



Association Media & Publishing™

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For Immediate Release

July 1, 2009

Forum, Association Media & Publishing Partner for Holiday Showcase 2009
Collaboration Promises Enhanced Education for Attendees and Increased Value for Exhibitors

CHICAGO – To the benefit of both their memberships, the Association Forum of Chicagoland and Association Media & Publishing, formerly the Society of National Association Publications (SNAP), have announced a strategic partnership in support of Holiday Showcase 2009, the Midwest’s leading business services and meeting sites exhibition.

Under the terms of the new alliance, Association Media & Publishing will collaborate with Forum in order to develop content for one of several educational sessions taking place during Holiday Showcase 2009, which is scheduled for Dec. 15, 2009, at the Hyatt Regency Chicago. The resulting session will give Forum members and Showcase attendees unique access to exclusive content from Association Media & Publishing, the only organization dedicated to serving the diverse needs of association publishing and communication professionals.

“The delivery of content, whether through traditional publishing or emerging media channels, is critical for associations that want to grow, engage and communicate,” said Forum President and CEO Christie A. Tarantino, CAE. “This partnership allows Forum and Association Media & Publishing alike to better serve their members by pooling resources and leveraging an existing venue to deliver educational content on this vital subject.”

The partnership will provide both Forum and Association Media & Publishing members with enhanced educational offerings, and offers Association Media & Publishing increased exposure in the Chicagoland association community, the largest collection of trade and professional associations outside of Washington, D.C., and the largest community of health care related associations in the United States.

“The Forum offers essential learning and powerful resources to advance the professional practice of association management, and we are excited about partnering with them at

Holiday Showcase,” said Association Media & Publishing Executive Director Amy Lestition, CAE. “This is a great opportunity for Association Media & Publishing to showcase its content and professional development offerings and provide another educational opportunity for members and the association media and publishing industry in the Chicago area.”

Holiday Showcase will offer valuable exposure for Association Media & Publishing, and it guarantees the same thing for Showcase exhibitors, more than 90 percent of which return to the event every year. Showcase has a proven record of providing exhibitor ROI, and Forum’s new partnership is designed to benefit exhibitors by continuing that tradition.

“By partnering with Association Media & Publishing, we hope to increase the value to business services exhibitors by expanding the attendee base of Showcase,” Tarantino said. “The number of business services exhibitors grows each year and we hope that partnerships like this one will continue to enhance the value of Showcase for this important portion of Forum’s Supplier Partner membership.”

More than 2,800 industry professionals and more than 1,100 exhibitors are expected to attend Holiday Showcase 2009 for a full day of essential education, energetic networking and business connections. Showcase 2009 is on track to once again sell out and exhibitors are encouraged to make booth reservations as early as possible. The deadline for doing so is July 10, 2009.

For more information, visit www.holidayshowcase.org.

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ABOUT ASSOCIATION MEDIA & PUBLISHING

Association Media & Publishing (formerly SNAP) serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- *Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;*
- *Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,*
- *Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.*

For more information, please visit www.associationmediaandpublishing.org.

ABOUT THE FORUM

The mission of the Association Forum of Chicagoland is to “advance the professional practice of association management.” Founded in 1916, the Forum serves 47,000 association professionals whose efforts serve more than 37 million members and generate \$22 billion in global annual expenditures.