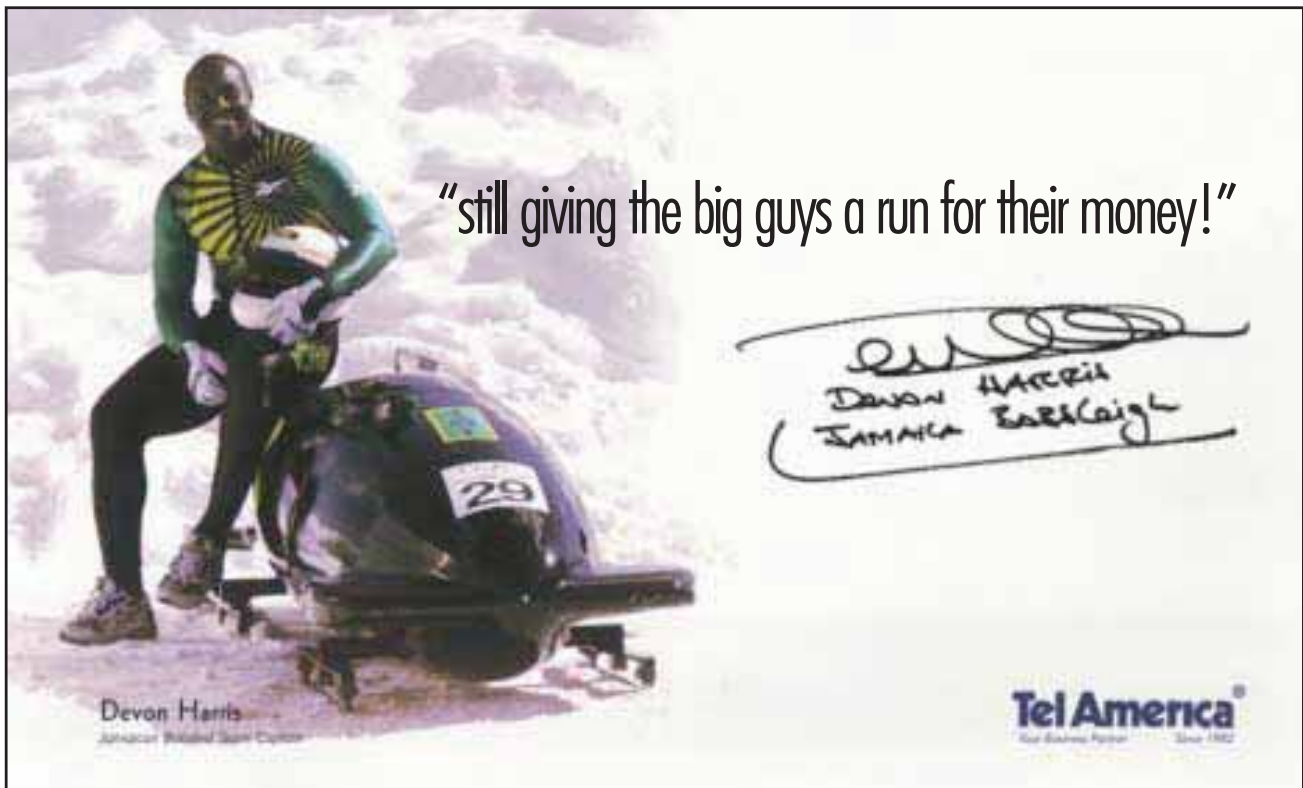
Developing concepts and bringing them to life is an integral part of event marketing. As a former partner in the marketing firm Bruno, deBaritault & Williams and as a principal in Bruno Group *Signature* Events, Paul Bruno has been the creative master behind a number of successful marketing and event campaigns.

STATE OF WYOMING OLYMPIC MEDIA TOUR AND HOSPITALITY SUITE

The City of Evanston, Wyoming is the closest Wyoming city to Park City, Utah, the site of many of the major events of the 2002 Winter Olympic Games. Realizing the "once in a lifetime" opportunity to capitalize on the national and international visibility of the games, the City of Evanston and the State of Wyoming contracted with Bruno Group *Signature* Events to organize a major media tour in Denver, Colorado and to run the State of Wyoming's hospitality suite on Main Street in Park City.



