



EXPERTS IN CORPORATE EXPANSION

Amsterdam | Atlanta | Auckland | Bangkok | Beijing | Berlin | Bogota | Boston | Cairo | Cape Town | Chicago | Denver
Frankfurt | Hanoi | Istanbul | Kuala Lumpur | Leipzig | London | Mexico City | Mumbai | Munich
Nashville | New York | Panama City | Rio De Janeiro | Seoul | Shanghai | Tokyo | Toronto | Warsaw



Advisory | Analytics | Consulting | Events | Lead Generation | Trade
PR & Marketing | Publishing | FDI Training | Association Management

TESTIMONIALS



TABLE OF CONTENTS

“We selected [Conway Advisory] as our consulting firm to take advantage of their extensive location advisory expertise. Their ability to exactly understand our requirements, meet challenging deadlines and develop a convincing solution to one of our key strategic issues all contributed to a successful project outcome.”

Jürgen Otto, CEO
Brose Gruppe

“When searching for our site in the United States I found Conway helpful in narrowing down the areas of the country most suited for our type of operation. When you combine the articles and research features across many editions, it is indeed an excellent location tool as you canvass the land.”

John Shaw, Founder
Maxill

“Conway manages with the highest level of integrity and its staff members immerse themselves in the culture of the organization they are managing. This is a company that genuinely cares about the success of the associations they serve...”

Rick Little,
Director of Real Estate & Land Title
Weyerhaeuser Company

“I could not have planned a more useful program if I had chosen the topics myself. I was inspired by nearly all of the content and discussions. There was some incredibly useful data and information.”

Liz Parkin, Inward Investment Manager
Invest Essex

“We advertise in a lot of site publications, but Site Selection is the only one that we can directly show resulted in at least 700 jobs.”

Anne Piedmont, Director of Research
& Communications
Roanoke Valley ED Partnership

Who is Conway?	4
Advisory	6
Analytics	10
Association Management	14
IAMC	14
Events	16
The World Forum for FDI	18
TrustBelt & Other Regional Events	20
Digital & Innovation	22
Lead Generation	24
PR & Marketing	28
Publishing	30
Custom Content	30
Site Selection Magazine	32
Industry Reports	34
Digital Edition	36
Investment Profiles	38
Online Advertising	40
Trade & Investment Support	42
Training Seminars	44

FACILITATING JOB CREATION ON A GLOBAL SCALE

Conway is the world's only full-service agency in the global corporate investment industry, with a 64-year-old publications division, a 50-year-old association management division, a site selection consulting division

and decades of event management. Everything we do across our global operations is aimed at helping corporations invest and create jobs.

Conway provides the world's most comprehensive offering of services related to domestic and cross-border corporate investment and expansion. Our integrated services meet the needs of government agencies seeking to attract investment as well as companies planning international expansion.

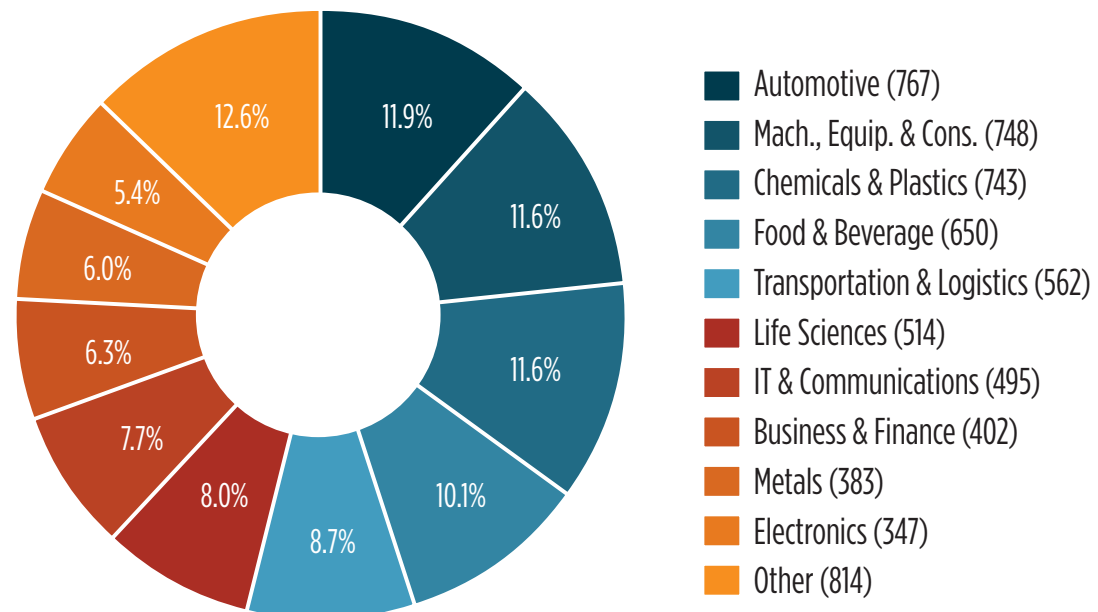
For more than six decades Conway has been the bridge between government and industry. Through our integrated

services and relationships with our global network of corporate decision-makers, Conway facilitates government attraction of hundreds of billions in foreign direct investment annually, helping create hundreds of thousands of new jobs in the process.

CONWAY'S CORPORATE
CLIENTS INVEST MORE THAN

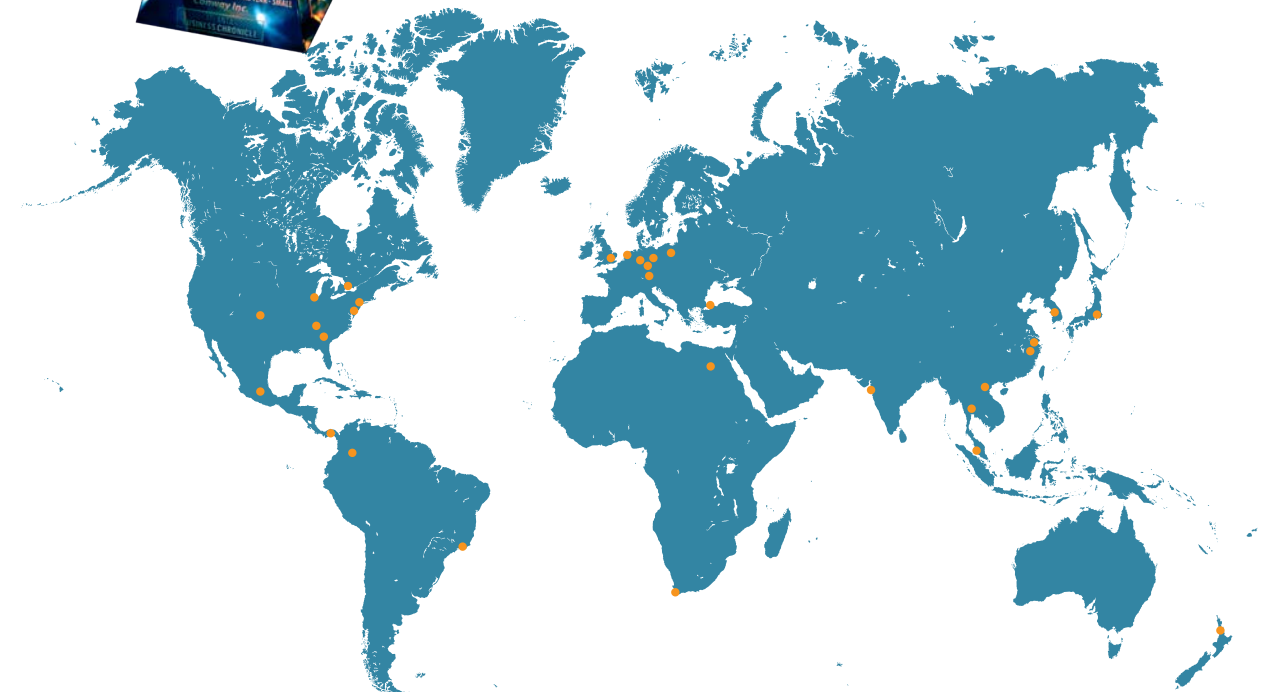
\$400B

EACH YEAR IN NEW FACILITIES.



