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FOR IMMEDIATE RELEASE

NAB Show Selects CSG Creative to Be New Marketing Agency for 2015 Show

Alexandria, Va. (February 24, 2014) — CSG Creative (CSG), an award-winning strategic marketing agency specializing in trade shows and expositions, is pleased to announce that it is the new agency of record for NAB Show. After an extensive RFP and vetting process of the nation's leading firms, NAB Show selected CSG to be their strategic marketing partner and creative agency.

“The NAB Show marketing team was looking for an agency that would bring the show innovative ideas, targeted strategies, outstanding creative and comprehensive digital solutions,” said Michelle Kelly, senior vice president, convention marketing. “The CSG team wowed us with their enthusiasm, strategic recommendations, knowledge of the industry, and digital capabilities. We are excited to partner with such a strong and dynamic team that we know will make a difference for NAB Show.”

“CSG is so honored to add NAB Show to our client list,” said Paige Cardwell, president. “Not only is the show a global destination for the media and entertainment industry, NAB Show is known for its innovative growth strategies that keep the show relevant and thriving in an evolving industry. We couldn't ask for a more exciting partnership.”

CSG will be working with the NAB Show team on strategic marketing plans and programs, branding and creative, digital and Web solutions, media and vertical market growth strategies. CSG began work in February 2014 on the 2015 show.

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About CSG Creative

CSG is a strategic marketing and creative agency that provides award-winning branding, design, and integrated marketing solutions to associations and trade show organizers. CSG's inspired creative, stellar service and innovative approach have made it one of the nation's premier agencies. CSG offers a full suite of capabilities and expertise in traditional, digital and social media and is a division of National Trade Productions, Inc. (NTP). www.cscreative.com