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Exhibit Surveys and CompuSystems Join Forces to Provide Free ROI Tool Kit

ROI Tool Kit Now Part of CompuSystems Exclusive Customer Portal

RED BANK, NJ and BROADVIEW, IL - June 15, 2010 - [Exhibit Surveys, Inc.](#), the leading provider of research, measurement and consulting services exclusively for the exhibition and event industry, and [CompuSystems, Inc.](#) (CSI), a leading provider of trade show lead retrieval products and registration services, today announced that the ROI Tool Kit has been incorporated into the CompuSystems customer portal, providing a fast and convenient way for exhibitors to measure ROI against leads.

The ROI Tool Kit assists exhibitors in planning, measuring performance, and delivering Return On Investment (ROI) information. It calculates cost per lead, booth size, potential audience, number of staff needed, and exhibit space required based on attendee quality, activity, and exhibitor investment.

“Our priority is always to make it easier for our customers to maximize their lead capture and minimize the amount of time it takes to determine ROI,” commented Chris Williams, senior vice president of sales and service, CompuSystems, Inc. “Now our customers have a one-stop shop for lead capture and ROI calculation, providing accountability and justification to their event marketing spend.”

“The ROI Tool Kit will compliment all of our products, including the new CompuLEAD Smart, our robust iPhone app for lead retrieval,” added Williams. “This app gives exhibitors a quick and easy way to capture and qualify leads on and off the show floor using their own iPhones. Then at a convenient time, they can access our portal and quickly begin to determine ROI.”

“The ROI Tool Kit provides added value to CompuSystems’ customers because it helps them understand the quality of leads obtained,” said Joe Federbush, vice president, sales and

marketing, Exhibit Surveys, Inc. "It empowers exhibitors to make better decisions about selecting the right shows at the optimal investment level."

For more information, contact Julie Proffitt at CompuSystems.

Julie.Proffitt@compusystems.com or 708-344-9070.

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, call 1.732.741.3170, follow Exhibit Surveys on [Facebook](#), [Twitter](#), and visit www.exhibitsurveys.com.

About CompuSystems, Inc.

CompuSystems, Inc. is a full-service registration provider for the exposition industry, offering a broad range of services for show organizers, exhibitors and attendees. CompuSystems' mission is to help its customers achieve their best possible trade show experience by providing innovative technology, products and services, backed by the most experienced professionals in the industry. For more information visit the company website at www.compusystems.com.

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