

MARCH 12
2013
AT THE
HAY-ADAMS
WASHINGTON, D.C.

APRIL 11
2013
AT THE
MADISON HOTEL
WASHINGTON, D.C.

MAY 8
2013
AT THE
JW MARRIOTT ESSEX HOUSE
MANHATTAN
NEW YORK CITY

OCTOBER 10
2013
AT THE
PENINSULA NEW YORK
MANHATTAN
NEW YORK CITY

OCTOBER 17
2013
AT THE
FAIRMONT WASHINGTON, D.C.
GEORGETOWN

NOVEMBER 5
2013
AT THE
PENINSULA BEVERLY HILLS
CALIFORNIA

ANNUAL TRADESHOWS

Showcase your trade, product and services to the Diplomatic Community by participating in our 2013 Annual Diplomatic Connections' Trade Shows.

This extraordinary event will provide you an exclusive opportunity to introduce yourself and your business to hundreds of

- ▶ Foreign Dignitaries/Diplomats
- ▶ Staff representatives of the World Bank
- ▶ IMF, WHO/PAHO
- ▶ OAS
- ▶ IDB
- ▶ EU
- ▶ Pentagon
- ▶ and local United Nation representatives all at one venue.

The guest list for this event is "by invitation only" and is exclusive to the above mentioned attendees. As a business, you may purchase a trade show table to promote your company to this prestigious, distinguished and affluent community.



"We were delighted with the Diplomatic Connections Events at the German Embassy and the United Nations. The elegance and professionalism of your organization is most impressive. Diplomatic Connections provides a depth of exposure for our services to the Embassies and Missions to the United Nations, which we cannot ordinarily experience." Arnold Wollman, Vice-President of Admiral Leasing

"Our listing in the Diplomatic Connections publication and participation at the diplomatic event held at the German Embassy provide our pathway to supporting the Diplomatic Community. The publication is a valuable resource and the event is elegant. Our investment with Diplomatic Connections is money well spent." Mark J. Deyle, Vice-President - Federal Systems of Ronco Communications & Electronics, Inc.

See five (5) pages of testimonials on our website.

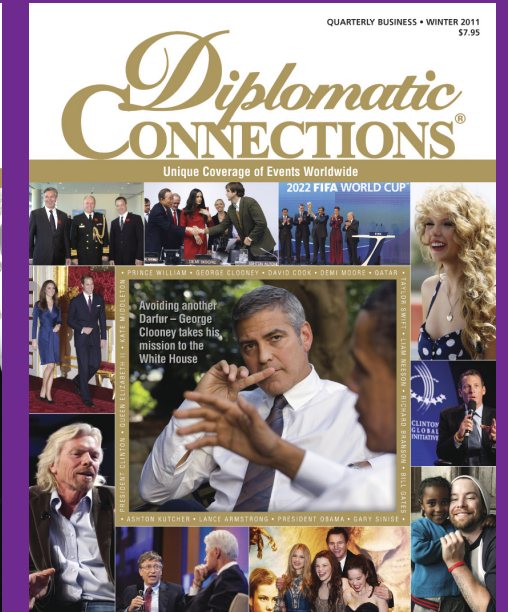
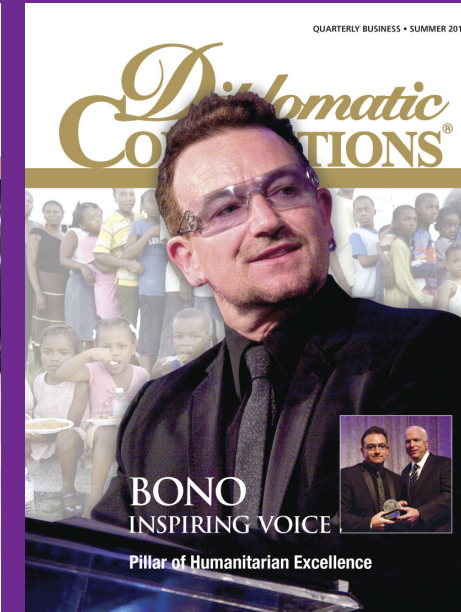
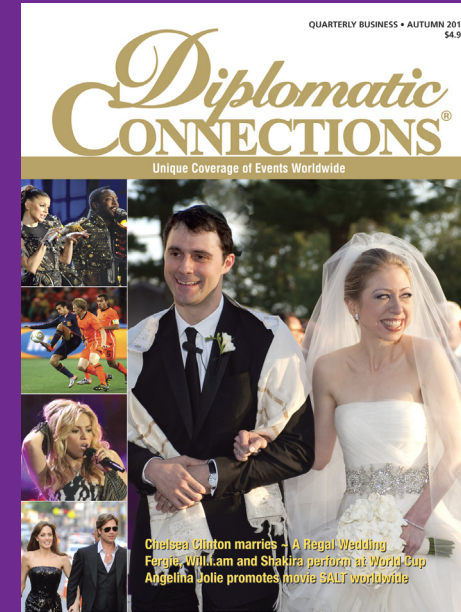
**Expand your Diplomatic and International market!
Call or email us for additional information.**

