

NEWS

For Immediate Release

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Greg Reid to Present ECEF 2008 Keynote

Presentation Reveals How to Prevent Anchor Exhibitors from Pulling Out of Trade Shows

ARLINGTON, VA—February 27, 2008—Greg Reid, chief marketing officer and executive vice president of Enterprise Solutions for YRC Worldwide, a \$10 billion Fortune 500 company, will present the Exhibition and Convention Executives Forum's (ECEF) 2008 Keynote.

His case study will cover why and how YRC Worldwide reduced its exhibition participation by 45% and significantly reduced its exhibition, advertising and sponsorship budgets from 1997 to 2007, instead channeling marketing dollars toward the development and execution of its own corporate event.

He will explain the thought process and analysis that led the YRC Worldwide C-level executives to determine that participating in exhibitions no longer provided sufficient ROI.

Reid will also share the launch strategy of their event and the business plan that evolved it into a 3-day conference, branded as "Transformation," with nearly 2,000 attendees, internationally-known keynote speakers, more than 40 educational sessions and a unique trade show with internal company exhibitors and external exhibitors using over 90,000 net square feet of event space.

ECEF 2008 attendees will learn how they can use "deviant" leadership principles to reinvent current exhibition approaches to create a unique educational and business development experience, not just a better exhibition. Additionally, they'll learn specific steps they can take to convince Fortune 500 companies to cancel their own events and once again participate in industry-wide exhibitions.

Attendance at ECEF is by invitation only. Registration for ECEF 2008 is ahead of previous years with more than 115 industry leaders registered five months before the event. To reserve your seat, go to www.eceforum.com and click on "Application". For more information contact Sam Lippman at 703.979.4904 or slippman@comcast.net.

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Exhibition and Convention Executives Forum

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The Platinum Sponsors for ECEF 2008 are the Washington Convention & Tourism Corporation and the Washington Convention Center. Sponsors include Freeman, ProActive, a2z, Ambassadors, Attendee Assistant, Berkery, Noyes & Co, BDMetrics, CompuSystems, Convention Data Services, C.W. Allen Group, Experient, EXPOCAD, The Expo Group, Frost Miller Group, GES Exposition Services, IELA, Jacobs, Jenner & Kent, Marriott Hotels & Resorts, Oscar-Einzig Photography, Renaissance Washington, DC Hotel and USI.

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Note to editors: For photographs and the polling results from ECEF 2007 please go to www.oscareinzig.com/ecef2007.