

For Immediate Release

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Association Executive Kathleen Schmatz Explores *Exhibitions as Your Industry Mouthpiece* at ECEEF 2010

WASHINGTON, DC, May 7, 2010—All major B-to-B events can be called “industry driving,” but convention and exhibition executives’ focus on the short-term goals of exhibitors, sponsors and attendees often leads them to overlook the larger value their events create for stakeholders.

At the Exhibition and Convention Executives Forum (ECEEF), Wednesday, June 2, in the J. W. Marriott, Washington, DC, Kathleen Schmatz, President & CEO, Automotive Aftermarket Industry Association (AAIA), will examine how she leverages her annual event to move the power centers on Wall Street and Capitol Hill in *Exhibitions as Your Industry Mouthpiece*.

Kathleen Schmatz is a highly visible and experienced advocate for her industry. A nationally known authority on the automotive aftermarket, she has been featured on NBC’s “Today” and in *The New York Times*. She is a recent recipient of ASAE’s Women Who Advance Excellence in Associations Award and a member of the US Chamber of Commerce’s prestigious Committee of 100.

“Kathleen’s achievements for her industry remind us events are much more than buying and selling,” says ECEEF producer Sam Lippman. “Her presentation will help executives attending ECEEF to realize the full value that their events create. She’ll share strategies to move an industry forward using its annual exhibition—strategies based on decades of experience in trade publishing and as the chief executive of a large association.”

The addition of Kathleen Schmatz to ECEEF rounds out a one-day program that features Peter Censky, Executive Director, Water Quality Association; Roger Dow, President & CES, US Travel Association; David Etzler, CEO, OutsourceWorld; Wayne Jacobs, President, Jacobs, Jenner & Kent Marketing Research; Helen Marano, Director, Office of Travel & Tourism Industries, US Department of Commerce; Dr. Roch Parayre, Wharton School; and Peter Weedfald, President, Gen One Ventures.

Now in its ninth consecutive year, ECEEF is the world’s only forum exclusively for business media and association executives. For one day each year, the invitation-only event gathers the leaders of the exhibition and convention industry to focus on fundamental ways to increase revenues and the relevance of their events.

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