Diplomatic Connections
4410 Massachusetts Avenue, NW / #200
Washington, DC 20016
202.536.4810
dparker@diplomaticconnections.com

2013 MEDIA AND MARKETING GUIDE

BUILD YOUR BUSINESS REVENUE
BY CONNECTING TO OUR
GLOBAL PLATFORM

Diplomatic CONNECTIONS[®]
CREATING AND CULTIVATING GLOBAL RELATIONSHIPS



DIPLOMATIC CONNECTIONS PUBLICATION is distributed as follows:

- All Members of the UNITED STATES CONGRESS, including SENATE
- United States Department of State
- Embassy Diplomats in Washington, DC
- Missions to the United Nations - Diplomats in New York City
- Consulate Diplomats in Chicago
- Consulate Diplomats in San Francisco
- Consulate Diplomats in Los Angeles
- Consulate Diplomats from the South to the North of California
- International Organizations (IOs):
 - World Bank (WB)
 - International Monetary Fund (IMF)
 - InterAmerican Development Bank (IDB)
 - Organization of American States (OAS)
 - European Union (EU)
 - United Nations (UN)
 - Pentagon
 - Pan American Health Organization (PAHO)
 - World Health Organization (WHO)
 - Amtrak Acela Clubs, Hotels and more!

Stephen S. Fuller, Ph.D., a Professor of Public Policy at George Mason University did an Official Study for the National Capital Planning Commission (NCPCC), a **U.S. Federal Agency** titled, "The Economic and Fiscal Impact of Foreign Missions on the Nation's Capital," where he addresses Global Commerce in Washington, D.C. and other **Metropolitan** areas.

Here are three charts displaying a part of Dr. Fuller's research: (Please **increase** Dr. Fuller's figures by **15% to 20% for 2009**)

Dr. Fuller established in his study that the Foreign Missions in the District of Columbia is:

- ▶ One of the three primary industries
- ▶ An Important source of Economic Activity
- ▶ Generating COUNTRY TO COUNTRY business opportunities
- ▶ Attracting VISITORS seeking individual or multiple-country contacts
- ▶ **An Economic Force far exceeding their measurable benefits**

Dr. Fuller ascertained, "In their direct and indirect spending, they represent a critical component of the **International Business Industry** which:

Annual totals an estimated **\$10.4 Billion** just in **DIRECT** spending in the United States.

The study does NOT capture ALL ECONOMIC impacts, that the:

- ▶ Unreported benefits may be MORE important to achieving a diversified and expanding economy relative to the Washington suburbs and other competing METROPOLITAN centers."

Furthermore, Dr. Fuller states, "Several Foreign Missions maintain:

- ▶ Trade offices to encourage the import and export of goods to and from their countries and many missions
- ▶ Offices just **Military Liaisons** to the **U.S. Department of Defense.**"

The Pentagon has a branch with officials specifically assigned as "Liaisons" to Military Diplomats.

In **New York City**, the **United Nations** and the **Diplomatic Corps** as a whole have an economic impact of great magnitude.

Paul Lewis wrote a special to the **New York Times** named, "United Nations called Asset to City's Economy" where he explains:

- ▶ United Nations and All Missions to the United Nations **add \$830 Million** a year to Local Economy

Operations and Management Expenditures Spending by Foreign Missions

Non-Payroll Spending by Foreign Missions In the Washington Metropolitan Area, 2001 (Dollars in Millions)

