

MEDIA ADVISORY

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Exhibit Surveys to Feature Measurement and Consulting at HCEA Event and Experiential Marketing Research in Booth 325; Educational Session on June 16

RED BANK, NJ - June 11, 2009

WHO and WHEN: Executives from [Exhibit Surveys, Inc.](#) will be in booth 325 at the Healthcare Convention & Exhibitors Association (HCEA) Annual Meeting, June 14-16, 2009.

WHAT: In booth 325, Exhibit Surveys, Inc. will showcase its research, measurement, and consulting 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).

On June 16, at 9 a.m., Joe Federbush, vice president of sales and marketing for Exhibit Surveys, Inc., will present, "WL Gore's Exhibit & Sponsorship Success: If You Don't Measure It, You Can't Manage It." One of the first things to be cut in a down economy are convention and marketing budgets. Exhibitors are under pressure from all sides to justify participation. Fortunately, conventions take on a renewed importance in a tough economy and can be a huge time- and money-saver when trying to reach qualified prospects. In this session, attendees will learn how WL Gore, through measurement, not only proved the value of their event strategy and program, but also continuously refine their approach and spend to improve performance year over year. Discover how to prove ROI for your event program.

The Healthcare Convention & Exhibitors Association (HCEA) is the only organization solely dedicated to improving the effectiveness and quality of all healthcare conventions and congresses, medical meetings and healthcare exhibit marketing throughout the industry. HCEA invites members to ride the waves of change and innovation at its annual meeting, which is the the perfect learning setting for gathering an arsenal of resources to fortify your healthcare convention marketing programs.

WHERE:

Tampa Convention Center
333 S Franklin St
Tampa, FL 33602
http://www.hcea.org/meetings_annual.asp

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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Note to editors: To arrange an interview with an Exhibit Surveys executive, please contact Marilyn Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.