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Exhibit Surveys CEO Says Exhibitions Must Deliver More Value to Exhibitors in the Post-Recession World

Free White Paper Examines Four Questions Show Organizers Must Ask Themselves

RED BANK, NJ - June 7, 2010 - [Exhibit Surveys, Inc.](http://www.ExhibitSurveys.com), the leading provider of research, measurement and consulting services exclusively for the exhibition and event industry, today announced that its CEO and president Jonathan "Skip" Cox has written a new white paper focusing on how Show Organizers can help educate exhibitors about the unique value components that exhibitions offer during the economic recovery. The paper is available at no charge at www.ExhibitSurveys.com.

"Most projections indicate a modest but sustained economic growth ahead," commented Mr. Cox. "As this occurs, the world of exhibitions will probably evolve into something different in scale and scope, presenting us with new challenges and the need to provide new and more relevant levels of value to exhibitors. This paper examines four questions that show organizers should ask and how they relate to the key strategic drivers of exhibit Return On Investment (ROI) and Return on Objectives (ROO)."

"Skip's paper is important, insightful and timely," commented Sam Lippman, producer, [Exhibition and Convention Executives Forum](http://www.ExhibitionandConventionExecutivesForum.com) (ECEFF) and the Large Show Roundtable, where Mr. Cox's paper was introduced. "I encourage all Show Organizers to take advantage of this valuable free resource."

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.

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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.