**WINNER OF THE 2017
GEORGIA INTERNATIONAL AWARDS**
International Company of the Year

ATLANTA
BUSINESS CHRONICLE



REPRESENTATIVES IN:

- Amsterdam, Netherlands
- Atlanta, GA, USA
- Auckland, New Zealand
- Bangkok, Thailand
- Beijing, China
- Berlin, Germany
- Bogota, Colombia
- Boston, MA, USA
- Cairo, Egypt
- Chicago, Ill, USA
- Cape Town, South Africa
- Denver, CO, USA
- Frankfurt, Germany
- Hanoi, Vietnam
- Istanbul, Turkey
- Kuala Lumpur, Malaysia
- Panama City, Panama
- Leipzig, Germany
- London, England
- Mexico City, Mexico
- Mumbai, India
- Munich, Germany
- Nashville, TN, USA
- New York, NY, USA
- Rio de Janeiro, Brazil
- Seoul, South Korea
- Shanghai, China
- Tokyo, Japan
- Toronto, Canada
- Warsaw, Poland

**CONWAY HAS OFFICES &
REPRESENTATIVES IN
30 CITIES AROUND
THE WORLD.**

CROSS-BORDER EXPANSION ADVISORY

Conway's consulting division is specialized in foreign market entry and investment. Our team helps companies decide to which markets to expand and by which mode (trade, partnerships, acquisitions or greenfield investments). We also assist countries, regions, cities as well as industrial and business parks to attract more investors to their locations. Our decades of combined experience, global networks and proven methodologies allow us to provide services around the world.

MARKET & LOCATION SERVICES FOR COMPANIES

CONWAY ADVISORY'S PROFESSIONALS HAVE SUCCESSFULLY ADVISED COMPANIES FROM NUMEROUS INDUSTRIES TO EXPAND TO NEW MARKETS AROUND THE WORLD.

International expansion is critical to the success of many companies. The growing number and geographic scope of market & location alternatives around the world have made expansion decisions riskier and more complex. Increasingly short decision cycles as well as the risk of personal bias contribute to the value of using a specialized and objective advisor that can deliver complex assignments within short timeframes.

Conway Advisory assists companies with the evaluation of new markets, the assessment of the best market entry mode as well as the development and implementation of

expansion strategies. We can help you prepare a business and financial plan for your expansion, identify suitable distributors, joint venture partners or acquisition targets for your M&A strategy, or select the best location for greenfield investments of all types (e.g. manufacturing, services, logistics, R&D or headquarters).

SERVICES:

- Assess the customer potential and competitor landscape in new markets
- Evaluate the feasibility and costs of different market entry scenarios
- Develop go-to-market strategies, business and financial plans
- Identify and assess suitable sales or joint-venture partners, or local suppliers
- Research and qualify targets for M&A transaction
- Establish contact to potential customers and generate new sales leads
- Analyze and compare potential locations and sites for new operations
- Negotiate and secure investment incentives and other government support
- Advise on closing facilities and assist in finding new users

BENEFITS:

- An experienced team that can complete complex projects quickly and cost-effectively
- In-depth knowledge and extensive expert networks in all key regions and industries
- An efficient process for business expansion, preventing costly mistakes or delays
- An objective and reliable basis for making investment decisions
- Big-Four proven methodologies and tools at attractive boutique advisory fee levels
- Our team members can support your market expansion in over 10 different languages
- We maintain the highest level of professionalism to suit your confidentiality requirements

PREVIOUS CORPORATE CLIENTS INCLUDE:

ALSTOM

amazon

ArcelorMittal

brose
Technik für Automobile

FLEXTRONICS

MOMENTIVE™

Holcim

MICHELIN

Panasonic

worldone

INVESTMENT PROMOTION SERVICES FOR LOCATIONS

Competition among locations to attract foreign direct investment (FDI) has become intense. Almost every country, region and city now has an investment promotion agency (IPA) and corporate players such as business and industrial parks or electric utilities are successfully increasing their visibility on the FDI market. Most IPAs target similar industries and use comparable promotional messages. In this environment, it has become difficult for locations to differentiate themselves and to promote their unique advantages.

All players in this market also need to respond to changes, such as the increase in the number of investors from emerging markets, or growing investor requirements to support different types of FDI such as mergers and acquisitions. At the same time, political expectations and budget constraints are putting pressure on agencies to deliver results more cost-effectively.

Conway Advisory can help your agency to overcome these challenges and successfully attract investment.

Our approach is based on years of experience working with companies on their international expansions. We understand what companies want and how they make location decisions, and we can help you successfully attract investment in an increasingly competitive market.

WE CAN HELP YOU:

- Identify target groups of companies with the highest potential for making investments
- Develop convincing promotional messages and effective materials
- Prepare practical investment attraction plans for your global network
- Increase the skills of your employees through customized training and coaching
- Implement best-practice processes and tools for lead generation and management
- Retain existing investors through successful aftercare programs

BENEFITS:

- An in-depth understanding of how companies in different industries make location decisions
- Extensive contacts to company decision-makers and industry specialists around the world
- Up-to-date knowledge and information on investment drivers and location trends
- A successful track record of working with investment promotion agencies around the world
- Effective tools and processes to help create and maintain high levels of performance
- An experienced team that can tackle challenging objectives to deliver tangible results

“Conway Advisory is a highly advisable partner for any company or agency. It's not only about global profile, as their professionals show an impressive track record and comprehensive knowledge of the productive investment field, a know-how that is not easy to find. They helped us to design an FDI-attraction working-plan for our international network of offices, to identify target opportunities and to develop a qualified training program for our consultants.”

— Joan Josep Berbel, Director, Invest in Catalonia,
Government of Catalonia

PREVIOUS IPA CLIENTS INCLUDE:



2,000 Leads in Your Inbox

Be the first to move on them!

- ✓ ARTIFICIAL INTELLIGENCE
- ✓ INTERACTIVE DATABASE
- ✓ MORE PROJECTS
- ✓ MORE LEADS



Conway Analytics, a global database of corporate facility expansion projects formerly called The New Plant Report, has been compiling industry-best data since 1989. With our recent acquisition of FDI Compass — a dynamic data tracking tool that uses artificial intelligence to improve and dramatically

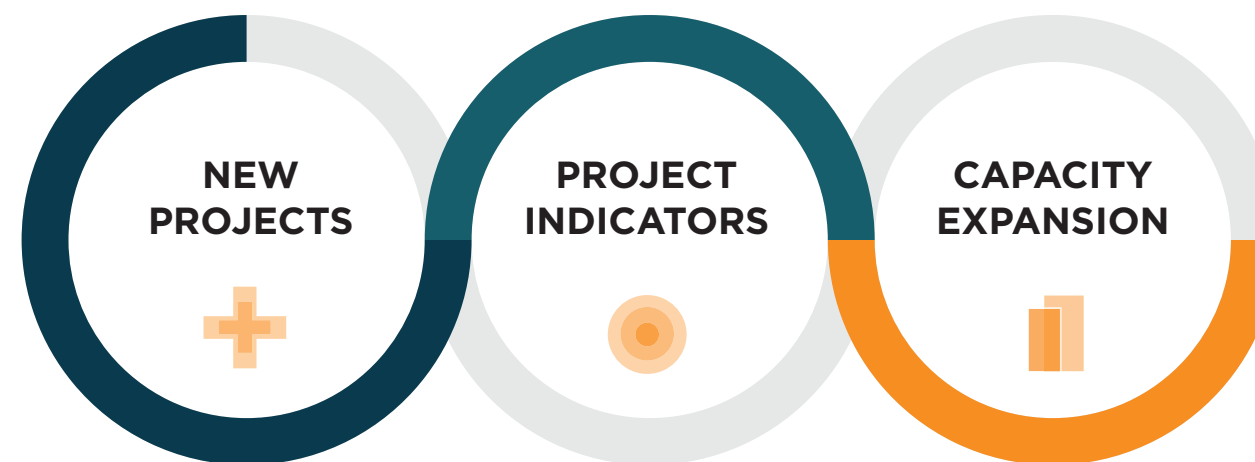
“I am totally impressed by the width and depth of your statistics. This is certainly the best quality I have ever seen in FDI analytics.”

— Kristin Gabor, Regional Manager, IMG Saxony-Anhalt, Germany

increase results — Conway Analytics will quadruple the amount of data we share exclusively with our subscribers, and guarantee a minimum of 150 Lead Signals per month. The upgraded product features an interactive database, where customers can sort, download and track all of Conway's accumulated project and lead data in an easy-to-use interface.

PROJECT TRACKING

Between 3,000 and 4,000 new international investment projects are added to the database every month. These projects include new projects, facility expansions, project indicators and capacity expansions.



