

**CEA President and CEO to Keynote ECEF**  
*Best Selling Author, Gary Shapiro, to Address Best Strategies for  
Innovation and Competitiveness*

**For Immediate Release**

**Contact:** Sam Lippman

(703) 979-4904

slippman@comcast.net

**WASHINGTON, DC, May 12, 2011**— The Exhibition and Convention Executives Forum (ECEEF) announced today that Gary Shapiro, president and CEO of the Consumer Electronics Association (CEA)®, will keynote this year's ECEF. The 2011 ECEF is set to run Wednesday, June 1, 2011 at the JW Marriott in Washington D.C.

Shapiro, who heads the U.S. trade association representing 2,000 consumer electronics companies and produces the world's largest technology tradeshow, the International CES®, recently authored, *The Comeback: How Innovation Will Restore the American Dream*. Drawing from his New York Times bestseller, Shapiro will share practical strategies that executives can use to promote innovation through events, improving the competitiveness of the American mindset.

"Mr. Shapiro leads a staff of 140 to produce the International CES, he is an iconic leader in the CE world and a staple throughout the association and exhibition industries," said Sam Lippman, producer, ECEF. "We could not be more pleased to bring his experience and value to the ECEF keynote stage."

Shapiro has held many exhibition industry leadership posts, and received the exhibition industry's highest honor, the Pinnacle Award. He is a member of the Board of Directors of the Northern Virginia Technology Council, the State Department's Advisory Committee on International Communications and Information Policy, and the Board of Directors of the Washington Economic Club.

Previously announced keynoter, Paul DiModica, CEO, Value Forward Group, has had to excuse himself due to a medical condition. Celebrating its 10<sup>th</sup> anniversary in 2011, ECEF is the world's only forum exclusively for business media and association executives. For one day each year, this invitation-only event gathers 200 leaders of the exhibition and convention industry to focus on fundamental ways to increase revenues and the relevance of their events.

More information about ECEF is available at [www.eceforum.com](http://www.eceforum.com).