

NEWS

For immediate release

Contact: Sam Lippman
(703) 979-4904
slippman@comcast.net

New Location, More Audience Participation Planned for ECEF 2010

WASHINGTON, DC, September 4, 2009—ECEF producer Sam Lippman today announced that ECEF 2010 will take place Wednesday, June 2, 2010, in the J. W. Marriott, Washington, DC.

An opening reception will take place the evening before.

Several improvements are planned for ECEF 2010, the ninth consecutive edition of the annual invitation-only event.

Among these are a larger, more affordable and more centrally located venue.

By relocating to the J. W. Marriott, ECEF will convene in meeting room space that is 85 percent larger, providing attendees with greater comfort.

Of value to out-of-town participants, the sleeping room rate will be 35% lower than in 2009.

And with the new venue's downtown location, ECEF 2010 will take place within blocks of Washington's best-known landmarks and attractions.

To provide for more audience participation, Lippman has also reshaped ECEF's agenda, freeing 30 minutes that will be added to Q&A and the interactive problem-solving session, "Peer to Peer Learning Exchange." Attendees will receive more value for the same investment of time.

"I'm delighted with the evaluation of this year's event," says Lippman. "On a scale of 1 to 5, with 5 being "excellent," ECEF 2009 received a 4.8. Participants also spoke up about what needed to be changed and we took corrective action."

ECEF is the world's only conference exclusively for business media and association executives. For one day each year, it gathers the leaders of the exhibition and convention industry to focus on fundamental ways to increase the value derived from events.

More information about ECEF is available at www.eceforum.com.