

Exhibit Surveys to Speak and Exhibit at Expo!Expo!

Sponsor at IAEE's Annual Meeting & Exhibition

RED BANK, NJ, USA, December 6, 2013 /EINPresswire.com/ -- RED BANK, NJ – December 6, 2013 - [Exhibit Surveys, Inc.](#), the leading provider of research, measurement, and consulting services exclusively for the exhibition and event industry announced today that it will feature insights on attendee acquisition and exhibit space sales in booth 306, plus two of its executives will lead education sessions. Exhibit Surveys is a bronze sponsor of Expo!Expo!

Exhibit Hall

When: December 11 and 12

Where: Booth 306, Expo!Expo! IAEE's Annual Meeting & Exhibition, George R. Brown Convention Center - Hall E

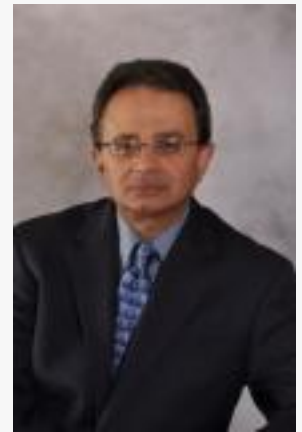
What: Research shows a direct correlation between attendance and exhibit space sales. Without growing the attendee base, it's more difficult to drive increased revenues from space and sponsorship sales. Exhibit Surveys provides you with the insights to:

- Drive attendance growth by improving attendee retention, identifying new or underrepresented attendee segments, and exploring new database resources and solutions
- Improve exhibit space sales by increasing exhibitor retention, documenting the true value of a show to exhibitors, and creating strategic partnerships with exhibitors

Education Sessions

Who: Ian Sequeira, executive vice president, and Jeff Stanley, executive director, strategic research development

When: December 10, 11:15 AM - 12:15 PM



Ian Sequeira,
executive vice
president, Exhibit
Surveys, Inc.



executive director,
Exhibit Surveys, Inc.

What: DIY Research: What You Need to Know to Succeed

Internet tools have made it extremely easy to field surveys and collect research from your attendees and exhibitors. Find out from the experts at Exhibit Surveys, Inc. how to avoid common problems, as well as become more aware of the major factors you should be considering when looking at your results. Remember, bad information can lead to bad decisions that can harm your business. This session will help you succeed in providing good, reliable information for your organization.

Who: Jeff Stanley, executive director, strategic research development, Exhibit Surveys, Sam Lippman, president, Lippman Connects, and Brian Moon, vice president of sales, convention and allied membership, National Restaurant Association

When: December 12, 2:15 PM - 3:15 PM

What: Seven Ways to Increase Exhibit and Sponsorship Sales – Key Findings from the Exhibit Sales Roundtable

Exhibit and sponsorship sales professionals will have the opportunity to benchmark their shows' sales against the Exhibit Surveys' recent study while learning how the National Restaurant Show uses sales training to keep their team up-to-date and how they use social media for prospecting. The session will also focus on the pros and cons of differentiated pricing and more broadly defining exhibit space, and the benefits of charging significantly higher registration fees for non-exhibiting suppliers. Ways to prove Return On Investment (ROI) to sponsors/exhibitors will be shared.

For More Info: <http://www.iaee.com/events--education/expo-expo-annual-meeting/>

About Exhibit Surveys, Inc.

Celebrating 50 years, Exhibit Surveys, Inc. specializes exclusively in conducting research, measurement and strategic consulting for the exhibition and event marketing industry. The company has conducted primary research on more than 5,000 exhibitions and events and over 10,000 individual exhibits in all major segments of commerce on six continents. Its clients represent all segments of the event industry, including exhibition organizers, exhibitors, private event organizers, suppliers, CVBs and convention facilities. For more information, follow Exhibit Surveys on Facebook, Twitter, LinkedIn, and visit www.exhibitsurveys.com or call 1.800.224.3170. To download a free white paper, "Beyond ROI and ROO: Using Measurement to Enhance Decisions and Improve Exhibit Results," go to www.exhibitsurveys.com/whitepapers.

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