ON24 interface allows participants an array of information and social media sharing options.

**Extensive Marketing Campaign:**
- 2 Print Ads
- 2 E-Blasts
- Digital Banner Ads on PublishersWeekly.com
- Digital Banner Ads in PW E-Newsletters

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**AUDIENCE DEMOGRAPHICS**
Booksellers
Librarians
Trade
Consumers
Book Buyers: Traditional and Chain

**REGISTRANT LEADS OF OPT-IN ATTENDEES**
Name
Company
Email
...and more!