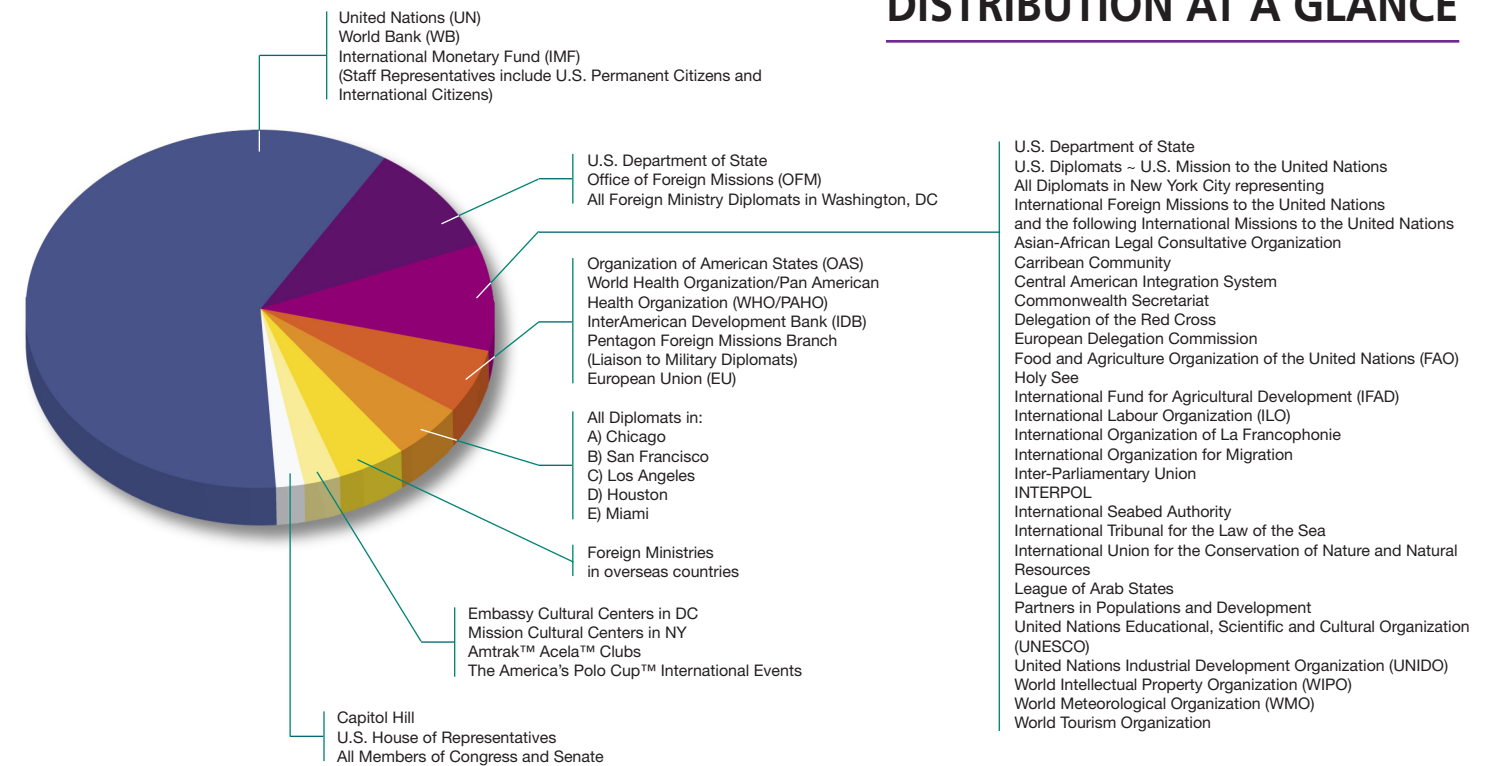
Spending Category	District of Columbia	Northern Virginia Suburban Maryland	Totals
Leasing	\$8.80		\$8.80
Building Operations	12.54	38.89	51.43
Utilities	12.92	6.37	19.29
Catering & Entertainment	32.79	10.93	43.72
Transportation	3.86	34.71	38.57
Office Equipment & Supplies	1.93	10.93	12.86
Professional Services	13.89	32.40	46.29
Other Expenditures	7.24	28.97	36.21
Totals (Millions)	\$93.97	\$163.20	\$257.17

The Economic Impacts of Foreign Mission Visitors On the Nation's Capital, 2001 (Dollars in Millions)

Types of Spending	Direct Outlays	Totals Output	Economic Impact Jobs	Personal Earnings
Hotel	\$116.7	\$155.4	571.5	\$17.849
Food and Beverages	43.7	56.0	390.0	6.394
Retail Sales	11.7	15.5	85.4	1.709
Transportation	5.2	6.5	47.3	.731
Miscellaneous Expenses	6.1	8.5	32.3	.983
Totals (Millions)	\$183.4	\$241.9	1,126.5	\$27.665

