

NEWS

For immediate release

Contact: Sam Lippman
(703) 979-4904
slippman@comcast.net

Marketing Executive Urges ECEF Participants To Offer Fortune 500 Exhibitors New Options

***YRC Worldwide's CMO Greg Reid advises show organizers to
"Get me there without the need to go there"***

WASHINGTON, DC, June 24, 2008— The keynote speaker at the Exhibition and Convention Executives Forum (ECEF), June 19, Washington, DC, alerted exhibition-industry executives they must provide cost-saving alternatives to traditional exhibiting if they hope to keep large companies as customers. Greg Reid, Chief Marketing Officer of YRC Worldwide, said, "Decision-making in the C-level suites of Fortune 500 companies is driven in large part by an urgent need to do more with less." As a result, these companies are scrutinizing their return on investment from exhibitions more closely than ever, he said.

The conclusions reached by some of these companies are less than favorable, according to Reid. Mounting time-pressures and travel expenses—combined with the lack of control over customer interactions during exhibitions—have propelled some to substantially decrease their investment in exhibitions and/or shift this investment to proprietary events.

To lure back these customers, Reid advised exhibition organizers to offer efficient alternates to the customary trade show exhibit, including virtual shows and online communities. "Get me there without the need to go there," he said.

Reid's provocative words at ECEF were complemented by a full day of lively panel discussions and case studies, including presentations by 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.

More than 170 exhibition-industry executives registered for the seventh annual ECEF. This invitation-only conference focuses on high-level strategies for income- and asset-growth and protection.

"I'm delighted with the feedback so far from attendees, sponsors and the media," said Sam Lippman, organizer of ECEF. "On a scale of five, more than 96 percent of the audience gave the 2008 forum either 5 or 4 for quality. One hundred percent said they would recommend ECEF to a colleague."

Several repeat participants praised this year's event.

"The conference was great," said William Carteaux, President, Society of the Plastic Industry. "Many of the presentations had relevant and timely information, but more importantly ECEF was an opportunity to network with the industry's top CEOs. I made a couple key contacts that should pay huge dividends for our organization."

"ECEF's program gets better each year. I get a great return attending the only one day event where Association and Independent organizers gather to focus on the big issues facing our industry." Don Pazour, CEO, Access Intelligence.

"The annual ECEF event provides a solid overview on the latest trends, concepts and strategies to help Event Executives make better decisions in leading their teams." Valerie Bowling, President, World Research Group

"This year's ECEF was the best yet - on target, new information and excellent presenters; a perfect day-long learning experience." Peter Nathan, President, PWN Exhibicon International.

Platinum Sponsors for ECEF were the Walter E. Washington Convention Center and Destination DC. Sponsors included Freeman; ProActive; a2z; Ambassadors; Attendee Assistant; BDMetrics; Berkery, Noyes & Co.; CompuSystems; Convention Data Services; C.W. Allen Group; Experient; EXPOCAD; The Expo Group; Frost Miller Group; GES; IELA; Jacobs Jenner & Kent; Marriott Convention & Resort Network; Oscar-Einzig; PrivilegedAccess.tv; Renaissance Washington, DC Hotel; and USI.

ECEF 2009 will take place June 11 in Washington, DC. Information is available at www.eceforum.com.

Editors Note: Go to www.oscareinzig.com/ecef2008 for photographs and the results of the on-site polling questions.