CREATIVITY (CONTINUED)



DEVON HARRIS

Unless you live under a rock in Utah, you have seen or heard the voice of Devon Harris, Captain of the Jamaican Bobsled Team and former TelAmerica spokesperson. Devon has appeared everywhere saying the words, "TelAmerica, still giving the big guys a run for their money". The slogan and the persona is another creation of Paul Bruno and Bruno Group *Signature* Events who handle the professional speaking career of Devon Harris and the marketing and advertising responsibilities for TelAmerica, the fourth oldest long distance company in the U.S.

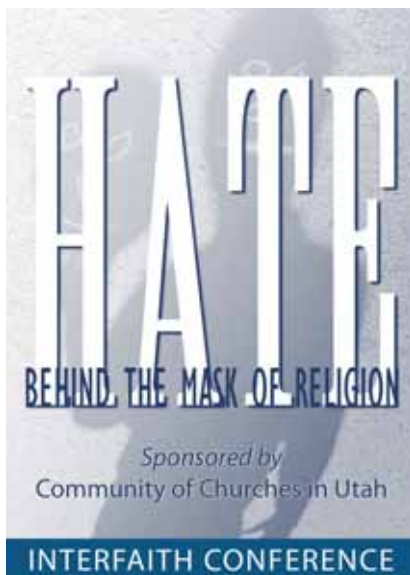
CONSISTENCY

A.K.A. KEYS TO MANAGING SUCCESSFUL EVENTS

Managing an event falls somewhere between chaperoning a third-grade field trip and taming a pack of wild hyenas. Both situations (and everything in between) require the same skills from the event management team: initiative, creative problem solving and a high level of performance consistency. Whether the event involves food and beverage selection, registration and housing, audio visual, general contracting, on-site management, vendor selection or speaker coordination, Bruno Group *Signature* Events has the experience and the skills to deliver great events.

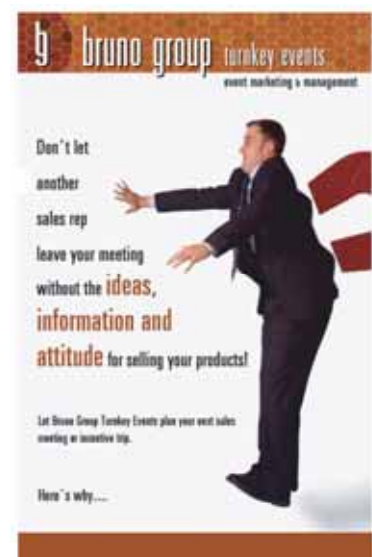
HATE BEHIND THE MASK OF RELIGION CONFERENCE

A conference on the subject of hate crimes presented some unique challenges one month after the September 11 terrorist attacks. Bruno Group *Signature* Events designed all marketing materials and coordinated the on site logistics for the conference. As media interest was extremely high, Bruno Group staffers forwarded press releases, developed press kits and coordinated media interviews that resulted in editorial coverage in four area newspapers, four local radio stations and four out of five major television stations.



TECHNICAL SALES

Bruno Group *Signature* Events has developed a “Meeting in a Box” template to offer manufacturers in the technical sales field an opportunity to increase attendance, productivity and ROI on their sales meetings and incentives. The template includes site selection, contract negotiation, meeting logistics, team building, professional sales training and motivation, post-meeting evaluation and tracking and other elements specifically tailored to the manufacturer – sales representative dynamic.



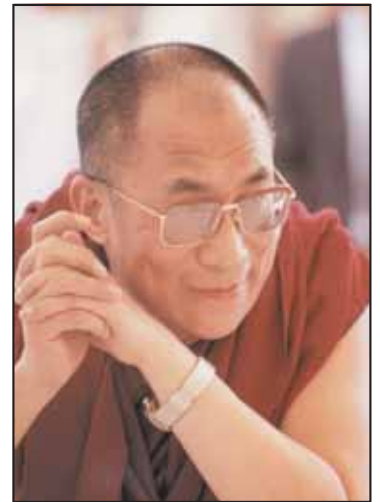
DIVERSITY

A.K.A. EXPERIENCE WITH MULTICULTURAL WORK ENVIRONMENTS

A particular area of expertise for Michelle Bruno, a principal of Bruno Group *Signature* Events, is that of international events. Having managed the transportation logistics for hundreds of international trade shows, edited and published several print and web-based publications on international event planning and written more than 100 articles on the subject, she is considered a leading expert.

