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MEDIA ADVISORY**

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**Exhibit Surveys VP to Present at NY IAEE Event
*Proving the Value of Trade Shows in a Down Economy***

RED BANK, NJ - February 6, 2009

WHO: Joe Federbush, vice president, sales and marketing, Exhibit Surveys, Inc.

WHAT: New York International Association of Exhibitions and Events, "Proving the Value of Trade Shows in a Down Economy"

Exhibitors are under pressure from all sides to justify their participation in trade shows. Fortunately, trade shows 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 interactive session, you'll learn about historical trends and discuss the key obstacles facing the exhibition industry in today's economy. Discover how to bring in new exhibitors and retain your current exhibitors by working with them to prove their ROI.

WHEN: February 10, 2009, 11 am - 2 pm

WHERE: Hotel Pennsylvania, Penntop Ballroom, 18th floor, 7th Avenue between 32nd and 33rd streets, New York, NY 10001

MORE INFORMATION: Steve Leonard - 212-502-8141

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 primary research on more than 3,000 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, visit www.exhibitsurveys.com or call 1.732.741.3170.

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