+ NEW PROJECTS

New Projects must meet one of these three criteria:

- Involve new spending of at least \$1 million
- Add at least 20,000 sq. ft. of new space
- Create at least 20 new jobs

○ PROJECT INDICATORS

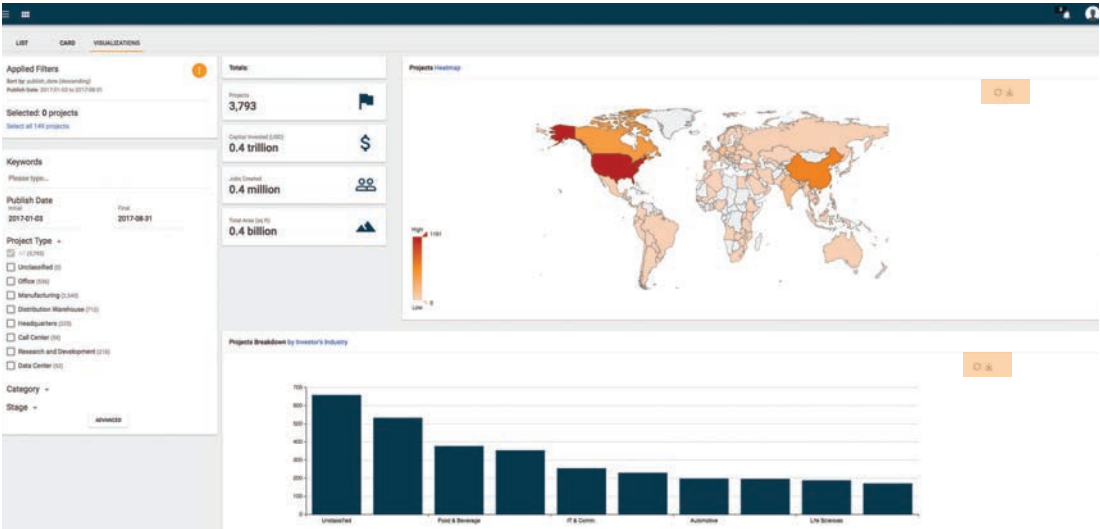
The opening of new facilities that do not qualify for New Project criteria, or for which no details are available.

▮ CAPACITY EXPANSIONS

Investments that expand business or increase production capacity, such as the hiring of new employees, and the acquisition of new machinery.

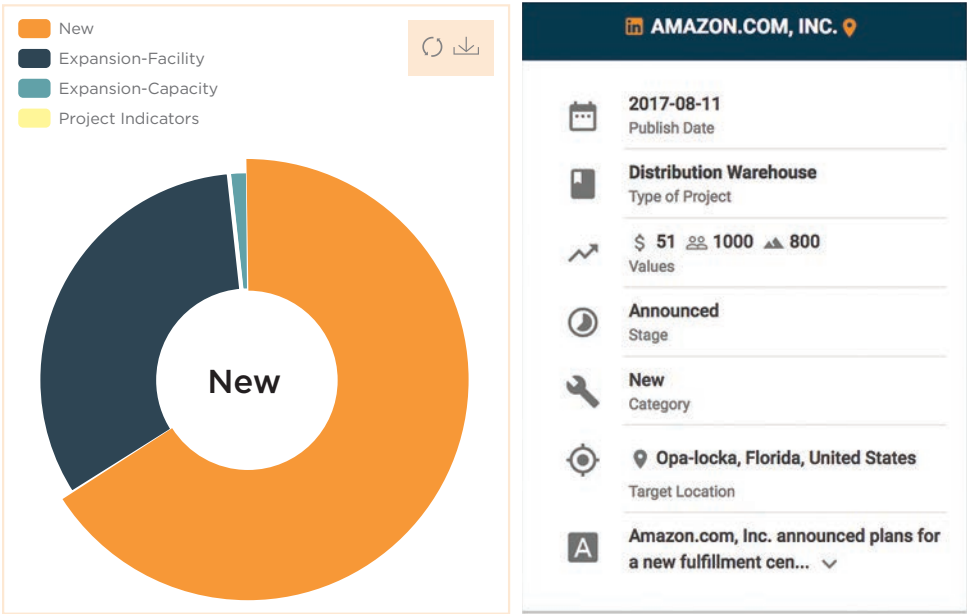
CONWAY ANALYTICS DATABASE

A cutting-edge, user-friendly way to explore and download our data based on your needs.



DATA VISUALIZATION TOOLS

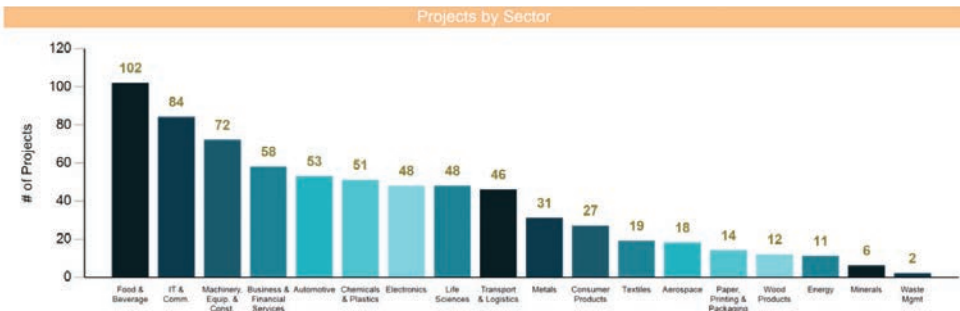
The enhanced database allows users to create and download data visualizations based on their search criteria.



THE NEWEST LEADS

All new Lead Signals have been announced within the last two months, with most of new Lead Signals being announced within the past 30 days. With the addition of FDI Compass, subscribers will now receive twice as many Lead Signals annually. A minimum of 2,000 Lead Signals will be provided exclusively to subscribers.

HELPFUL HIGHLIGHTS



The new database provides helpful investment project and Lead Signal highlights from the past month, including investment breakdowns by industry, geographic region, number of jobs created and other useful high-level summaries.

INDUSTRY COMMENTARY

Conway's database includes a large number of statements from executives and upper management officials gathered from press releases, interviews and speeches. This commentary provides insight into the thought processes of top-level executives and the strategic directions of different industries.

“We use it all the time in our consulting!”

— Deane Foote, President
Foote Consulting Group

WHY INVEST?

The Conway Analytics database provides easily digestible, low-cost access to critical business intelligence, including global project tracking and Lead Signals for expanding corporations.

CONWAY HAS MANAGED PROFESSIONAL ASSOCIATIONS FOR MORE THAN FIVE DECADES

Beginning in 1961 with the Industrial Development Research Council (IDRC, which later became CoreNet Global), Conway's corporate associations excel at bringing together corporate investors with investment promotion agencies, creating long-term relationships and educating the marketplace on industry best practices. Conway now manages the Industrial Asset Management Council (IAMC).



From the very first IAMC Professional Forum in 2002, the founders, leaders, staff, sponsors, members and other supporters of IAMC have all been bound by a steadfast belief in the core value proposition of the association:

“IAMC's network, resources, professional development opportunities and overall benefits of membership are fantastic.”

— Marc Morisseau, CCIM,
Director of Corporate Real Estate,
Dal-Tile Corp.

relationship building and knowledge-sharing.

IAMC is not a business card distribution center. It is a place where meaningful relationships are built, maintained and enhanced over many years of dedication, hard work and commitment to a cause.

Are deals done because of this connection? Certainly. In fact, IAMC has a long history and rich tradition of members doing business with one another. At times in its history, this has even led to new plants valued in the hundreds of millions of dollars landing in an IAMC host community.

This is how an industry is shaped. This is how companies and organizations become better. This is how an entire profession is changed, and it is how an association grows up to become a top performer and a leader in its field.

IAMC IS NOT A BUSINESS CARD DISTRIBUTION CENTER. IT IS A PLACE WHERE MEANINGFUL RELATIONSHIPS ARE BUILT, MAINTAINED & ENHANCED OVER MANY YEARS OF DEDICATION, HARD WORK AND COMMITMENT TO A CAUSE.

ACCESS TO:

- A network of senior leaders in corporate real estate with an industrial focus
- Twice-annual Professional Forums featuring unparalleled networking and knowledge-sharing opportunities
- IAMC local & international events held in major national and global markets throughout the year
- A Leadership Development Program offering graduates the IAMC Fellow designation
- IAMC member database on the official IAMC website
- Industry Groups such as Distribution, Food Processing, Health & Science, and Manufacturing
- The IAMC discussion group on LinkedIn
- Resources including research reports, white papers and executive summaries of Forum program content

SUBSCRIPTIONS TO:

- Site Selection magazine
- IAMC Dispatch
- IAMC Notes

OPPORTUNITIES:

- Build relationships with fellow industry leaders in corporate real estate including end users, economic developers and service providers
- Engage in robust professional development and knowledge-sharing opportunities
- Hone your leadership skills through the Leadership Development Program
- Participate on an IAMC committee or task force
- Sponsor IAMC events or initiatives including Professional Forums, Local Events and International Meetings

CONWAY EVENTS

Conway Events is a world-renowned organizer of conferences and events for foreign investors and the Investment Promotion Agencies (IPAs) and Economic Development Organizations (EDOs) that serve them.

Conway has organized events in more than 100 cities in more than 30 countries, connecting businesses and governments around the world.



