



Connecting  
Educating  
Strengthening  
Business Communities  
Worldwide

**diversified**  
BUSINESS COMMUNICATIONS

[www.divbusiness.com](http://www.divbusiness.com)  
Australia • Canada • Hong Kong • India • UK • USA

# Our Products

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## Events

Diversified's acclaimed international events offer our customers more than 90 face-to-face buying and selling opportunities and conference programs in Asia, Australia, Europe and North America. These serve a broad spectrum of selected markets, from food to fitness, healthcare, business management, entertainment technology, building and construction.

### Diversified Business Communications

#### Headquarters - US

- Administrative Professionals Conference
- Asian Seafood Exposition
- European Seafood Exposition
- Frozen Food Asia
- Integrative Healthcare Symposium
- International Boston Seafood Show
- International Floriculture Expo
- International WorkBoat Show
- Kosherfest
- New England Food Show office\*
- Pacific Marine Expo
- Seafood Barcelona
- Seafood Processing America
- Seafood Processing Europe
- SPAR Europe
- SPAR International
- SPAR Japan
- WorkBoat Executive Summit
- WorkBoat Professional Series

#### Diversified Business Communications Canada

- Administrative Professionals Conference Canada
- BusinessAnalystWorld
- Building Sustainability Forum
- Building Architects Forum
- iTech Infrastructure Technology Summit
- IT Healthcare Canada Conference & Exhibition office\*
- Primary Care Today
- Primary Care UPDATES
- Project World
- Project Summit
- Symposium francophone de Médecine
- Toronto Cancer Education Conference & Medical Exposition
- World Conference on Disaster Management

#### Diversified Business Communications UK

- Camexpo
- lunch!
- National Health Store Conference
- Natural Beauty & Spa
- Natural Products Europe
- Natural Products Scandinavia
- Natural Food Show office\*
- Office Interiors
- Service Desk & IT Support Show

### Diversified Exhibitions Australia

- Australasian Oil & Gas Exhibition & Conference
- Australian Fitness & Health Expo
- Australian Gas Technology Conference & Exhibition
- Build & Design Queensland
- BusinessAnalystWorld
- DesignBUILD
- Design Ex
- Fine Food Australia
- Fine Food India
- Fine Food New Zealand
- Fine Food Queensland
- Fine Food Western Australia
- Franchising & Business Opportunities Expo
- FoodPro Sydney
- Food Pro Queensland
- Good Food & Wine Show
- Grand Designs Live
- Hospitality Queensland
- Hotel Hospitality & Design
- Integrate office\*
- Restaurant
- Retail Exhibition and Conference
- Security Exhibition & Conference
- Subsea Australasia Conference
- World Conference on Disaster Management

### Diversified Events-Hong Kong

- China Retail Expo
- Learning & Teaching Expo
- Restaurant & Bar Hong Kong
- Retail Asia Expo

### Diversified Communications India

- Cinema India Expo
- Integrate Expo
- Musician Expo
- Palm Expo®

### Createasphere

- Digital Asset Management Conference and Expo
- Entertainment Technology Exposition and Conference
- Executive Marketplace

### Pri-Med

- Pri-Med Access
- Pri-Med Conference & Exhibition

# Our Products

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## eMedia

Diversified's eMedia products and eNewsletters make it easy for our customers to stay connected to their community, continue to build their relationships, further their exposure and access the most current information about their industry from anywhere at any time.

Our online Publishers deliver this cutting-edge content, interactive dialog, marketing opportunities and education 24/7/365.

### Digital Products

[www.asaporg.com](http://www.asaporg.com)  
[www.batimes.com](http://www.batimes.com)  
[www.integrativepractitioner.com](http://www.integrativepractitioner.com)  
[www.koshertoday.com](http://www.koshertoday.com)  
[www.myPrimaryCare.ca](http://www.myPrimaryCare.ca)  
[www.nationalfisherman.com](http://www.nationalfisherman.com)  
[www.naturalproductsonline.co.uk](http://www.naturalproductsonline.co.uk)  
[www.projectexecutiveforum.com](http://www.projectexecutiveforum.com)  
[www.projecttimes.com](http://www.projecttimes.com)  
[www.provideocoalition.com](http://www.provideocoalition.com)  
[www.seafoodsource.com](http://www.seafoodsource.com)  
[www.sparpointgroup.com](http://www.sparpointgroup.com)  
[www.workboat.com](http://www.workboat.com)  
[www.servicedesk360.com](http://www.servicedesk360.com)

### eNewsletters

Business Analyst Times  
Createasphere  
CreativePro Coalitions  
Fish eNews  
Kosher Today  
Natural Products online  
Project Management Executive Forum  
Project Times  
SeafoodSource News  
SPAR View

## Publications

Diversified's Publishers and Editors produce award-winning trade publications with the latest information and ideas driving the industries they serve.

Diversified's publications are the leading voices serving the commercial marine, natural and organic, entertainment technology and seafood markets in the United States, Europe and Asia.

