

Exhibition and Convention Executives Forum

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NEWS

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Contact: Sam Lippman
(703) 979-4904

slippman@comcast.net

ECEF Session Tackles International Copyright Issues

ARLINGTON, VA—March 24, 2008— Internationalization of the exhibition industry has given rise to fakes, unauthorized copies and unlicensed products and equipment, and they are increasingly on display. Not only are intellectual property rights (IPR) and copyright issues at stake, but there are often safety and security concerns. Recent incidents, like the police raid of 55 exhibitors at CeBIT, March 4-9, in Hannover, Germany, are inspiring show organizers to do even more to combat piracy at their shows.

At the Exhibition and Convention Executives Forum (ECEF) 2008 on June 19th, Joachim Schafer, Managing Director/Executive Vice President, Messe Düsseldorf GmbH will present, *Cops and Robbers: How German Trade Show Organizers Are Dealing with IPR and Copyright Issues*. German customs agents and safety inspectors have become more visible with their actions at German shows, and many show organizers and associations have joined the battle against piracy and copyright infringement while using painstaking caution to maintain neutrality.

This session will explore the history of this issue and describe specific actions authorities are taking at German gift, toy and computer shows. Also covered will be the impact this enforcement has on the media, attendees and exhibitors. Mr. Schafer will suggest actions show management and associations can take to raise awareness of these issues while describing preventive steps exhibitors can take.

ECEF is a unique networking opportunity for “C-level” executives. More than 130 industry leaders have already registered for ECEF 2008, and it will soon be at capacity. Attendance is by invitation only. 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.

About ECEF

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, Privileged Access.tv, Renaissance Washington, DC Hotel and USI.

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Editor's Note: For ECEF 2007 photographs and polling results visit www.oscareinzig.com/ecef2007.