



# ascend. media

A proven powerhouse  
in advertising and  
sponsorship sales

## Clients hire Ascend to sell:

- Physical, virtual and hybrid meetings.
- Sponsorships of convention center, hotel and citywide assets such as banners, receptions, escalator clings, refreshment breaks and video commercials.
- Advertising in print and digital meeting engagement tools, such as daily newspapers, Morning Agenda emails and exclusive exhibitor blasts.
- Education sessions, programs and product theaters.
- Exhibit and meeting space.

**Sales has been the cornerstone of our work for clients for more than 40 years.**



**55.6% of Ascend clients have been partners for 10 years or more.**

**22.2% of Ascend clients have been partners for 20 years or more.**

## Ascend Sales Success



**\$3.2M**

Average sales  
per account manager  
2017-2019



**More than \$1M**

Sold in less than 30 days as we  
transitioned a client's physical  
meeting to virtual early in 2020




**11%**

Sales growth  
2018 - 2019

The absolute backbone of Ascend Media is sales. We recognize that without strong sales we cannot help you create engagement on-site with attendees, or provide you with the revenues to advance your meeting goals.

# One of the most tenured sales teams in the event industry



- Two members of the sales team have been selling advertising and sponsorships with Ascend for more than 30 years.
- Our “newest” salesperson has been with us 12 years.
- Each account manager is a strategic, consultative seller with deep relationships with their advertisers.
- Cross-selling is an important aspect of the Ascend sales model, as we typically offer some combination of convention center and hotel sponsorships as well as multiple media opportunities.

# Senior Sales Team



The most senior salesperson on the Ascend sales team is **Cathleen Gorby** who has been selling sponsorships, advertising and exhibit space at Ascend since 1989. Cathleen is tenacious, professional and a skilled negotiator, excellent at follow-up and communication.



Another veteran of the Ascend sales team, **Maureen Mauer** is an energetic top producer who works with sponsors to understand their goals before providing strategic marketing recommendations. Maureen is self-motivated with a strong work ethic and personal accountability.



**Suzee Dittberner** has been selling for Ascend since 1997. She has strong relationships with her advertisers and is known to them as someone who will put their interests first, rather than simply push products on them. Suzee is a master “packager,” building various elements of her meetings into bundles that create real ROI for her clients.



**Bridget Blaney** joined Ascend in 2006 with a magazine background that gives her strong prospecting skills and the ability to strategically analyze the competition and sell against them. She promotes the features and benefits of the meeting as well as the importance of meetings in the overall marketing mix.