*Cinema Systems*  
*Natural Beauty Yearbook*  
*Natural Products*  
*National Fisherman*  
*SeaFood Business*  
*Pro Sound Systems*  
*Studio Systems*  
*WorkBoat*

# *About Diversified*

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Diversified Business Communications publishes award-winning business-to-business magazines and eMedia products and produces internationally-acclaimed events. Diversified currently has over 300 employees worldwide.

The parent company, Diversified Communications, is a privately-held, U.S.-based company in business to create, develop and support innovative, effective communications businesses.

## *Our Mission*

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We connect, educate and strengthen business communities through market-leading events, publications and eMedia.

## *Our Industries*

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Our **publications** cover the commercial marine, natural and organic products, and seafood markets.

Our **eMedia** products service select business sectors within the business management, food, healthcare, marine and technology industries.

Our **trade shows, consumer events** and **conferences** serve diverse markets within the building & construction, business management, fitness, floriculture, food & hospitality, healthcare, marine, oil & gas, retail, and technology industries.

# Awards

## 2012

Exhibition News Awards: Finalist, Best International Launch Award  
Finalist - Grand Designs Live Australia

Jesse H. Neal National Business Journalism Award: Best Recurring  
Webcast – SPAR Point Group, Head in the Point Clouds

Robert L. Krakoff SISO Leadership Award – Nancy Hasselback,  
President & CEO, Diversified Business Communications

TSNN's Top 250 Trade Shows: Ranked 118 – International  
WorkBoat Show

TSNN's Top 250 Trade Shows: Ranked 136 – International Boston  
Seafood Show

## 2011

Association of Exhibition Organizers (AEO) Excellence Awards:  
Winner, Best Exhibition – Lunch!

Exhibition & Event Association of Australasia: Best Show under 10K  
M2 – Irresistible Gluten Free Show

EXPO Magazine's Top 20 Fast-Growth Shows of 2011: Ranked 7th –  
International WorkBoat Show

EXPO Magazine's Top 20 Fast-Growth Shows of 2011: Ranked 17th –  
Pacific Marine Expo

Maine Businesses for Sustainability: Sustainability Champion –  
Diversified Communications

## 2010

American Red Cross: Circle of Humanitarians – Diversified  
Business Communications

Association of Exhibition Organisers (AEO) Excellence Awards:  
Finalist, Best Trade Exhibition – Camexpo

Association of Exhibition Organizers (AEO) Excellence Awards:  
Winner, Best Exhibition – Lunch!

Best New Show: Fine Food New Zealand

Best NZ Show: Fine Food New Zealand

Business Review Weekly: Australia's top 50 places to work –  
Number 43 – Diversified Exhibition Australia

EEAA (Exhibition and Event Association of Australia) Awards: Best  
Consumer Show over 10,000m<sup>2</sup> - Good Food & Wine Perth

EEAA Awards: Best Trade Shower over 10,000m<sup>2</sup> – Australasian Oil &  
Gas Most Innovative Promotional Campaign – Franchising

Institute for Family-Owned Business: Family Business Awards –  
Leon Gorman Award Finalist – Diversified Communications

The Latin Food Award for Excellence: Corporate Award –  
Diversified Business Communications

Susan G. Komen Race for the Cure: Marathoner Level Sponsor –  
Diversified Communications

## 2009

AEO Excellence Awards: Finalist, Best Trade Exhibition – Camexpo

Business Review Weekly – Australia's top 50 places to work,  
Number 30 – Diversified Exhibition Australia

EEAA Awards: Best Australian Show – Australasian Oil & Gas

EEAA Awards: Best Consumer Show over 10,000m<sup>2</sup> – Good Food &  
Wine Melbourne

EEAA Awards: Best Trade Shower over 10,000m<sup>2</sup> – Australasian Oil  
& Gas

EEAA Awards: Most Innovative Promotional Campaign –  
Franchising Expo

EEAA Awards: Richard Geddes Young Achiever – Ashley Robertson

## 2008

American Business Awards (The Stevies): Best Event Promotion Site –  
"Look the Biz!" Administrative Professionals Conference

American Business Awards (The Stevies): Best New Product or  
Service – Integrative Practitioner

EEAA Awards: Best Australian Show – Australian Fitness Expo

EEAA Awards: Best Consumer Show over 10,000m<sup>2</sup> –  
Good Food & Wine

EEAA Awards: Best Trade Show over 10,000m<sup>2</sup> –  
Australian Fitness Expo

IAEM Art of the Show: Honorable Mention Exhibit Sales Brochure/  
Prospectus – San Francisco Seafood Show

## 2007

Maine International Trade Center (MITC): International Trade and  
Investment Awards, Service Provider of the Year – Diversified  
Business Communications

## 2006

Best Places to Work in Maine – Diversified Business Communications

EEAA Awards: Best Trade Show over 10,000m<sup>2</sup> – Fine Food Australia

## 2002

Jesse H. Neal Editorial Excellence Award: Best Single Issue of a  
Magazine – *National Fisherman*

