

MEDIA ADVISORY

Contact:

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Exhibit Surveys to Participate in Health Care Exhibitors Association Annual Meeting Event and Experiential Marketing Research in Booth 401; Educational Sessions Throughout

RED BANK, NJ – June 23, 2010 – [Exhibit Surveys, Inc.](#), the leading provider of research, measurement and consulting services exclusively for the exhibition and event industry, will participate in the 2010 Health Care Exhibitors Association (HCEA) Annual Meeting.

WHAT and WHEN:

June 26-29

In booth 401, Exhibit Surveys, Inc. will showcase its research, measurement, and consulting solutions.

June 27, 12:45 p.m. – 2 p.m.

Measurement to Prove the Value of Conventions and Justify Budgets
Joe Federbush, vice president, sales and marketing, Exhibit Surveys, Inc. and Theodora Kranz, account lead, sanofi-aventis

June 28, 9 a.m. - 10:15 a.m.

Event Technologies – Set the Stage for Measurement
Joe Federbush, vice president of sales and marketing, Exhibit Surveys, Inc. plus representatives from Abbott Vascular, KCI, ExhibitForce.com, and Blue Telescope

June 29, 9:45 a.m. – 11 a.m.

Understanding Sponsorship Value
Ian K. Sequeira, executive vice president, Exhibit Surveys, Inc. and representatives from the American Association of Critical-Care Nurses and Exhibit Analytics

WHERE:

[New Orleans Morial Convention Center](#)
900 Convention Center Boulevard
New Orleans, LA 70130-1799
(504) 582-3023
www.mccno.com

For More Information: http://www.hcea.org/meetings_annual.asp#pri

About Exhibit Surveys, Inc.

Established in 1963, Exhibit Surveys, Inc. specializes exclusively in conducting research, measurement and strategic consulting for the exhibition and event marketing industry. The company has conducted primary research on more than 4,000 exhibitions and events and 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. For more information, follow Exhibit Surveys on [Facebook](#), [Twitter](#), and visit www.exhibitsurveys.com or call 1.732.741.3170.

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Note to editors: To arrange an interview with Mr. Sequeira or Mr. Federbush, please contact Marilyn R. Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.