Relationships – Harnessed to Work for Your Company in 2015

The growth of social media reminds us of the pivotal role that relationships play in today’s 24/7 business world. Marketing strategies are ever-changing, but some things never change. Relationships are at the core of the GUIDE’s effectiveness. Representatives from the following industry organizations have joined our Advisory & Editorial boards to create the upcoming 17th edition of the Disaster Resource GUIDE, and to launch the GUIDE into new arenas.

**Associations**
- ASS International • Association of Contingency Planners (ACP) • Business Continuity Institute (BCI) • Business Network of Emergency Resources (BNET) • Contingency Planning Association of the Carolinas (CPAC) • Contingency Planning Exchange (CPE) • DRI International • InfraGard • George Washington University’s Institute for Crisis, Disaster & Risk Management • International Association of Emergency Managers (IAEM) • International Consortium for Organizational Resilience (ICOR) • ISACA • MidAmerican Contingency Planning Forum • Mid-Atlantic Disaster Recovery Association (MADRA) • NEDRIX • Risk & Insurance Management Society (RIMS) • Wisconsin Emergency Management Association (WEMAA)

The GUIDE partners with major conferences and expositions for our industry, where the annual GUIDE is distributed to 1,000s of new readers each year.

**Conferences & Expositions**
- International Disaster Conference & Expo • Disaster Recovery Journal Spring World • National Hurricane Conference • RIMS Annual Conference & Exhibition • Continuity Insights Conference • GOV/SEC & CPM East • DRI International Conference • World Conference on Disaster Management • Gartner Security & Risk Management Summit • Disaster Recovery Journal Fall World • IAEM Annual Conference & Expo • CPM Symposium • Gartner Data Center Conference

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**The GUIDE**

**Bringing the Whole Industry Together**

**Business Continuity • Crisis Management • Disaster Recovery • Emergency Management • Enterprise Risk Management • Homeland Security**

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**ANNUAL GUIDE**

**CONTINUITY eGUIDE**

**ONLINE GUIDE**

**LEAD GENERATION**

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**The 17th Edition**

Since 1996, the annual GUIDE has brought together the best of the best in one single volume. We go to dozens of conferences where we find products and service solutions for real business needs. All year long, we comb through periodicals, e-newsletters, whitepapers and reports for trends and best practices. We talk to professionals working at the local and national level. And it all comes together each year in the annual GUIDE.

For the online, digital version of the 16th Edition of the GUIDE, click here

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**The Continuity eGUIDE**

On Wednesdays, the Continuity eGUIDE provides a concise snapshot of the business continuity and emergency management industry from around the world right down to the local level. Based on the philosophy of "working together", the eGUIDE integrates, consolidates and communicates resources from organizations that are leaders in business continuity, risk management, crisis management, emergency response, and disaster recovery.

[See a sample]

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**The Online GUIDE**

At your fingertips, you will find links to all the important places. Looking for a product or service? You can search by vendor or by product category. Our industry organizations directory includes more than 300 updated groups. On our homepage you will find new articles and press releases which are updated on a regular basis. Come to the online GUIDE – we’ll be sure you stay connected www.disaster-resource.com

[See a sample]

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**Lead Generation Options**

Let us customize lead generation strategies for your company.

- Sponsor a special edition, single-topic GUIDE. Your experts (or ours) write the articles and case studies.
- Industry Surveys
- White Papers
- Video Experts
- Webinars
- LinkedIn and Facebook Strategies

[See a sample]

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From the Publisher

**The Big Picture**

Since 1985, we have worked to consolidate and communicate hard-to-find disaster resources to a hard-to-reach marketplace. The one-stop GUIDE was founded in 1996 to integrate business continuity and emergency management and to link stakeholders - associations, vendors, publications, conferences, executives and practitioners.

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**Thought Leadership**

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