

MEDIA ADVISORY

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Exhibit Surveys CEO to Present at HCEA Healthcare Convention Marketing Summit *How the Economy has Shaped Healthcare Convention Marketing*

RED BANK, NJ – January 11, 2009

Jonathan “Skip” Cox, CEO and president of Exhibit Surveys, Inc. will join Dr. Bill Trombetta, professor of pharmaceutical marketing, St. Joseph's University, to present the General Session at the HCEA Healthcare Convention Marketing Summit on January 14, 2010 in Philadelphia.

WHAT:

Beyond the Recession: How the Economy and Other Factors Have Shaped Healthcare Convention Marketing

Two leading experts in pharmaceutical marketing and event measurement research will provide perspective on how the recent recession and other industry developments have impacted the healthcare convention marketing industry. Included in the presentation will be an analysis of strategies for moving toward economic recovery. Also discussed will be Risk Evaluation and Mitigation Strategies (REMS), which involve the assessment of a drug's post-launch marketing safety profile and have the potential to affect marketing practices in a number of ways, including narrowing efforts to smaller, more defined populations.

WHERE:

Sheraton Society Hill Hotel
One Dock Street
Philadelphia, PA 19106
Phone: (215) 238-6000

WHEN: 9 a.m. – 10:30 a.m., January 14, 2010

For More Information: http://www.hcea.org/meetings_summit.asp

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.

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.