Trumba Connect:
Fact Sheet for Media Organizations

Trumba Corporation (http://www.trumba.com), based in Seattle, Washington, was founded in 2003. Its flagship product is Trumba® Connect.

Trumba Corp. was founded by Jeremy Jaech, Ted Johnson, and Peter Mullen in October, 2003. This same team co-founded Visio Corporation. Jaech was also one of the original founders of Aldus Corporation and Johnson and Mullen played key roles in the development of Aldus PageMaker. Trumba Corp. is privately held and backed by three of the industry's leading venture capital firms, Kleiner Perkins, Oak Investments, and August Capital.

What is Trumba Connect?

- Innovative event presentation and content management technology that helps media companies build community around and generate revenue from "go-and-do" information.
- Web-hosted software that allows you to avoid infrastructure and maintenance costs and benefit immediately from new and improved features.
- A cutting-edge product that uses the latest technology to store, manage, and present events and support reverse publishing.
- A solution that separates implementation (IT) from maintenance (event publishers) and allows you to manage events according to your own workflow.
- Flexible technology that allows you to customize calendars and other event information so that it integrates fully into your website and reflects your brand.

Benefits of subscribing

- Become the go-to resource for events.
- Provide more robust and relevant event content.
- Through premium listings, turn event content into a revenue generator.
- Generate more unique visitors.
- Increase visit frequency and duration.
- Encourage user-generated content.
- Generate advertising leads from event submitters.
- Streamline the event publishing and promotion process.
- Establish recurring automated event feeds from trusted sources.
- Use rich XML feeds to reverse publish your online event information for print.
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- Provide events that are easier to find and that site visitors are more likely to attend.