

MEDIA ADVISORY

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Exhibit Surveys EVP to Discuss Quantifying Trade Show Value at NACS 2010

RED BANK, NJ – June 21, 2010 - Ian Sequeira, executive vice president of Exhibit Surveys, Inc. has been selected to present at the [National Association of Consumer Shows \(NACS\) 2010](#).

WHAT:

Quantify the Value of Your Show

In a challenging economy, vendors have a greater need to maximize return-on-investment (ROI). Do you provide the key metrics necessary to help vendors make an informed decision to participate? This session will provide best practices in measurement for consumer events along with a case study from a vendor's perspective.

WHERE:

Rhode Island Convention Center, Providence, Rhode Island
One Sabin Street
Providence, RI 02903-1814
Tel: 401.458.6000

WHEN: June 24, 2010 10:30 a.m. – 11:30 a.m.

For More Information: <http://publicshows.com/displayconvspecific.cfm?convnbr=8420>

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