Spending by Employees of Foreign Missions by Place of Residence, 2001 (Dollars in Millions)

Spending Category	District of Columbia	Northern Virginia Suburban Maryland	Totals
Housing	7.398	28.691	36.09
Housing Operations			
A) Utilities	2.836	10.998	13.83
B) Furnishings	1.767	6.854	8.62
C) Other Expenses	1.192	4.622	5.81
Medical	2.178	8.448	10.63
Personal Business	.616	2.391	3.01
Transportation	7.604	29.488	37.09
Recreation	2.178	8.288	10.42
Education	.863	3.347	4.21
Charitable/Religious	1.192	4.622	5.81
Clothing & Other Retail	2.055	7.970	10.03
Food			
A) Groceries	3.411	13.230	16.64
B) Restaurants	2.262	8.766	11.03
C) Tobacco & Alcohol	.668	2.550	3.21
Insurance/Financial	1.028	3.985	5.01
Taxes	3.904	15.142	19.05
Totals (Millions)	\$41.111	\$159.392	\$200.49



DISTRIBUTION AT A GLANCE

- U.S. Department of State
- U.S. Diplomats ~ U.S. Mission to the United Nations
- All Diplomats in New York City representing International Foreign Missions to the United Nations and the following International Missions to the United Nations
- Asian-African Legal Consultative Organization
- Caribbean Community
- Central American Integration System
- Commonwealth Secretariat
- Delegation of the Red Cross
- European Delegation Commission
- Food and Agriculture Organization of the United Nations (FAO)
- Holy See
- International Fund for Agricultural Development (IFAD)
- International Labour Organization (ILO)
- International Organization of La Francophonie
- International Organization for Migration
- Inter-Parliamentary Union
- INTERPOL
- International Seabed Authority
- International Tribunal for the Law of the Sea
- International Union for the Conservation of Nature and Natural Resources
- League of Arab States
- Partners in Populations and Development
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Industrial Development Organization (UNIDO)
- World Intellectual Property Organization (WIPO)
- World Meteorological Organization (WMO)
- World Tourism Organization

TRADE SHOW EVENT SOLD SEPARATELY

AD PRICES (See www.DiplomaticConnections.com for Ad Specifications)

PRINT ADS ONLY (all ads are four color)

	6x	5x	4x	3x	2x	1x
1/6 page	\$ 395	\$ 625	\$ 750	\$ 875	\$1,195	\$1,425
1/4 page	\$ 775	\$ 995	\$1,150	\$1,295	\$1,525	\$1,745
1/3 page	\$1,195	\$1,295	\$1,395	\$1,485	\$2,035	\$2,385
1/2 page	\$1,595	\$1,710	\$1,895	\$2,150	\$2,545	\$2,875
2/3 page	\$2,095	\$2,125	\$2,265	\$2,735	\$2,955	\$3,555
Full page	\$2,785	\$2,975	\$3,185	\$3,325	\$3,745	\$4,025
Two pages	\$4,145	\$4,215	\$4,275	\$4,485	\$4,735	\$5,155
Inside Front Cover	\$5,295	\$5,435	\$5,745	\$5,895	\$6,045	\$6,225
Inside Back Cover	\$7,185	\$7,335	\$7,635	\$7,815	\$7,975	\$8,095
Back Cover	\$9,095	\$9,135	\$9,495	\$9,875	\$9,995	\$10,195

Cost of Interview: \$6800.00

ONLINE BUSINESS DIRECTORY ADS

Business Directory ad	Event Photographer page BANNER ads
1 month \$ 595	Third location – on second page where "Videos and Photos" from events covered are displayed
3 months \$ 795	1 month \$ 295
6 months \$ 995	3 months \$ 675
1 year \$1,195	6 months \$ 825
Home page BANNER ad	
Prime location – top, left	
1 month \$ 495	Banner Ads are sold only by purchasing an Online Business Directory Ad FIRST.
3 months \$ 925	Banner Ads are not sold separately from Online Business Directory Ads.
6 months \$1,595	
Secondary location lower center	
1 month \$ 395	
3 months \$ 725	
6 months \$1,295	

2013 Editions

- March - April
- May - June
- July - August
- September - October
- November - December
- January - February, 2014

All ad materials due date

- 2.19.13
- 4.23.13
- 6.24.13
- 8.23.13
- 10.23.13
- 12.20.13

Distribution

- March 2013
- May 2013
- July 2013
- September 2013
- November 2013
- January 2014