

Buildex Seattle Partners with Leading Magazines

May 28, 2009 – Seattle, WA – Buildex Seattle has finalized multiple media arrangements with several important trade publications in Washington State. A total of six regional publications and one national publication are now official media sponsors of the event.

“In this case, the news IS the news” said Dave Tyldesley, Show Director. “This represents a significant enhancement in media visibility for Buildex Seattle, its exhibitors, sponsors, partners and attendees.” He added: “these important and well-read publications will promote Buildex Seattle to a larger audience both nationally and regionally.”

The diverse group of Media Sponsors will provide advertising, editorial and advertorial on a varying frequency including daily and monthly exposure prior to the event on October 14-15, 2009 at the Washington State Convention & Trade Center.

Asked why the agreement makes sense for a major publication to partner with a growing trade show like Buildex Seattle, Elizabeth Tveit from Tiger Oak Publications, Publisher of Seattle Business and Northwest Home said “Each year Buildex provides our magazines with brand recognition, exposure and good will/networking.”

The 7th annual Buildex Seattle exposition and conference (featuring DesignTrends and Construct Seattle), is an annual industry tradeshow and conference occupying 50,000 square feet at the Washington State Convention & Trade Center. Each year this event attracts over 2000 professional delegates from the three industries of: Construction, Architecture/Design and Property Management. Visit www.buildexseattle.com for more information.

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Media Sponsors:

BUILDERnews

BUILDERnews is a national trade magazine covering residential to light industrial construction industries in the U.S. Its readers are top executives in residential and commercial construction, design and engineering as well as suppliers who look to the magazine for regional insight and information on construction, tools, materials, management and governmental regulations. (www.buildernewsmag.com)

Builder/Architect
MAGAZINE

Builder/Architect is a business-to-business magazine serving the residential building industry since 1937. The magazine integrates compelling local market editorial with informative national features and columns to deliver a unique perspective to the industry. Each local market edition profiles prominent professionals and companies driving the success of the residential building sector. The Inaugural issue of Builder Architect Seattle-Puget Sound Edition is July, 2009. (www.builderarchitect.com)

DAILY JOURNAL OF COMMERCE

The Seattle Daily Journal of Commerce has been serving the business community for over 100 years. Readers are decision-makers in the areas of construction, architecture, engineering, consulting, commercial real estate, government and law. These professionals rely on the DJC as a source of articles and data on which to base daily planning, marketing and sales decisions. (www.djc.com)

(Cont'd)

**Northwest
Construction**

Northwest Construction delivers news and analysis to real estate, design and construction professionals in the Northwest, online and in print including Washington, Oregon and Alaska. Editorials deliver local news and local information on the people, projects, and products that shape construction in the Northwest.

(www.northwest.construction.com)

**NORTHWEST
HOME**

Seattle magazine's **Northwest Home** is the definitive guide for residents in the Puget Sound area who want their homes to be a reflection of where they live, both in style and substance. *Northwest Home* readers are the area's most progressive, forward-thinking homeowners, they are often looking for distinctive ideas for their home that fit with the natural surroundings and incorporate regional materials. (www.seattlemag.com)

**seattle
business** MONTHLY

Seattle Business delivers the inside story on the region's stand-out innovators and growth leaders who help define the Pacific Northwest business landscape. Each month, *Seattle Business* offers readers the tools, tips and inspiration they need to grow and prosper, both economically and socially. Monthly industry coverage provides useful digests of recent events, while in-depth feature reporting delivers knowledge and insight for business owners to gain an advantage. (www.seattlebusinessmag.com)

**THE
BUILDER'S JOURNAL™**

The Builder's Journal is a must-read magazine for every serious builder. Each month The Builder's Journal features a local builder on the cover, someone from across the street not across the country; whether a colleague or a competitor, the feature story is a compelling read. Builders read and keep The Builder's Journal.

(www.thebuildersjournal.com)