



WESTLAKE PROMOTION, INC.

EVENT PROMOTION • MEDIA CAMPAIGNS • ADVERTISING PRODUCTION

Our Turn-Key Approach Saves You Money Every Step of the Way!

• Are you Looking to Produce a New Event or Increase the Success of an Existing Event?

- New Events are Complex. Experience and a Solid Network of Production Partners makes the Difference between a First Year Failure, or an Annual Successful Event.

- Established Events often miss Growth Opportunities by Repeating the Same Format Year after Year. We will give your Event the Opportunity for Growth.

• Are you Paying Too Much For Media?

- Production specialists since 1975, our Media Partnerships allow us to take Any Budget and Maximize your Advertising Campaign.

- Your entire Campaign, including the Creative Process, can be Handled In-House, Saving you Thousands on your Final Production.

• Do you Need Help With Logistics and Timelines?

- Benefit from Promotion Expertise; Advertising, Marketing, Budgeting, Optimal Show Layout, Sales, and Show Operation.

- An Experienced Promoter will Ensure your Event will be Handled Professionally, within a Realistic Budget, and On Schedule.

Westlake Promotion is your Cost Saving Source for Start-to-Finish Trade Show, Consumer Show/Convention, and Special Events Production.

Call today to find out how we can help make your event a success!

CONTACT BILL BRADLEY (206) 284-8430



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Media Production Specialists

We are professionals in the purchasing and production of television, print, radio, digital, and outdoor advertising, as well as demographic and target-market research. All media pre-production, editing, graphics, voiceovers, and proof work are personally handled by our own staff, so we can guarantee an exceptional level of personalized service and quality results.



Make the Best Use of Your Advertising Dollar

Promotional campaigns are unique to each situation and market. We will help you assess the best use of your advertising budget to reach your target audience most effectively. Each budgetary decision will be based both on the clients' desired objective, and our more than 40 years experience in the business.



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Indoor and Outdoor Event Promotion



Location selection, floor planning, and exhibitor sales are just the initial phase of the process. Our start-to-finish services allow us to pay special attention to every detail. Contracting entertainment, working with concessions, managing ticketing operations, and scheduling security all require extensive pre-planning. We use our own staff and equipment on every major phase of each event. Less involvement with your sub-contractors means you have more control of your event.

Tried and True Show Logistics

Our experience with show layout, freight handling, indoor/outdoor electrical service, attendee traffic flow, signage, vendor placement, and safety concerns will help your show run smoothly. Our long standing relationships and experience with event facilities help us acquire favorable dates and terms for your event, anticipate area traffic management, parking, weather-related issues, and concurrent events.



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• Management Team •



Bill Bradley, Event and Marketing Manager:

Each year I contract exhibit space and booth sales with over 500 clients including: small business, government agencies, and some of the largest companies/organizations in the country at both the manufacturer and retailer level. These include Costco; Owens Corning; Dewalt Tools; JC Penney; Lennox Heating; Maytag Appliance; Ore Pac Building Products; dozens of automotive and recreational vehicle companies; and financial institutions such as BECU, Oregon Federal Employees Credit Union, Bank of America, Chase Finance, and Wells Fargo. In a given year I've sold as many as 1000 booths filling nearly 2 million square feet of exhibit space totaling \$500,000 to \$1,000,000 in sales.

I've produced and promoted all facets of trade shows including facility selection; market feasibility studies; budget implementation; directing sub- contractors; crowd management and security provisions; outside talent selection/show entertainment; food contract negotiations; on-site event management; advertising production; director of personnel and operations; and risk management.

Sam Scott, Operations and Advertising Manager:

I began my career with Westlake Promotion in 1996, and have learned that your next show is only as good as your last. With that premise in mind, every detail in pre-planning, execution, and post-show review is carefully evaluated and adjusted using the methods we have painstakingly developed since producing our first show in 1975.

I am well versed in the development of media campaigns from market research and demographic selection, to creative, and production. I value the long-standing relationships we have with our numerous media partners in Washington, Oregon, California, Idaho, and Alaska, and look forward to solving the unique challenges of every event we produce.



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