

## Exhibitor Media Group Selects Kroner Communications as Agency Of Record

### *Focus on Public Relations for EXHIBITOR2014 Conference*

ROCHESTER, MN - January 23, 2014 - Exhibitor Media Group, the award-winning leader in trade show and corporate event marketing education, today announced that [Kroner Communications](#), an objectives-based [marketing communications consulting agency](#), has been selected as its agency of record. Kroner Communications will initially focus on public relations strategies and initiatives to grow awareness of [EXHIBITOR2014](#), the face-to-face training conference and expo for trade show exhibitors and event marketers, taking place in Las Vegas March 16-20.

“We are pleased to have Marilyn Kroner and Kroner Communications represent the EXHIBITOR Media Group,” said John Pavek, chief marketing officer, Exhibitor Media Group. “In addition to Marilyn’s strong public relations skills, we value her extensive background as an event marketer. We look forward to her helping us grow our awareness worldwide.”

“As a long-time EXHIBITOR conference attendee and speaker, I know from experience that it greatly exceeds the typical conference/exhibition expectations and model,” commented Marilyn R. Kroner, principal, Kroner Communications. “I’m thrilled to have the opportunity to help journalists and event marketing professionals learn more about this incredibly innovative event.”

### **About Exhibitor Media Group**

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning [EXHIBITOR magazine](#) - best practices in trade show marketing, and produces [EXHIBITOR2014](#), the trade show and corporate event industry’s top-rated educational conference; EXHIBITOR*FastTrak* regional accelerated learning conferences; EXHIBITOR eTrak live online educational sessions; and GRAVITY FREE, the world’s only multidisciplinary design conference. EXHIBITOR is the founder and sponsor of CTSM (Certified Trade Show Marketer), the industry’s only university-affiliated professional certification program. [www.ExhibitorOnline.com](http://www.ExhibitorOnline.com) is the trade show and event community’s most comprehensive online resource. Follow EXHIBITOR on Facebook and join EXHIBITOR’s LinkedIn discussion group.

### **About Kroner Communications**

Kroner Communications is a consulting agency focused on results-oriented marketing communications initiatives. Kroner Communications provides integrated message development, public relations, social media marketing, trade show strategy and planning, collateral development, advertising management,

and web site marketing management for companies in various industries, including technology, fitness, and event marketing. Call 303/478-3044 or click ([www.KronerCommunications.com](http://www.KronerCommunications.com)). Follow Kroner Communications on Facebook, Twitter, Google+, LinkedIn, and Pinterest.

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