

Exhibition and Convention Executives Forum

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NEWS

For Immediate Release

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Why Some Fortune 500 Companies Fail as Exhibitors Explained at the Exhibition and Convention Executives Forum (ECEF)

ARLINGTON, VA—June 11, 2008— Ruth Stevens, a business-to-business marketing expert, will explain at ECEF on June 19, in Washington, DC, why some of the most famous companies in the world fail as exhibitors. Author of *Trade Show and Event Marketing* and president of eMarketing Strategy, Ms Stevens will tap her first hand experience working for, consulting with and writing about scores of Fortune 500 companies to dissect why smart companies become inept as exhibitors.

Ms Stevens will explain several core reasons for the gap -- the roles silos, distributed decision making and the power shifts between marketing and finance interests -- in a well-reasoned analysis of what prevents these giants from achieving the success they should reap from trade show marketing.

Other points she will reveal to the ECEF audience of show producing executives will be:

1. why it's hard to sell exhibit space and sponsorships to Fortune 500 companies;
2. the real reason why these companies make such fundamental mistakes; and
3. how show producers can help these companies become better exhibitors.

About ECEF

ECEF is a unique networking opportunity for C-level executives. More than 170 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 Destination DC and the Walter E. 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.