TESTIMONIALS

“Conway Events did an amazing job with the venue, content, schedule and overall flow. I look forward to engaging with you again in the future.”

— George Do
Director of Global Information Security, Equinix

“Conway Events did a great job to put such an event together, and also related activities such as site visiting and networking. It was also great to meet and know more people working in different fields from various countries.”

— Jinlong Ma
Principal Consultant, DNV Kema

GLOBAL EVENT LOCATIONS:



- Amsterdam
- Atlanta
- Barcelona
- Berlin
- Bologna
- Cancun
- Caracas
- Cannes
- Chicago
- Dallas
- Geneva
- Hong Kong
- Kouvola
- London
- Munich
- Newport News
- New York
- Osaka
- Philadelphia
- Riyadh
- San Diego
- San Francisco
- San Juan
- Shanghai
- Sharjah
- Sydney
- Tallinn
- Toronto
- Washington D.C.
- Vancouver
- Vilnius

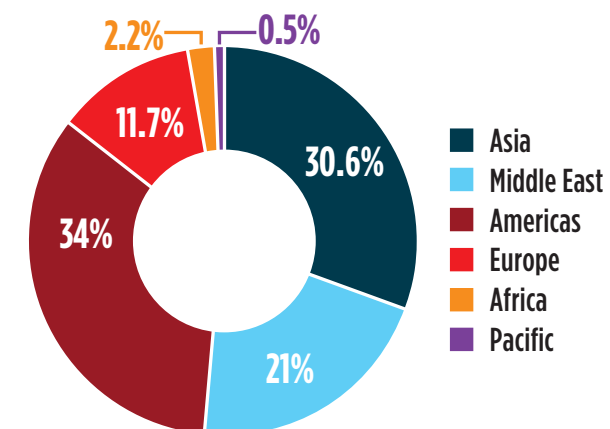
THE WORLD FORUM FOR FOREIGN DIRECT INVESTMENT

Hosted annually for more than 13 years, this prestigious forum brings together expanding companies and investment promotion agencies to network and forge lasting relationships. Business leaders, chief executives and decision-makers come to hear and discuss best practices and trends on corporate investment strategies and expansion opportunities.

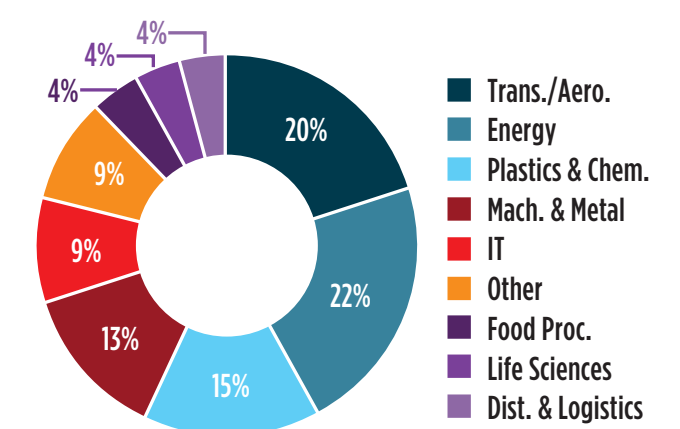
SAMPLE CORPORATE ATTENDANCE:



BY REGION:



BY SECTOR:



2003
Amsterdam, Netherlands



2005
London, UK



2007
Bologna, Italy



2009
Vilnius, Lithuania



2011
London, UK



2014
Philadelphia, USA



2016
San Diego, USA



2018
Liverpool, UK



2020
Vancouver, BC



2004
Brussels, Belgium



2006
Valencia, Spain



2008
London, UK



2010
Tallinn, Estonia



2013
Shanghai, China



2015
Sharjah, UAE



2017
Shanghai, China



2019
Sydney, NSW, Australia

TRUSTBELT CONFERENCE

America's former Rust Belt, a region once thought to be at the heart of the decline in American manufacturing, is back, having successfully pivoted from a reliance on heavy industrial manufacturing to a diverse economy, thriving in knowledge-based and high-tech industries.

This annual conference brings together the leaders of America's most historically significant manufacturing region with the heads of America's fastest expanding companies to discuss best practices and share the strategies and new industries leading America's economic resurgence.

TESTIMONIALS



“Conway's TrustBelt Conference provided the perfect environment for collaboration on many fronts. This conference provided an enhanced understanding of emerging opportunities and guidance on preparing to hone in on attracting new investment.”

— Courtney Dunbar, Site Consultant & Economic Development Leader, Olsson Associates

“One of the best conferences I have ever attended! Kudos on the timely content and the multiple interactions with so many outstanding thought leaders.”

— J.J. Johnston, CEO, Econogine LLC

“The TrustBelt Conference was more than a typical “show and tell” event but a true nexus for those who know that the values and benefits of the Midwest are perfectly aligned with the needs of global investors.”

— David Iwinski Jr., Managing Director, Blue Water Growth LLC

“There are a lot of real-estate-focused events, but this is one of the few good events for economic developers. I found the content very up-to-date and informative.”

— Jeff Troan, Vice President of Economic Development, Lockheed Martin

“The conference exceeded my expectations. I took away a great deal of useful information and talking points. I would recommend the conference to all Midwest economic development groups.”

— Jim Alexander, Vice President of Economic Development, St. Louis Regional Chamber

PAST SPEAKERS INCLUDE:



Rebecca Ryan
Futurist & Economist



Ali Velshi
MSNBC correspondent, internationally acclaimed television journalist, previous host of CNN's Real Money and Al Jazeera's On Target with Ali Velshi



Sophia Koropecyk
Managing Director, Moody's Analytics



Peter Zeihan
Geopolitical strategist who has lived in the world of international affairs throughout his career. He launched his own firm, Zeihan on Geopolitics, in 2012.



Bruce Katz
Vice President, The Brookings Institution



Joel Kotkin
Internationally recognized authority on global economic, political and social trends and author of *The New Class Conflict*



DIGITAL MARKETING + INNOVATION PROGRAMS FOR INVESTMENT PROMOTION

No one is disruption-proof — technology has made every business vulnerable. But how can economic development and investment promotion organizations better prepare for and manage disruption — or be the disruptors themselves?

Our unique digital marketing and innovation programs for economic development focus on cutting-edge technologies and strategies that incorporate transformational design, data and software to anticipate trends and give your prospects and stakeholders new ways to find and engage with you. Conway designs advanced, innovative and digital solutions to:



Generate faster and more effective communication with prospects and stakeholders



Drive engagement and digital interaction with hyper-targeted audiences



Deliver better-than-average results using modern tools and techniques.

WHY IMPLEMENT OUR DIGITAL OR INNOVATION PROGRAM?



Modernize Your Organization + Build Your Brand.

The global ecosystem of interconnected devices has changed the way we live, work and play, and revolutionized the way we digest information. Implementing a digital marketing and innovation program is critical to ensure your organization is viewed as modern and cutting-edge.



Facilitate More Interaction and Engagement with Targeted Audiences.

Digital marketing works alongside traditional marketing channels to interact with targeted audiences in real time, and will give you insight into what your targeted audiences want.

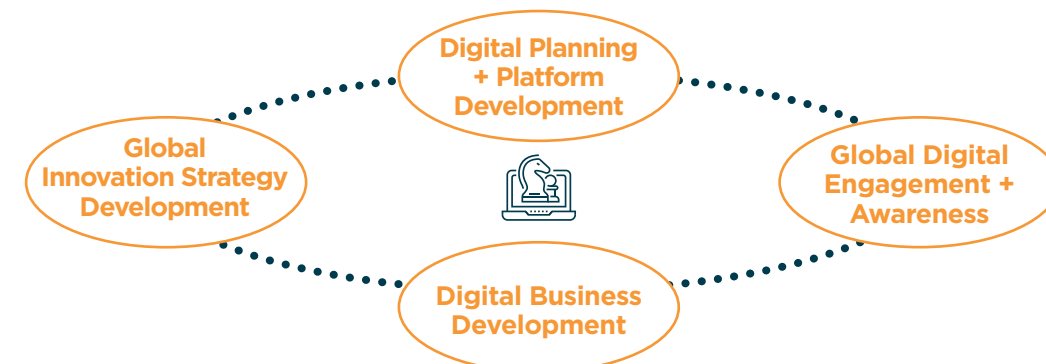


Provide ROI for Your Investments with Online Attribution Solutions.

Programs that can easily be tracked and monitored, with results immediately realized and measured, offer the highest rates of return on investment.

Our digital and innovation programs focus solely on economic development audiences, site selectors/multipliers and corporate executives working with companies who may consider expanding or relocating to unspecified locations.

