

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

Contact:

Marilyn R. Kroner
Kroner Communications
303-478-3044
marilyn@kronercommunications.com

**Exhibit Surveys to Focus on Measurement at Event Marketing Summit
*Event and Experiential Marketing Research in Booth 204***

RED BANK, NJ - April 20, 2009

WHO and WHEN: Executives and representatives from Exhibit Surveys, Inc. will be in booth 204 at the 7th Annual Event Marketing Summit, April 27-29, 2009 in Chicago.

WHAT: In booth 204, Exhibit Surveys, Inc. will showcase its research and measurement solutions. Exhibit Survey's event planning and consulting tools utilize a consistent, proven structure for setting meaningful, measurable objectives, and reporting results that lead to improved Return on Investment (ROI) and Return on Objectives (ROO).

The Event Marketing Summit is an executive conference focused on face-to-face marketing. Programmed by the editors of *Event Marketer* magazine, the Event Marketing Summit brings together hundreds of brand marketers, agency executives, event professionals and show organizers. The 2009 Event Marketing Summit is programmed around "Doing More with Less," and includes "Trade Show Planning: Less is the New More" by Intel featuring findings provided by Exhibit Surveys, Inc. Keynotes from Lexus and Oracle, breakout sessions featuring such power brands as Google, Nokia, Bacardi and Coca-Cola, demo sessions featuring leading technology experts, and "unsessions" boasting attendees themselves are all part of the Event Marketing Summit.

WHERE:

Event Marketing Summit
Marriott Downtown
Chicago, IL
<http://emsummit.eventmarketer.com/>

About Exhibit Surveys, Inc.

Established in 1963, Exhibit Surveys, Inc. specializes exclusively in conducting market research and measurement for the exhibition and event marketing industry. The company has conducted research on more than 3,000 exhibitions and events and measured over 10,000 individual exhibits in all major segments of commerce on six continents. Its clients represent all segments of the event industry, including exhibition organizers, exhibitors, private events

organizers, suppliers, CVBs and convention facilities. Be a knowbody™ and visit www.exhibitsurveys.com or call 732-741-3170.

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For more information on the event or to schedule an interview, please contact Marilyn R. Kroner, Kroner Communications, 303-478-3044, marilyn@kronercommunications.com