

Exhibit Surveys to Sponsor, Exhibit, and Present at Expo!Expo! Annual Meeting and Exhibition

Bronze Sponsorship, Booth 322

BALTIMORE, MARYLAND, UNITED STATES, December 1, 2015 /EINPresswire.com/ -- Exhibit Surveys, Inc., the leading provider of research, measurement, and consulting services exclusively for the [exhibition and event industry](#), announced today that it is a bronze sponsor and exhibitor, plus executive vice president Ian Sequeira will lead an educational session at the IAEE Expo!Expo! Annual Meeting and Exhibition.

Exhibit Hall

When: December 1 and 2

Where: Booth 322

What: Exhibit Surveys will feature the following new solutions in booth 322:

- Exhibitor Performance Analysis, to help deliver extra value to exhibitors and prove their ROI/ROO based on attendee feedback.
- HealthCheck's online dashboard tracks event financials, attendance, exhibit/sponsorship sales, and education

metrics, enabling benchmark comparisons for these metrics.

- The Explori partnership allows show organizers to easily create Web-based surveys, report results, and compare them against benchmarks, on any budget.

Educational Session

When: December 3, 2015, 3:15 p.m.

Where: Baltimore Convention Center, Room 316

What: Delivering Value to Exhibitors: Creating a Partnership for Success

Ian Sequeira, executive vice president, Exhibit Surveys Inc. and Jamie Hillegas CEM, CMP, director, trade shows, Produce Marketing Association

Description: How do we ensure our events remain relevant and truly deliver value to exhibitors? In this session we will discuss the key questions we must ask ourselves to ensure our events deliver more value to exhibitors and thrive in the current marketplace.

Learning Objectives: Know the key questions we need to ask to ensure our events are delivering



Exhibit Surveys



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

value to exhibitors create an Exhibitor Engagement Strategy and action plan that delivers exhibitor value, synthesize survey results into specific, measurable action items.

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

About Exhibit Surveys, Inc.

Exhibit Surveys, Inc. has specialized exclusively in providing research, measurement and strategic consulting for the exhibition and event marketing industry for 52 years. The award-winning company has conducted primary research on more than 5,000 exhibitions and events and over 10,000 individual exhibits, across all major industry sectors, on six continents. Its clients are stakeholders in the face-to-face live event industry, including exhibition organizers, individual exhibitors, private event organizers, industry suppliers, CVBs and convention facilities. For more information, follow Exhibit Surveys on LinkedIn, Facebook, and Twitter, (www.exhibitsurveys.com)

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