

Exhibition and Convention Executives Forum

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NEWS

For Immediate Release

Contact: Sam Lippman

(703) 979-4904

slippman@comcast.net

Exhibitors' ROI Quantified by Marketing Experts at ECEF

ARLINGTON, VA—April 21, 2008— A panel of marketing experts will discuss the needs of today's Chief Marketing Officers (CMO) to justify their spend on exhibitions and conventions at the next Exhibition and Convention Executives Forum (ECEF) 2008 on June 19, in Washington, DC.

Marketing executives are under increasing pressure to demonstrate the return on investment (ROI) from their various marketing efforts. To measure the ROI from exhibiting and sponsoring exhibitions and conventions, new quantitative methods have been developed. But the specificity of these metrics still lag behind those of other marketing methods that compete for the same dollars. As a result, some companies have decreased their investment in exhibitions and conventions and increased spending on other marketing activities.

At ECEF, Glenn Hansen, president and CEO of BPA Worldwide, will tap into his experience with and access to both event organizers and exhibiting companies to moderate a panel that uses the latest data to demonstrate that participating in exhibitions drive a strong connection and behavior to exhibitors' brands. Panelist Dr. Raymond Pettit, Advertising Research Foundation (ARF), will explain how to use the 2008 ARF's Event Engagement Consortium's study, "Experiential Marketing: A Master of Engagement," to convince companies to participate in events. Gordon Hughes, president and CEO, American Business Media, will use data from the Forrester Research study, "The Power of Industry-Specific Events," to reveal the strength of events in lead generation and brand building. Bob Liodice, president and CEO, Association National Advertisers, will explain how today's CMO allocates marketing spend and what the ECEF audience has to do to get its share.

About ECEF

ECEF is a unique networking opportunity for C-level executives. More than 150 industry leaders have already registered and attendance is by invitation only. To reserve your seat, go to www.eceforum.com. For more information contact Sam Lippman at slippman@comcast.net.

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.