OUR CORE SERVICE OFFERINGS:



A LA CARTE SERVICES & CAPABILITIES:

- Search Engine Optimization
- Paid Online Advertising
- Social Media Marketing
- Content + Inbound Marketing
- Website Development
- Visual Story Mapping
- CRM + Marketing Automation Implementation and Consulting
- LinkedIn Business Development Optimization

MORE THAN 60 YEARS CONNECTING COMMUNITIES WITH INVESTORS

Conway's global lead-generation services can connect you with corporate decision-makers in all regions of the world. Our team of experts has decades of experience across all sectors and markets.



STRATEGIC PLAN

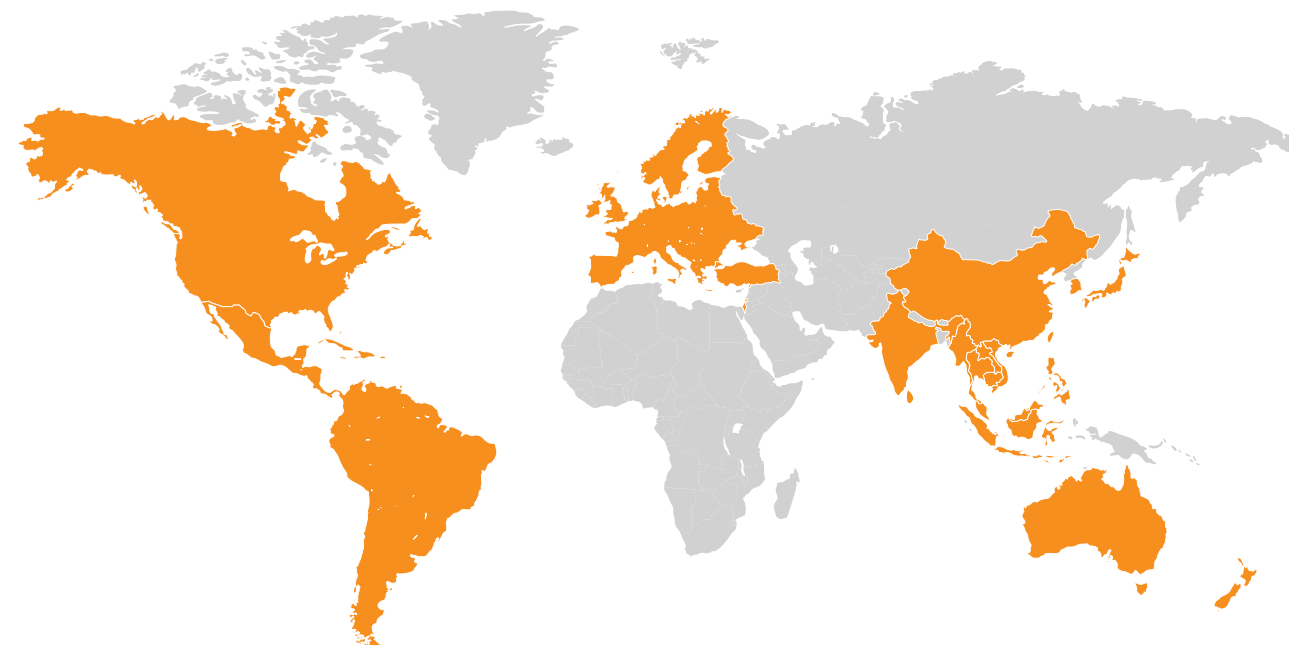
Having an online presence or a telemarketing team isn't enough. You need an integrated, comprehensive program with proven success to deliver legitimate investment leads. Conway will help devise your strategy and identify new markets and sectors while utilizing our proven methodologies to get you in front of decision-makers from expanding companies.

CONWAY CONSISTENTLY DELIVERS THE HIGHEST QUALITY LEADS BASED ON CUSTOM PROGRAMS DESIGNED AROUND CLIENTS' UNIQUE GOALS AND NEEDS.

PROVEN RESULTS

Opportunities abound, you just need to know where to start and how to separate yourself from the crowd. Conway's experienced team of globally connected professionals is uniquely qualified to identify your most important prospects around the world. Our outstanding history and reputation with corporate investors gives us the necessary credibility to present your value proposition to those prospects.

KEY LEAD GENERATION AREAS



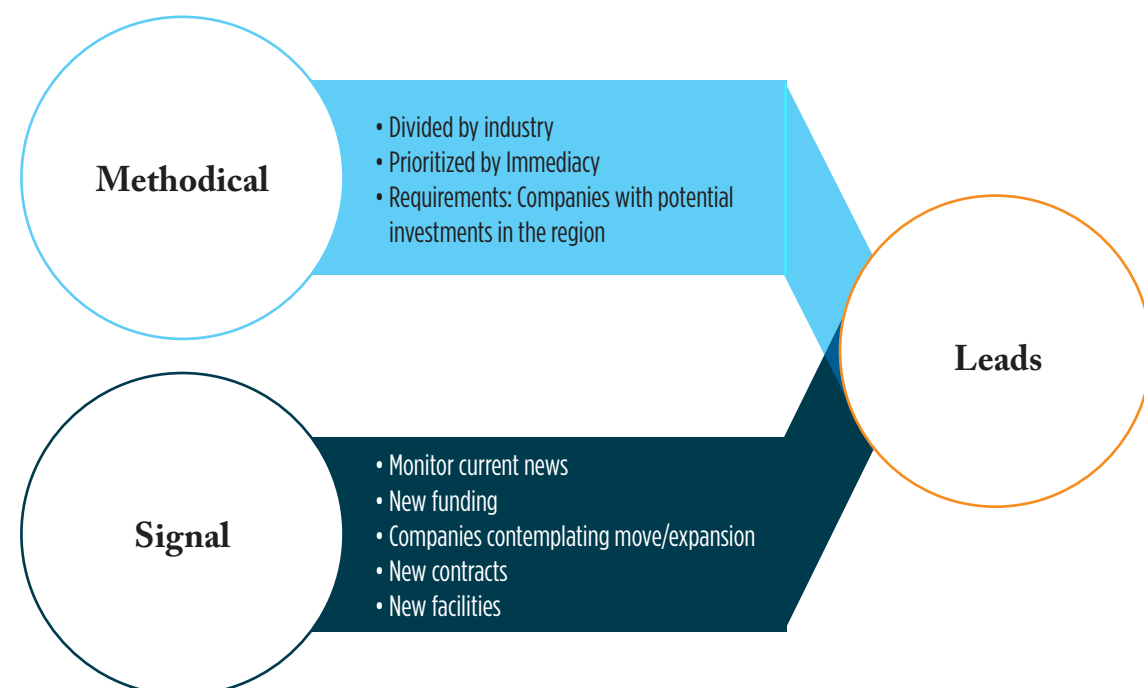
PREVIOUS LEAD GENERATION CLIENTS INCLUDE:



THE CONWAY APPROACH

Conway utilizes a 'parallel approach' to reach the greatest number of potential leads.

While competition in the world of FDI is increasing, the tools that various groups employ tend to be relatively similar. Nowhere does this ring more true than in the targeting, identifying and prospecting of leads.



In reality, though there might be infinite competition for FDI attraction, there is a limited number of companies with the necessary growth, capital and inclination to invest abroad. The key differentiating factor in attracting investment lies in the effectiveness of specific targeting, pre-program research and creation of a value proposition.

At Conway, our proven track record has shown that the most successful lead generation programs are rooted in research and relationships. Conway's vast database and six decades of experience history ensure our ability to identify and connect with prime prospects within your target industries.

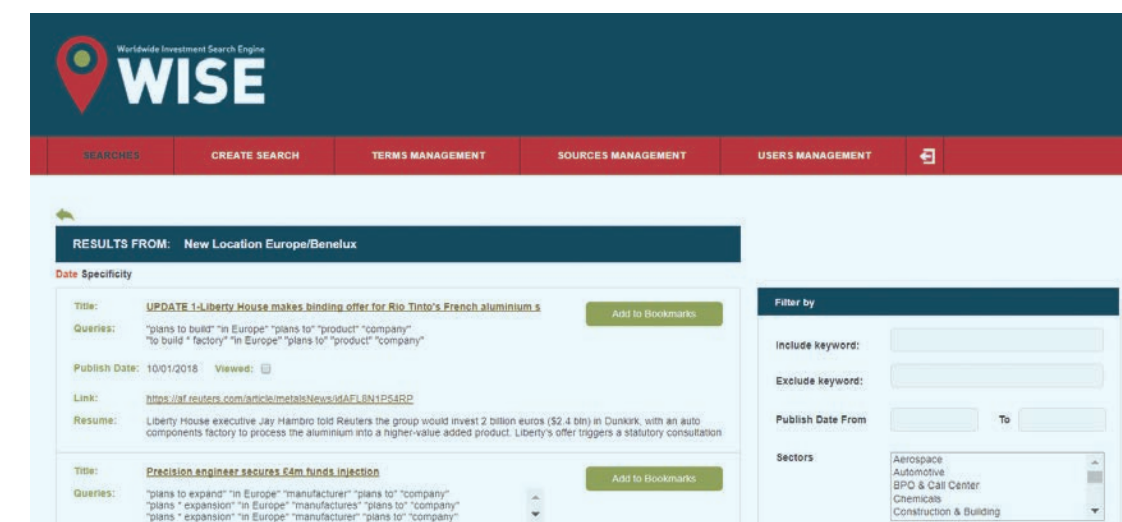
MODE OF OPERATIONS

- Identify Target(s)
- Research Prospects
- Engage Prospects
- Determine Fit
- Produce Profiles
- Regular Reporting

KEY DELIVERABLES

- The Generation of Leads: The identification, profiling and segmentation of potential foreign investors considering investing.
- The pre-qualification and listing of qualified foreign companies identified as potential investors.
- The generation of qualified meetings with companies identified as potential investors.