## 2001

EEAA Awards: Trevor Riddell President's Award - Timothy Collett

IAEM Art of the Show Award: Honorable Mention, Show Daily –  
FISH EXPO & WorkBoat Atlantic

IAEM (International Association of Expo Management) Art of the  
Show Award: Honorable Mention, Show Daily – International Boston  
Seafood Show

## 2000

IAEM Art of the Show Award: First Place, Exhibitor Brochure –  
International Boston Seafood Show

## 1999

IAEM Art of the Show Award: Honorable Mention, Exhibitor Brochure –  
San Francisco Seafood Show

## 1998

Circulation Direct Marketing Gold Award: New Business Promotion –  
*National Fisherman*

IAEM Art of the Show Award: First Place, Exhibitor Brochure –  
European Seafood Exposition

IAEM Art of the Show Award: First Place, Exhibitor Brochure –  
Fish Expo Boston

IAEM Art of the Show Award: Honorable Mention, Exhibitor Brochure –  
International Workboat Show

Jesse H. Neal Editorial Excellence Award: Best Article Series –  
*National Fisherman*

Jesse H. Neal Editorial Excellence Award: Certificate of Merit for Best  
Department or Column – *National Fisherman*

Jesse H. Neal Editorial Excellence Award: Certificate of Merit for Best  
Single Article – *SeaFood Business*

## 1997

Jesse H. Neal Editorial Excellence Award: Certificate of Merit for Best  
Single Article – *SeaFood Business*

# Our Locations

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Spanning four continents, Diversified has divisions in the U.S. (Headquarters in Portland, ME; Createasphere in Burbank, CA; Pri-Med in Boston, MA), Australia, Hong Kong, India, the UK, and Canada.

## **Diversified Business Communications**

121 Free Street  
Portland, Maine 04101  
USA  
Tel: 207-842-5500  
Fax: 207-842-5503  
www.divbusiness.com

## **Createasphere/HD Expo, LLC**

3727 West Magnolia Blvd. #729  
Burbank, CA 91505  
USA  
Tel: 818-842-6611  
Fax: 818-842-6624  
www.createasphere.com

## **Pri-Med\DBC Pri-Med, LLC**

101 Huntington Ave.  
Boston, MA 02199  
USA  
Tel: 877-PRI-MED8  
www.pri-med.com

## **Diversified Business Communications Canada**

Unit 1, 110 Cochrane Drive  
Markham, Ontario L3R 9S1  
Canada  
Tel: 905-948-0470  
Fax: 905-479-1364  
www.divbusiness.com/divisions

## **Diversified Business Communications UK**

Blenheim House  
119/120 Church Road  
Brighton  
East Sussex BN1 1UD  
UK  
Tel: +44 (0) 1273 645110  
Fax: +44 (0) 1273 645169  
www.divbusiness.com/divisions

## **Diversified Exhibitions Australia**

ABN 18 006 002 286  
424 St. Kilda Road Melbourne  
Victoria, 3004  
Australia  
Tel: 03-9261-4500  
Fax: 03-9261-4545  
Tel Int: +61-3-9261-4500  
Fax Int: +61-3-9261-4545  
www.divexhibitions.com.au

## **Diversified Communications India**

6c/5, Sangeeta Apartments  
Juhu Tara Road Santa Cruz West  
Mumbai, India-400049  
Tel Int: +(91)-(22) 26604560  
Fax Int: +(91)-(22)26604923  
www.divcom.in

## **Diversified Events Hong Kong**

2707B 27/F Island Place Tower  
Island Place 510 Kings Road  
North Point  
Hong Kong  
Tel: +852 3105 3970  
Fax: +852 3105 3974  
www.divevents.com.hk

# Leadership Team

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## **Nancy Hasselback**

President & Chief Executive Officer-  
Diversified Communications

## **Headquarters**

### **Vicki Hennin\***

Vice President, Strategic Marketing & Business Intelligence

### **Mary Larkin**

Group Vice President & Publisher of *SeaFood Business Magazine*

### **Mike Lodato**

Group Vice President & Publisher of *National Fisherman* and  
*WorkBoat Magazines*

### **Brian Randall**

Vice President, eMedia

### **Janice Rogers**

Vice President, Human Resources- Diversified Communications

### **Bill Springer**

Vice President, Technology

### **Theodore Wirth**

Vice President, Business Development

## **Paul Clancy**

Executive Vice President & Chief Financial Officer-  
Diversified Communications

## **Divisions**

### **Matthew Pearce**

Managing Director- Diversified Exhibitions Australia,  
Diversified Events Hong Kong and Diversified Communications India

### **Bob Macgregor**

Managing Director- Diversified Business Communications, Canada  
and Pri-Med, USA

### **Carsten Holm**

Managing Director- Diversified Business Communications, UK

### **Kristin Petrovich**

President- Createasphere

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