VISIT OF HIS HOLINESS, THE 14TH DALAI LAMA TO SALT LAKE CITY

In May of 2001, some eight years after the initial invitation was forwarded to His Holiness, the Dalai Lama, spiritual and political leader of Tibet and winner of the Nobel Peace Prize, visited Salt Lake City. Bruno Group *Signature* Events had the privilege of organizing an Interfaith Religious Service at Salt Lake's Abravanel (Symphony) Hall. This event, attended by more than 3,000 individuals of diverse cultural and religious backgrounds, was one of four separate events held during his visit. Bruno Group handled the coordination with more than twenty religious groups, ticketing, program design, pre-event entertainment, media and staff credentialing (for all events), staging, decorating (five specially designed interfaith banners were commissioned and installed for the event), security arrangements for attendees and His Holiness and food and beverage for VIP guests.

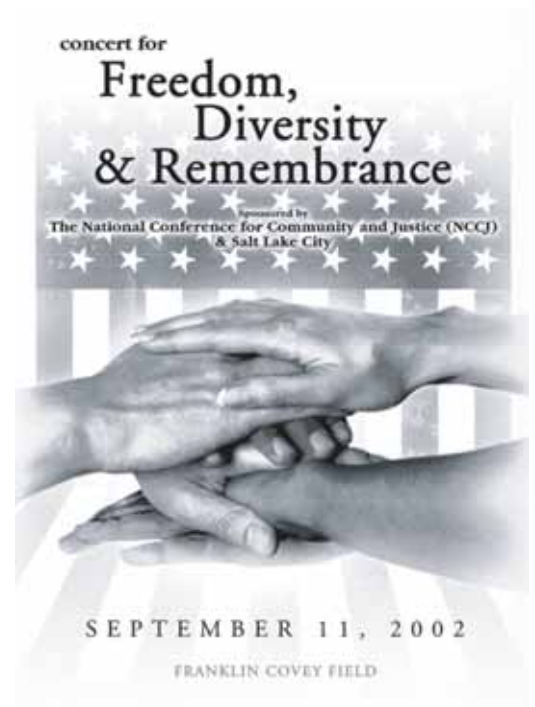


UTAH ART 2002

What could be more challenging than organizing an eclectic group of high profile Utah artists and working to build a media and promotional campaign that screams out for attention amid the chaos of the 2002 Winter Olympics? Bruno Group *Signature* Events braved snow, transportation glitches and the multitude of competing events to grab the mind share of national and international visitors and deliver them to the calm and serenity of the Utah Art 2002 exhibition in downtown Salt Lake City, January 10 through February 28, 2002.

DIVERSITY (CONTINUED)

Bruno Group *Signature* Events has supported the fight for diversity and the movement to end racism, bias and bigotry in America. With less than 45 days to plan, the National Conference for Community and Justice (NCCJ) called on the firm to organize the City's largest event to commemorate the September 11, 2001 terrorist attack. In that short time period, Bruno Group *Signature* Events organized a march of more than 2,500 people representing 60 different religious, ethnic and civic groups and a concert that involved more than 480 performers including The Utah Symphony and Opera, Kurt Bestor, The International Children's Choir, Angela Winston and many others. More than \$200,000 worth of services were donated by local area service providers at the request of Bruno Group *Signature* Events and the event was an overwhelming success.



STAND FOR PEACE

MONDAY OCT. 7 AT 5PM

- War Against Iraq is NOT the only option
- Unilateral "first strike" is not American
- Non-violent solutions are still available

Join the thousands of Americans on Monday, October 7 who will Stand for Peace and participate in the "National Day of Protest Against War in Iraq."

Gather at the Wallace F. Bennett Federal Building located at 135 South State Street in Salt Lake City or other locations listed below.

