

NEWS

For immediate release.

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ECEF Adds Research Expert Wayne Jacobs to Speaker Lineup

*Exhibition and convention industry specialist to lead
on-site polling sessions and give immediate feedback*

WASHINGTON, DC, May 8, 2008—ECEF today announced the addition of renowned research consultant Wayne Jacobs to its lineup of expert speakers.

Jacobs, widely known throughout the exhibition and convention industry for his in-depth studies of organizers, attendees and exhibitors, will lead four interactive audience-polling sessions at ECEF and explain the findings to trigger real-time discussions.

By giving context, Jacobs will share his perspectives on the serious economic and demographic shifts that are driving today's events.

“Wayne is top drawer as a moderator. We collaborated on designing these sessions to get the best out of him and the most out of audience discussion,” says Sam Lippman, organizer of ECEF. “His 25 years’ experience researching our industry and his remarkable skill as a facilitator will energize an already popular feature of ECEF.”

Jacobs, president of Jacobs, Jenner & Kent, a Baltimore-based marketing research company, produces *ECEF Pulse*, a yearly pre-meeting audience survey used by speakers to focus their presentations at ECEF and distributed to all attendees.

Jacobs’ interpretation of the onsite polls will rely in part on the findings of *ECEF Pulse* and on videotaped interviews he will conduct at the event’s Welcome Reception.

In addition, Jacobs’ live analysis will rely on other new research inside the convention and exhibition industry, including studies conducted by Exhibit Surveys.

Jacobs will also discuss fresh findings from *AttendTrend*®, his firm’s annual study of organizers’ marketing efforts, produced in partnership with Frost Miller Group.

(more)

Exhibition and Convention Executives Forum

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Jacobs joins an “A” list of accomplished speakers at ECEF, including Greg Reid, chief marketing officer, YRC Worldwide; Ruth Stevens, president, eMarketing Strategy and author of *Trade Show and Event Marketing*; Glenn Hansen, president, BPA Worldwide; Helen Marano, director, US Department of Commerce Office of Travel & Tourism Industries; and Galen Poss, president, Hanley-Wood Exhibitions.

ECEF will take place Thursday, June 19, at the Walter E. Washington Convention Center, Washington, DC.

Executives who wish to register for ECEF should visit www.eceforum.com. ECEF is a unique networking opportunity for “C-level” executives. More than 150 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 Walter E. Washington Convention Center and Destination DC. 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.