

FOR IMMEDIATE RELEASE

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**Automated Trade Show Planning and Results Tracking Tool Launched by Exhibit Surveys
and Constellation Communication**

Demonstrating in Booth 747 at Exhibitor2009

RED BANK, NJ and DUNWOODY, GA – March 9, 2009 - Exhibit Surveys, Inc., the leading provider of research and measurement services exclusively for the exhibition and event industry, and Constellation Communication Corp., a leading provider of planning and measurement support for event-related Return-On-Investment, serving corporations, event organizers and service providers in the exhibition and events industry, today announced a new online trade show planning tool that brings high-level trade show measurement and business justification to the masses. Demonstrations will take place in Exhibit Survey's booth (number 747) at Exhibitor2009, the world conference and exhibition for tradeshow and event marketers.

The Trade Show Planning and Measurement Tool (TSPM) utilizes 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). Users will establish a database of all trade show results and rankings that can be accessed by team members at any time for collaboration, immediate adjustments, or quickly producing pre-designed planning documents, event calendars, and reports. Utilizing a combination of the tool's results-tracking and forecasting capability, an annual budget can also be easily produced.

This tool incorporates both company's combined 67 years of event measurement expertise and reference data.

"Our goal is to bring every event marketer an intuitive, inexpensive tool that provides the entire business justification for trade shows and events," said Ed Jones, president, Constellation Communication Corp. "Getting objectives in context with business improvement will make all of the difference for users."

"Accurate event marketing research and measurement is critical for all markets," commented Exhibit Survey's CEO and president Jonathan "Skip" Cox. "The Trade Show Planning and

Measurement Tool is a new industry-standard that was developed to easily and inexpensively provide accurate planning and justification, saving users far beyond the price of the subscription.”

Two versions of the Trade Show Planning and Measurement Tool are available. For smaller companies participating in a limited number of trade shows, a self-paced version is available for approximately \$200 per trade show. For companies with multi-disciplined event teams that participate in larger events involving in-depth planning variables, a more sophisticated version of the tool is available. This version can include one hour each of pre-show and post-show planning consultations. The price is dependent on the number of trade shows, types of services, and support and training required. An annual contractor’s license and private labeling will also be available.

An automated Event Planning Tool is also being developed for release in Q2.

For a free demonstration, visit booth 747 at Exhibitor2009 or contact Exhibit Surveys Inc. or Constellation Communication Corp.

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.

About Constellation Communication Corp.

Constellation Communication Corp. is a consulting and research firm specializing in helping clients gain the best possible Return on Investment (ROI) from face-to-face events. Constellation provides planning and measurement support including market research and event ROI analysis and reporting. Constellation’s services include support for internal events such as meetings and external events including tradeshow and conferences. For more information, visit www.constellation.com or call 770-391-0015.

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Note to editors: To arrange an interview Mr. Cox and Mr. Jones, before, during, or after Exhibitor20009, please contact Marilyn Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.