SHOW YOUR SUPPORT!
Carry a peace sign, sign the Iraq Peace Pledge, Stand in silent prayer, Witness for Peace!

Legion Civic Center Conference 17 South Main	Salt Lake Salt Lake Community College 2200 South Main	Park City Park City Community Center 100 North 200 East	St. George St. George Community Center 100 North 200 East
Provo Provo City Municipal Building 100 North 200 East	West Valley West Valley Community Center 100 North 200 East	Utah Valley Utah Valley Community Center 100 North 200 East	Wasatch Wasatch Community Center 100 North 200 East

Peace Activists to Gather Statewide

SALT LAKE CITY - Peace activists from around the state will gather in eight cities to protest the proposed war on Iraq and the United States. The protest will be held at 5 PM on Monday, October 7, 2002 in Salt Lake City, Provo, Park City, St. George, West Valley, Utah Valley, and Wasatch. Participants at the event are asked to carry peace signs, stand in silent prayer, and sign a peace pledge opposing the Iraq administration plan for military action against Iraq.

The Stand for Peace is a direct response to the National Day of Protest Against War in Iraq which is sponsored by a coalition of national and local anti-war groups including the Education for Peace in Iraq Coalition, National Day of Protest Against War in Iraq, National Council of Churches, the Peace in Iraq Coalition, Peace Fellowship, National Network to End the Iraq Invasion, the UN/ICJ/USA, Peace Action Resource Center for Communities, and Women in Black.

"There are people of many faiths and no faith, who feel that any method of non-violence must be exhausted before going to war," said the Rev. Dan Johnson, Executive Director of the National Day of Protest Against War in Iraq. "According to Scripture, following the commandment to love one's neighbor, the United States has acted as a nation for the good of those enemies of peace."

Participants are requested to:

- Pray for peace in silent prayer - the US flag is not the only flag that should be allowed in "our world" as part of our country's national identity.
- Witness for peace - the conflict in Afghanistan, Iraq, and elsewhere is a result of the US government's policy of unilateralism and its refusal to accept the will of the international community.
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A full-page advertisement will appear in the Salt Lake Tribune and the Standard News, including the date, time, and location for each city. The "Stand for Peace" sign will be signed during the event. The sign will be signed during the event. The sign will be signed during the event.

Prior to the start of the war with Iraq, Bruno Group *Signature* Events was contacted by local community groups and asked to organize a "Stand For Peace" in less than 10 days in eight cities across Utah. The logistics involved obtaining 8 separate permits to congregate at 8 separate locations, issuing press releases to statewide media outlets and the design, printing and mailing of banners and posters to each location. The Stand For Peace was an unparalleled success for event promoters and press coverage of the simultaneous events was widespread.

AWARDS

A.K.A. RECOGNITION FOR GROWTH, INNOVATION, AND COMMUNITY INVOLVEMENT

Bruno Group *Signature* Events was one of four recipients of the Salt Lake Chamber's Small Business Giant Step Awards 2003 for the following reasons:

Staying Power:

Developing marketing and event concepts and bringing them to life is an integral part of the more than eight-year history of the company. The Bruno Group was started in 1994 as a full service marketing company. It expanded its range of services in 2000 with the formation of Bruno Group Turnkey Events, an event marketing and management subsidiary specializing in exhibitions, conferences and meetings. In 2004, the name of the company was changed to Brunogroup *Signature* Events.

Innovation of product or service:

The challenge in the marketing and events business is that **every marketing campaign and every event is different**. Each one requires great ideas, clever approaches and thinking outside of the box.

Following are a couple recent examples of our creative and imaginative approach to business.

- *The Wyoming Soup House* and *Wyoming Hospitality House* for our neighbor state during the 2002 Winter Olympic Games.
- "Office of the Future," "ExpoVision" and the "e-Bay Click and Mortar Marketplace" for the Salt Lake Chamber's Business to Business Expo
- The "Giving the Big Guys a Run for their Money" marketing campaign for Utah-based long distance telephone provider TelAmerica, featuring a member of the original "Cool Runnings" Jamaican Bobsled Team
- The "Make a Difference Day" volunteer recognition for outstanding senior volunteers as part of the Senior Expo.

