



## CONFERENCE HOUND FACT SHEET

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### **OVERVIEW**

Conference Hound is an online consumer brand that helps people find, research and connect with the conferences that enable them to grow their careers, enrich their professional lives and have fun while making the most of the conference-going experience. ConferenceHound.com is a simple, attendee-friendly way to search conferences and tradeshow online by date, industry, geography, venue, social graph and related activities. With over 45,000 edited and curated listings, the site is a platform that provides a trusted environment for the 25-30 million U.S. yearly conference attendees to search, compare, review, tag, like, tweet, add to calendar and indicate attendance at the events that matter most to them.

Conference Hound is also a B2B service for meeting and event planners, and conference organizers who can list (for free) their own conferences with comprehensive information beyond the standard directory including agendas, presentations, local resources and travel logistics as well as benefit from value-add services such as SEO, SEM, media planning, creative and social media execution. Public relations and marketing professionals find Conference Hound useful as a place to review and recommend relevant attendance and speaking opportunities for executives and clients.

Conference Hound's goal is to build a brand that celebrates, supports and reports on conference-going: innovation, learning, networking, travel, fun.

**FOUNDED:** Originally founded in 2008. Company recapitalized and relaunched with new team in 2010. Conference Hound is a privately held company.

**FOUNDER/CEO:** Bruce Carlisle, digital marketing pioneer and founder and CEO of pioneering digital marketing agency, SF Interactive (acquired by Butler, Shine, Stern & Partners)

**BASED:** San Francisco, California, USA

**TEAM:** Three core staff members; hands-on advisory board

**INVESTORS:** Privately funded, currently closed seed round. Seeking Series A

## **MARKET AND COMPETITIVE LANDSCAPE**

Conference Hound is a disruptive new media brand serving conference attendees, speakers, exhibitors and organizers who spend \$11 billion annually in the US alone on registration and exhibitor fees. An estimated 30 million Americans will attend a conference of some kind every year.

Conference Hound's core launch product, a 70,000 page web and mobile platform allows attendees to find and compare conferences based on a variety of criteria, initially including location, industry and date. No other service of its kind provides global, curated and filterable conference listings together with useful information about how the conference attendee can get there and what they might do when they are there.

For Conference Organizers, Exhibitors, CVBs, Service Providers and Advertisers with access to the additional \$100 billion (in the US, alone) spent indirectly on travel, exhibitor services, dining and leisure activities to promote their products and services to potential customers. In addition, Conference Hound serves organizers and promoters that want to market their events using Conference Hound's value-added services.

Conference Hound represents an opportunity to disrupt the conference industry by focusing on the attendee and his or her needs first. The brand recognizes that the conference experience is more than what happens inside the four walls of the convention center. Conference Hound is differentiated from its competitors by breadth of its conference listings (45,000+), its curated submissions (edited and reviewed by staff), multiple search filters, and service orientation to attendee and organizer alike.

## **BUSINESS MODEL**

The financial model is built on multiple revenue streams emanating from its web and mobile sites. These include, but are not limited to commissions and referral fees from event planners, revenue from premium or enhanced listings, partnerships with Convention and Visitors Bureaus, targeted advertising, including segmented opt-in email to registered users, revenue sharing and fees from travel industry, and marketing services provided to event planners and organizers.

## **EXECUTIVE TEAM**

### **BRUCE CARLISLE**

Founder & CEO

Bruce is one of the pioneers of the Internet Marketing business, having founded SF Interactive in 1996. Today, in addition to making his vision for Conference Hound come to life, he is one of the leading consultants to advertising agencies seeking to make smooth and effective transitions to the digital future. Prior to his Internet career, Bruce spent 17 years in the advertising and public affairs business in New York and

Washington, D.C. at Ogilvy & Mather and McCann Erickson. During his career Bruce has provided marketing, communications, and web strategy to a multitude of Fortune 500 companies and major brands including American Express, VeriSign, Jamba Juice, Snapple, Discover Brokerage, Netscape, Cisco, Hewlett-Packard, and Microsoft among others. Bruce holds a B.A. from St. Lawrence University. He lives in the San Francisco Bay Area with his family.

## **JAY HUNG**

Chief Technology Officer

Jay guides and manages all technology and development initiatives at Conference Hound. Previously, he has architected, built and operated some of the world's largest and most trafficked web sites, including some of the world's most recognizable brands. His work has received numerous accolades and awards, most recently for sites such as Turner Broadcasting (NYSE: TWX), Scripps Networks (NYSE: SNI) Food Network & HGTV, and Yahoo! (NASDAQ: YHOO), where traffic numbers exceeded 700 million page views and 25 million unique users monthly. He was an early pioneer of the social media space, having co-founded Mixture.com in the late 1990s, an Internet start-up targeting the Gen-X/Gen-Y community, with members spanning across more than 20 countries. Jay has a BS in Computer Science & Engineering from UCLA. In his off time, he enjoys road cycling, snowboarding, single-malt scotch whiskeys, and seeking out alternative types of music. He lives in San Francisco.

## **ADVISORY BOARD**

- Anil H.P. Pereira, CEO of Verious, Inc. and veteran of numerous successful Internet startups
- Gregory Raifman, CEO, Careers.org and former CEO, MediaPlex
- Robert Sherman, a private equity investor and former President, AOL and Time Warner Cable Sales
- David Smith, CEO, MediaSmith, Inc.
- Gregory Stern, CEO of Butler, Shine Stern & Partners

## **CONFERENCE HOUND LINKS**

- <http://conferencehound.com>
  - <http://facebook.com/conferencehound>
  - <http://twitter.com/conferencehound>
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**MEDIA CONTACTS**

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