

## **MEDIA ADVISORY**

### **Contact:**

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### **Exhibit Surveys Inc. to Participate in EXHIBITOR2008 *Booth 736 on show floor; executives to present at conference***

**WHO:** Executives and representatives from Exhibit Surveys, Inc. will be in booth 736 on the show floor. Jonathan "Skip" Cox, CEO and president, and Ian Sequeira, executive vice president, will lead several conference sessions at EXHIBITOR2008.

### **WHAT and WHEN:**

#### **Booth 736**

**Exhibition Hours:** March 10 – March 12, 11:30 am – 3:30 pm

Founded in 1963, Exhibit Surveys, Inc. is the award-winning market research and measurement company exclusive to the exhibition and event industry. Exhibit Surveys has established tradeshow metrics and norms that have become the industry standard when evaluating event ROI and ROO (return on objectives). No other company can provide the guidance and sound recommendations like Exhibit Surveys, Inc. At Exhibitor2008, Exhibit Surveys will be showcasing its research and measurement solutions throughout the event at the exhibit and speaking/education sessions.

### **Conference Sessions:**

#### **March 10, 2008**

- Using Surveys in the Trade Show and Event Decision-Making Process - Ian Sequeira
- Senior Roundtable: Event-Mix Strategy Decisions – Skip Cox
- Hewlett-Packard Measurement Case Study – Skip Cox and Glenda Brungardt, HP America's Consumer Segment Marketing

#### **March 11, 2008**

- Measurement and Analysis of the Purchase Experience to Improve ROI – Skip Cox and Martin Smith, president and founder of Ethnometrics(SM) Corp.

#### **March 11, 2008 and March 12, 2008**

- Selecting the Right Shows: The Critical Decision - Ian Sequeira

#### **March 12, 2008**

- Using Surveys in the Trade Show and Event Decision Making Process - Ian Sequeira
- Ask, Listen, Measure, Act! – Skip Cox

### **WHERE:**

#### **EXHIBITOR 2008**

Mandalay Bay South Convention Center  
3950 Las Vegas Blvd. South  
Room South Seas D  
Las Vegas, NV 89119  
[www.exhibitoronline.com/exhibitorshow/2008/](http://www.exhibitoronline.com/exhibitorshow/2008/)

### **CONTACT:**

For more information on the event or to schedule an interview with Mr. Cox or Mr. Sequeira, please contact Marilyn R. Kroner, Kroner Communications, 303-478-3044, [marilyn@kronercommunications.com](mailto:marilyn@kronercommunications.com)