A WISE INVESTMENT



WISE (Worldwide Investment Search Engine) is a proprietary research tool created by Conway to identify companies planning facility investments and expansion. It uses specialized search terms (in various languages) and a powerful online search engine to find early indicators of corporate investment plans. Search terms and sources can be adjusted to identify companies in particular sectors or to focus on investment plans involving particular geographies. We also use it as part of our targeting activities to find potential investors early in the decision process.

THE CONWAY PR & MARKETING TEAM SPECIALIZES IN CREATING TAILORED COMMUNICATIONS CAMPAIGNS FOR NATIONAL AND INTERNATIONAL LOCATIONS.

Like our economic development and international promotion agency clients, we have a passion for promoting and growing economies. Our team uses a combination of proven public relations and marketing strategies to influence decision-makers and shape perceptions. Our experts analyze the economic assets of clients while closely evaluating their competitive position to achieve both short and long-term objectives.

Conway PR & Marketing has longstanding relationships with the economic development world's most extensive network of national, international and trade media across diverse industry sectors. We are the go-to agency for securing proactive media coverage, organizing individual and group press visits, and arranging national and international media tours for cities, states, and countries. Conway PR & Marketing also has deep connections with site consultants, corporate real estate and c-suite executives and other business leaders that we have carefully developed and cultivated to help our clients achieve their investment promotion and economic development goals.

Every program we develop is designed to drive business growth and directly impact job creation initiatives.

OUR SERVICES INCLUDE:

- Public Relations
- Marketing
- FDI Attraction Programs
- Tradeshow Support/Media Outreach
- Special Event Coordination
- Social Media/Digital Programs
- Site Consultant Outreach Programs
- Business Development Support Programs

“Conway PR & Marketing has played a vital role in securing interviews with tier-one and industry relevant media on a national and international scale. Conway’s network is far-reaching and their PR efforts are helping elevate our state’s profile globally.”

— Kristin Goodale, Director of Marketing and Communications , Oklahoma Department of Commerce

“We’ve enjoyed a tremendously productive relationship with the Conway PR team. Conway helped Tampa increase global and national awareness of the business opportunities that exist here among target industries and executives. They’ve coordinated valuable meetings with site selectors, prospects, and media that have strengthened our business recruitment and FDI attraction efforts. Conway is a valuable partner for the Tampa Hillsborough EDC and a key contributor to our success.”

— Craig J. Richard, CEcD, FM, CEO & President, Tampa Hillsborough Economic Development Corporation

PREVIOUS CONWAY PR & MARKETING CLIENTS INCLUDE:



WORDS MATTER. YOUR PROSPECTS NEED TO HEAR YOURS. BUT HOW?

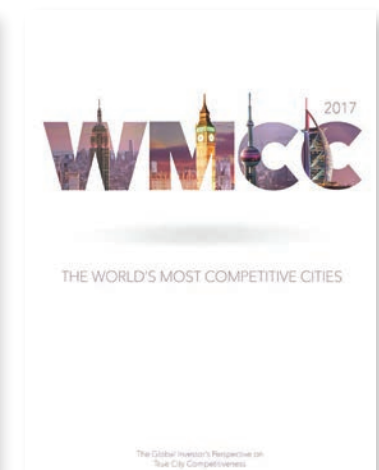
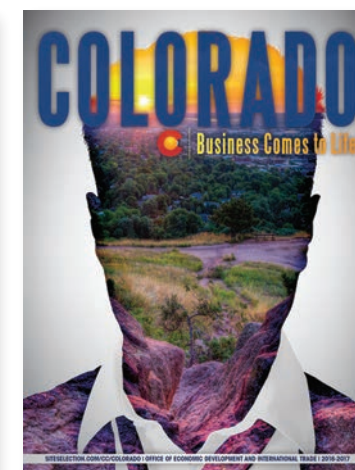
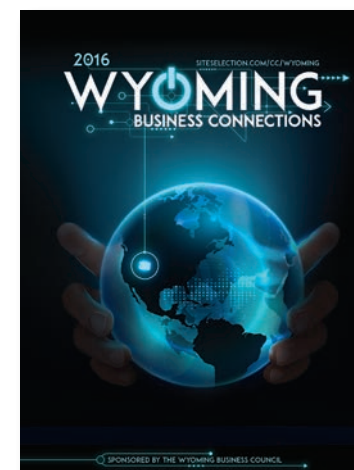
Produced by the award-winning team behind Site Selection Magazine, Conway Custom Content fulfills that need, offering a unique and targeted outreach to potential corporate clients, connecting you with decision-makers responsible for billions in new investment every year. States and regions across North

America have entrusted us with delivering unique value propositions through our no-risk marketing solutions for state and regional economic development organizations, backed by the credibility of Site Selection's trusted journalists.

Conway Custom Content is distributed to targeted Site Selection Magazine subscribers and Conway's exclusive global database. This puts your region in front of vetted, potential investors who are interested in your successes, plans and vision.



**SOME OF THE BIGGEST PLAYERS IN THE
INDUSTRY TRUST US TO BE THEIR VOICE.
WILL YOU?**



SITE SELECTION

Site Selection magazine is recognized as the leading publication in corporate real estate, facility planning, location analysis and foreign direct investment. Subscribers are integrally involved in site location decisions for new and expanded facilities for their corporations and clients.

- ▶ Qualified circulation of more than 45,000 subscribers*
- ▶ Readers include c-suite-level corporate management, corporate real estate directors and site consultants*
 - ▶ Decision makers from more than 800 of the Fortune 1000**
 - ▶ Readers in more than 80 countries**

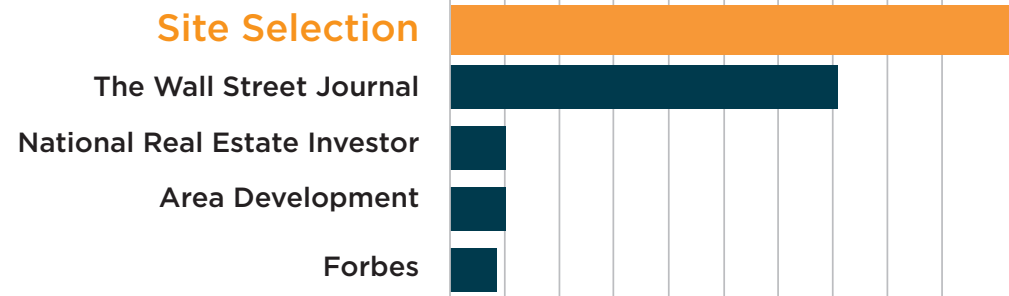
AWARD-WINNING EDITORIAL

For more than six decades, Site Selection's editors and designers have been recognized for their excellence and innovation.

- ▶ **2016 AZBEES (ASBPE Award of Excellence)** – *Gold National Award, Visual Storytelling*
- ▶ **2016 APEX Grand Award** – Design & Illustration
- ▶ **2015 APEX Awards for Publication Excellence** – Writing Interviews & Personal Profiles (*"Interview with Wisconsin Gov. Scott Walker"* May 2014)
- ▶ **2015 Graphic Design USA** — Design Publications & Periodicals (*A Healthy Revolution*, July 2015), Publication Design (*Utah Investment Profile*, July 2015)
- ▶ **2014 AZBEES (ASBPE Award of Excellence)** Regional Award - Silver — Writing Editorial Excellence (*"How to Herd Cats"* Mar. 2013)
- ▶ **2014 AZBEES (ASBPE Award of Excellence)** — Design Cover Design (*May 2013*)
- ▶ **2013 MAGS GAMMA - Silver Award** — Design Best Redesign, Business-to-Business
- ▶ **2013 MAGS GAMMA - Bronze Award** — Writing & Design Best Online Magazine, Best Single Cover, Best Single Issue (*May 2013*), *General Excellence*

*June 2016 BPA
**Publisher's own data

WHAT PUBLICATION IS MOST USEFUL IN THE COURSE OF YOUR WORK?



