

**CATAPULT PR-IR AND KRONER COMMUNICATIONS TO CO-PRESENT AT  
EXHIBITOR 2008 CONFERENCE**

*Marilyn Kroner and Terri Douglas will show how companies can  
capitalize on their trade show investments through PR*

**WHO:** Marilyn R. Kroner, president of Kroner Communications and  
Terri Douglas, principal, Catapult PR-IR

**WHAT:** **How PR Can Strengthen Your Company's Trade Show Presence**

Kroner and Douglas will provide attendees with specific ways they can strengthen their trade show presence through the strategic use of public relations. The seasoned PR veterans will focus their presentation on how companies can leverage their executive presence with press opportunities, tie key announcements to shows, know how and when to pursue speaking/panel opportunities, and ways to leverage their presence through other means, such as industry awards. They also will ensure attendees walk away with helpful tips regarding managing their executive's expectations of what can and cannot be accomplished at a trade show, how to manage results and ways to incorporate PR results into a post-show report.

**WHERE:** **EXHIBITOR 2008**  
Mandalay Bay South Convention Center  
3950 Las Vegas Blvd. South  
Room South Seas D  
Las Vegas, NV 89119

**WHEN:** Wednesday, March 12, 2007  
3:45 p.m. to 5:15 p.m.

**CONTACT:** For more information on the event or to schedule an interview with Ms. Kroner or Ms. Douglas, please contact Terri Douglas at Catapult PR-IR (303) 581-7760, ext. 18 or [tdouglas@catapultpr-ir.com](mailto:tdouglas@catapultpr-ir.com)