

MEDIA ADVISORY

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Exhibit Surveys CEO Panelist at SISO CEO Summit

Session to Focus on Data and Tools for Informed Decisions

RED BANK, NJ – April 7, 2009

Jonathan “Skip” Cox, CEO and president of Exhibit Surveys, Inc. will join an esteemed group of panelists at The Society of Independent Show Organizers [SISO CEO Summit](#) on April 12.

WHAT:

Bridge Over Troubled Waters

It's always nice to know what's happening outside your own sphere, and determine if you are the only one swimming upstream. Is your company ready for the recovery, or are you still trading water? Have you established the financial and other resources to sustain your business rebuild your business or grow your business with the multiple opportunities that will present themselves? This session, complete with the data and tools you need to make informed decisions about the future, could be the life preserver you are waiting for. We'll combine the latest CEIR research findings and registration trends with expert analysis and forecasting, and you'll walk away with a new attitude and the resources to effectively start your 2010 strategic planning.

Moderator: Margaret Pederson, president, Amirexx, LLC

Panelists: Skip Cox, president and CEO, Exhibit Surveys, Inc.

Doug Ducate, president and CEO, CEIR

Richard Mead, managing director, The Jordan, Edmiston Group, Inc.

Arnie Roberts, president and CEO, SMART-reg International, Inc.

WHERE:

Barton Creek Resort and Spa

8212 Barton Club Drive

Austin, TX 78735

(512) 329-4000

WHEN: 11:45 a.m. – 12:15 p.m., April 12, 2010

For More Information: <http://www.siso.org/page.cfm/link=106>

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. Cox or another Exhibit Surveys executive, please contact Marilyn R. Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.