TESTIMONIALS

“Site Selection is the industry-leading magazine.”

— Scott Reed, Site Selection Engineer, Anheuser-Busch

“Based in Shanghai and working with Jones Lang LaSalle for over six years, I heard about Site Selection in 2006 for the first time and since then have become a loyal reader of every issue. Site Selection is very insightful and informative. It truly broadens my eyes.”

— Yin Hong, Associate Director & Head of Manufacturing Services, JLL Shanghai

“Site Selection Magazine provides a high-level view of the latest trends, critical topics and credible research to guide my team and support my clients throughout the site selection process.”

— Courtney L. Marous, Associate- Industrial & Investment Services, Avison Young—South Carolina, Inc.

“Site Selection Magazine is the most reputable publication in the FDI field in the U.S.”

— Pavel Stamboliyski, Vice Consul and Area Director, Foreign Investment Office, Bulgarian Consulate-General

OUR READERS ARE THE DECISION
MAKERS ON AN AVERAGE OF

\$28
BILLION

IN NEW INVESTMENT AND
DEVELOPMENT EACH MONTH,
CREATING MORE THAN 31,000
NEW JOBS EACH MONTH.

ENERGY REPORT



ENERGY REPORT

Frequency: Bi-Monthly

The Site Selection Energy Report features exclusive and in-depth reporting and analysis on the most important energy projects and energy policy issues impacting the world of manufacturing and industrial real estate.

Topics covered include oil and gas projects, investments into alternative energy installations and R&D, tax credits and financing, electric utility issues and much more. In short, it is the most comprehensive energy newsletter targeting the corporate real estate audience.

LIFE SCIENCES REPORT



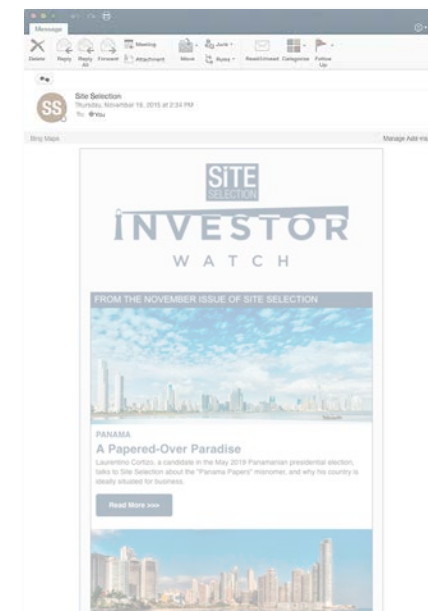
LIFE SCIENCES REPORT

Frequency: Bi-Monthly

The Site Selection Life Sciences Report features exclusive and in-depth reporting and analysis on the most important life science projects and issues.

Topics covered include medical device manufacturing, pharmaceutical R&D and manufacturing, health-care services and biotechnology facility trends, clinical research and other key life science sectors.

INVESTOR WATCH

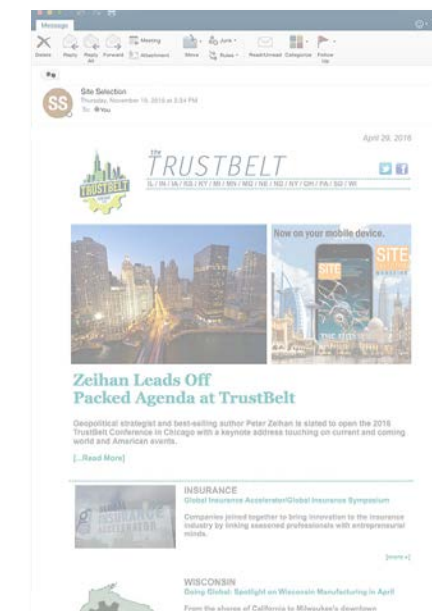


INVESTOR WATCH

Frequency: Twice Weekly

The Site Selection Investor Watch keeps a strong and steady finger on the fast-changing pulse of global corporate real estate decision making. This weekly email newsletter delivers the latest original Site Selection coverage, the weekly Online Insider and other special reports that strike at the heart of corporate strategy and area economic development.

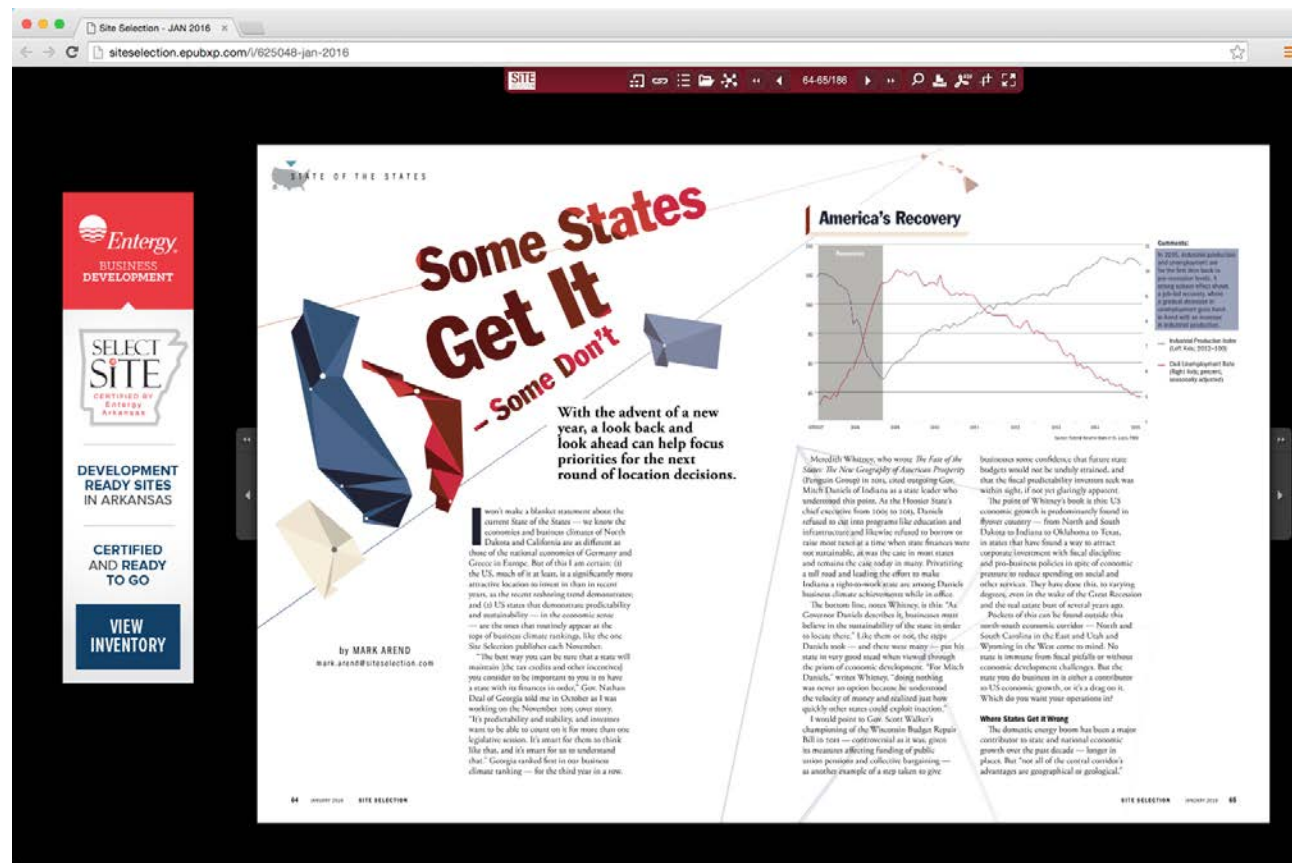
TRUSTBELT



TRUSTBELT REPORT

Frequency: Monthly

The TrustBelt Report and website focus on news and analysis relevant to the Factory Belt region of the Midwestern United States. Circulated bi-monthly to 50,000 email newsletter recipients, this timely report covers breaking news and developing trends across the region formerly known as the Rust Belt. Contributing writers include some of the leading corporate real estate and economic development authorities in the Midwest.



JOIN THE THOUSANDS OF OTHER CORPORATE EXECUTIVES READING THE DIGITAL EDITION OF SITE SELECTION!

With so little time on your hands, wouldn't it be great to have Site Selection Magazine's articles, rankings and special reports right at your fingertips — delivered to you electronically?

Site Selection offers a digital version of the same reliable source you've used time and again. The content is the same as in the print edition, but the digital edition has much more functionality:

- ▶ Search the entire magazine quickly and easily
- ▶ Send articles to friends with the click of a button

Qualified subscribers can sign up now to get both print and digital editions — at no extra charge. Go to siteselection.com/digitaledition to subscribe and download a sample.

