



Why Attend ASBPE's Conference? This Will Convince You (and Your Boss).

Hi there. It's ASBPE here: the American Society of Business Publication Editors. You're reading this because either you're considering attending Essential Elements: The B2B Media Success Conference or someone whose travel and professional development budget you approve wants to attend.

We know budgets around travel and professional development are tight. In fact, for many B2B media organizations, changing business model have forced us to scrutinize our over-stressed budgets more than ever. And this is exactly why your entire organization will benefit from your attendance at ASBPE's annual conference.

The conference will include educational sessions presented in conjunction with The Poynter Institute, a leading journalism think tank and educator, including their top-notch teachers such as Rick Edmonds, Kelly McBride, Ren LaForme and John Schlander. [Check out the full conference brochure and agenda at asbpe.org/2016.](http://asbpe.org/2016)

Benefits of attending

- Learn how to respond to the uncertainty of the media business model – Check out Rick Edmonds of Poynter in his keynote presentation: “Evolving Business Models: Assessing and Responding to Threats.”
- Two hours of programming on editing fails, grammar do’s and don’ts and the decline of fact checking (and what to do about it), presented by a board member and award winner of the American Copy Editors Society – included at no extra cost to conference attendees.
- Seven other great sessions featuring Poynter speakers and ASBPE members on need-to-know topics such as free digital tools for elevating content, SEO essentials and building an infographics center of excellence, plus an ethics vs. revenue smackdown.
- Attend the National Azbee Awards of Excellence Banquet on Thursday evening and see who created the best of the best B2B content in print and digital. New categories for awards include data journalism and group profile.
- Plenty of networking opportunities with B2B editors, writers, designers and freelancers from across the country.
- Free breakfast at the conference hotel helps keep meal costs low. Plus, rather than pass along the price of \$50 rubber chicken to our attendees, we’ve cut the traditional catered lunch and opted to bring you a Food Truck rally to the Poynter campus instead. Pick up your own (affordable lunch) on Friday from a local St. Petersburg food truck.
- The Tampa airport is a major Southwest and Delta Airlines hub, so it offers lots of flight times to suit your needs as well as reasonable prices.
- Only one hotel night is required! Since the conference starts Thursday at 1 p.m., you’ll be able to fly in that morning. And since it ends Friday at 4 p.m., you can fly out late that night... or stay the weekend to enjoy sunny Florida.

Low-cost registration and travel

So that covers the value. What about the expense? For those number crunchers among us, let us present to you the handy worksheet on the following page. Fill it out and you'll know exactly what to expect in terms of cost.

We are committed to keeping our conference affordable. That's why this year's early-bird rates are identical to last year's registration fees so that it can be affordable for our members to learn and connect with the field --- after all, that's why ASBPE exists.

With Early Bird pricing available until June 9 and rooms available at the conference hotel for just \$123 per night (try finding that rate in most conference cities!), we know you'll get a return on your investment by joining us in Florida, July 21-22, as we explore the essential elements for success in B2B journalism.

Questions? Give us a shout! Call (727) 553-4214 or visit asbpe.org.

ASBPE Conference Facts at a Glance

**The Poynter Institute, St. Petersburg, Florida
July 21-22, 2016**

Thursday, July 21 — Conference kicks off at 1 p.m.
Evening of Thursday, July 21 — National Azbee Awards reception and banquet
Friday, July 22 — Conference sessions, 8 a.m.-3:30 p.m.

Early-bird deadline: June 9
Hotel reservation deadline to lock in reduced rates: June 23
(subject to availability after that deadline)

Expenses Worksheet

Expense Item	Estimated Cost
Early Bird Conference + Azbee Banquet Registration (Member rate)	\$399
Flight	\$_____
Airport shuttle (or use Uber to save money!)	Est. \$50 (round trip)
Transportation to and from hotel to Poynter	\$0 (free shuttle)
Hotel (only 1 night required — fly in Thursday early morning and out late Friday night)	\$123/night, plus taxes/fees
Meals	\$_____
TOTAL	\$_____

Questions? Give us a shout! Call (727) 553-4214 or visit asbpe.org.