WHY DO I READ SITE SELECTION?

“Site Selection proved a valuable resource for our team. The articles provided substantive demographic information on each state and metro area and highlighted important community priorities. Our team used this information to gain a macro-level perspective of areas we were considering for an operational expansion.”

— Daniel Rosenthal, Office of the Chairman, NetJets Inc., on the company's use of Site Selection content & resources as the company made the decision to expand in Columbus, Ohio

HOW DO YOU DISTINGUISH YOUR REGION IN AN INCREASINGLY CHALLENGING GLOBAL LANDSCAPE?



Advertising is essential, but an ad can only convey a small fraction of your message. In-depth editorial coverage delivered directly to corporate executives actively searching for new locations is powerful and effective.

That's why hundreds of investment promotion agencies around the world have chosen Site Selection to deliver their message in sponsored Investment Profiles.

A Site Selection Investment Profile is a sponsored feature in Site Selection Magazine providing detailed editorial coverage of your specific region. Investment Profiles are linked in an issue of the Site Selection Dispatch weekly e-newsletter, as well as appearing on the siteselection.com home page for two weeks before being archived by region and target-industries.



INVESTMENT PROFILES INCLUDE:

- ▶ Interviews with top political leaders outlining your region's competitive advantages and economic development strategy
- ▶ Interviews with corporate executives from companies that have located in your region explaining why your region was chosen over others, and discussing their experience doing business in your region
- ▶ Objective analysis of your region's advantages and attributes
- ▶ Demographic, business-climate and labor force analyses
- ▶ In-depth reviews of your region's key infrastructure
- ▶ Detailed review of key industries your region targets and incentives offered or planned to attract those industries

INVESTMENT PROFILE OPTIONS:

16-Page Profile

Includes 50 magazine copies and 1,000 reprints, one week of on-site research and reporting by a Site Selection editor.

12-Page Profile

Includes 50 magazine copies and 750 reprints, on-site research and reporting by a Site Selection editor.

8-Page Profile

Includes 50 magazine copies and 500 reprints.

4-Page Profile

Includes 25 magazine copies and 250 reprints.

2-Page Profile

Includes 25 magazine copies

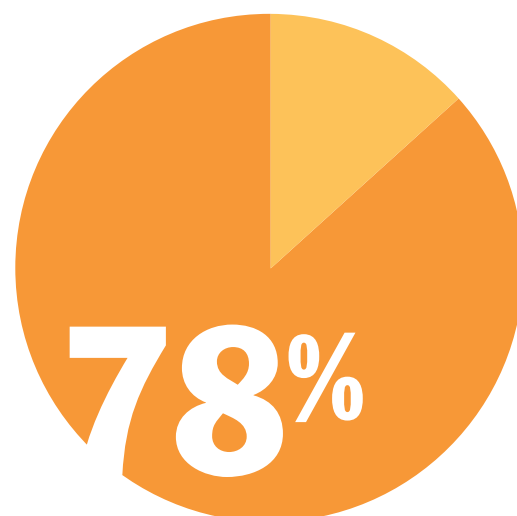
**WE WANT TO
TELL YOUR STORY!**

THE INTERNET'S PREMIER SOURCE OF INFORMATION FOR CORPORATE FACILITY PLANNING & ECONOMIC DEVELOPMENT

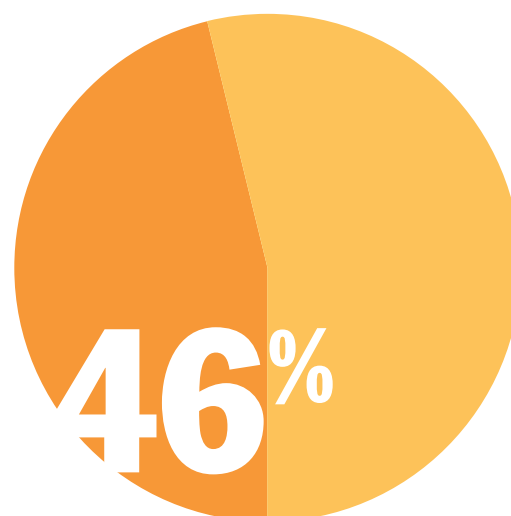
If you're not advertising on SiteSelection.com, you're missing the opportunity to get in front of the decision-makers who account for \$23 billion in new investment and construction each month.

**MORE THAN 30,000 INDUSTRY LEADERS
VISIT SITESELECTION.COM EACH MONTH**

FROM THE SITE SELECTION READERS SURVEY



of readers say they find the information
on Site Selection's newsletters valuable.



of readers say they use information
from siteselection.com to help them
make corporate location decisions.



FOUR-TIME WINNER OF THE BEST BUSINESS-TO-BUSINESS ONLINE MAGAZINE

While traditional advertising piques a prospect's initial interest, a vast majority of all site research begins online. With more than 12,000 pages of information, daily news feeds and a massive and accessible base of global demographic data, Site Selection's award-winning suite of Web sites is rapidly becoming one of the industry's most utilized research tools.

There is no more immediate — or cost-effective — avenue for reaching your prospects than advertising on SiteSelection.com.

PM&P, one of Europe's most experienced consulting and marketing support companies, became part of the Conway family in 2017.

PM&P

PM&P provides services to EDOs and IPAs, with a 40-year track record of helping regions and locations to attract investment and create jobs.

INVESTMENT PROMOTION SERVICES

- Location Studies
- Strategic Development
- Organizational Analysis
- Capacity Building
- Lead Generation
- Trade Promotion Services

TRADE PROMOTION SERVICES

PM&P provides comprehensive services to trade promotion organizations to accelerate foreign trade, including market research, competitive intelligence and market entry support for individual companies or groups of companies.

TYPICAL PROJECTS:

- Market surveys on specific sectors and segments in the targeted countries
- Research on market entry hurdles or other critical topics
- Systematic search for strategic partners, distributors, sales agents, etc.
- Organizing trade missions and arranging meetings with potential clients and partners
- Advising on market entry strategy (market segments to be targeted, best distribution channels, product adaptation, marketing concept, etc.)



TESTIMONIALS

“The service provided by PM&P was excellent. Pre-trip, they took time to accurately assess our needs, were responsive and easy to work with. Their support in facilitating the various meetings, optimized time and impact. The PM&P staff are professional, and were directly responsible for the successful connections made during the trip.”

— Andrew Wood, VP International Sales, Litecure LLC

“The quality and number of organized meetings for our Delaware companies is impressive. We are very pleased with the performance of PM&P as our German trade development partner.”

— Beth Pomper, Export Advisor, Global Delaware

“We are very pleased with the performance of PM&P as our representative in Germany for almost 10 years. Since PM&P has been representing us, we have had a significant increase in the number and quality of foreign direct investment projects coming from Germany. PM&P have exceeded our expectations.”

— Fred M. Glickman, Vice President, International Operations, Enterprise Florida

“I am absolutely thrilled. I enjoyed working with PM&P very much, and had several very positive meetings. I am very excited indeed.”

— Hannah Murnen, VP Business Development, Compact Membrane Systems

YOUR SEMINAR, YOUR INTERESTS

These intensive two-day courses offer an ideal introduction to the industry for new staffers, a refresher course for more seasoned practitioners and a benchmarking tool for management, with an emphasis on winning investment to a given location. Delegates interact directly with specialists, compare processes and performances with agencies presenting their best practice ideas, and learn about multinational investors' decision-making processes directly from corporate executives.

ENSURING FDI SUCCESS THROUGH PERSONALIZED COURSES:

- 1 World-class training for your employees, stakeholders and partners
- 2 Customizable topics tailored to your needs and delivered by top experts in the business
- 3 Site selection and the corporate decision-making process from the company's point of view
- 4 Direct feedback from corporate executives on investment decisions
- 5 Corporate investment drivers – criteria that sealed the deal
- 6 External communication – PR/marketing, social media & branding

TRAINING SEMINAR LOCATIONS:



TESTIMONIALS

“Conway was the ideal training partner for our organization. They were able to distill years of experience into a few days that will no doubt transform our organization. We saw immediate benefit from the training and were able to identify instant organizational changes that helped us to increase our proficiency in becoming a world class IPA. The training was simply excellent and resonated throughout the entire team.”

— Racquel Moses, President, InvesTT

“The training seminar was excellent and very well organized. It was a great occasion to meet and share experience and thoughts with peers from around the globe.”

— Shirley Wong, Head of Invest Hong Kong's Investment Promotion Unit, Toronto Economic and Trade Office, Toronto, Canada

WANT MORE?

Not about us. From us.



Become an exclusive Conway Global
partner and reach our entire network.

For more information, email: conwayglobal@conway.com