

Leading Corporations Find EXHIBITORLIVE a Strategic Marketing Weapon as Attendance and Exhibition Increases

Ten Percent Increase in Registered Buyers

ROCHESTER, MINNESOTA, UNITED STATES, February 1, 2016 /EINPresswire.com/ -- Exhibitor Media Group, the award-winning leader in trade show and corporate event [marketing education](#), today announced that its [EXHIBITORLIVE](#) 2016, the industry's top-rated conference and exhibition for trade show and corporate event marketing, is showing an increase in registered buyers compared to this time last year.

EXHIBITORLIVE is currently showing a ten percent increase in registered buyers. The exhibit hall square footage shows a three percent increase.

"I am delighted to welcome attendees and exhibitors, who are making the journey from 49 countries, to the upcoming EXHIBITORLIVE," commented John Pavek, chief marketing officer, Exhibitor Media Group. "We have been aggressive in promoting this year's conference and I'm gratified to see that reflected in these early pre-registration numbers."

EXHIBITORLIVE

Feb. 28 - Mar. 3, 2016

Mandalay Bay, Las Vegas



John Pavek, CMO, Exhibitor Media Group

"Trade shows and corporate events are critical to our overall marketing strategy," said Glenda Brungardt, CTSM, tradeshow/event Manager, HP Inc. "We send our people to EXHIBITORLIVE each year to keep current with the changes, network with colleagues in the industry, find new ideas we can use to make our own programs more efficient and deliver a better ROI. The event has a long track record of providing the highest quality training and education in the industry and the payoff is almost immediate."

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EXHIBITOR Magazine's EXHIBITORLIVE, the [training conference for trade show](#) exhibit and event managers and marketers, will be held February 29 - March 3, 2016 at the Mandalay Bay Convention Center in Las Vegas. The industry's highest-rated training conference features seven learning tracks and 180 sessions focusing on all aspects of trade show exhibit and event marketing and management. All conference registrants will have full access to the EXHIBITORLIVE exhibit hall, North America's largest featuring trade show and event products and services.

Full registration for the EXHIBITORLIVE conference and exhibition is available at www.exhibitorlive.com. Companies interested in exhibiting at EXHIBITORLIVE can contact Jeff Naccarato, jnaccarato@heiexpo.com.

EXHIBITORLIVE will host nearly 6,000 trade show and event marketing professionals from many industries, some of which are listed here:

Aerospace - Boeing, Northrup Grumman, General Dynamics, Curtiss-Wright, Duncan Aviation

Apparel and Beauty - Conair, Dorfman Pacific, Charles River Apparel

Automotive - Cox Automotive, Los Angeles Auto Show

Biotechnology - Biogen, Aviagen

Building and Construction - Volvo Construction Equipment, Big Ass Fans, Marvin Windows

Communications - Datron World Communications, TiVo, GatesAir, CoCeCo

Defense and Government - BAE Systems, Harris Corporation, Alcon

Education - University of Texas, Georgia Tech Research Institute, Columbia Southern University

Energy - ExxonMobil, Citgo Petroleum, Chevron

Finance and Banking - Wells Fargo, Deloitte, Charles Schwab, Union Bank, Alaska Housing Finance Corporation, Westwood Financial Corp.

Food and Chemicals - Calumet Specialty Products Partners, Kent Nutrition Group

Healthcare - Siemens, Medtronic, Zimmer Biomet, Novartis, Boston Scientific, Pfizer, Merck, Roche Diagnostics, Bayer, FUJIFILM Medical Systems, Zoetis, Nationwide Children's Hospital, St. Jude Medical

Industrial - Thomas & Betts, Haas Automation Inc., Parker Hannifin-Sporlan, PASCO Scientific, Rockwell Automation, W. L. Gore & Associates, PerkinElmer, Mettler-Toledo Inc.

Media - TVU Networks, Thomson Reuters, Penton

Recreation/Fitness - Trek Bicycle Corporation

Technology - Autodesk, Oracle, Intel, HP Inc., Laser Technology Inc., 3M Company, Kepware Technologies, Teledyne DALSA, Gogo

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make our own programs more

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning EXHIBITOR magazine, a monthly publication featuring best practices in trade show marketing. EXHIBITOR'S Learning Events include: EXHIBITORLIVE, the training conference for trade show exhibit and event managers and marketers; EXHIBITORFastTrak accelerated learning conferences; and EXHIBITOR eTrak professional online learning. Exhibitor Media Group is the founder and sponsor of CTSM (Certified Trade Show Marketer), the world's only university-affiliated professional certification program. (www.ExhibitorOnline.com) Follow EXHIBITOR on Facebook, Twitter (@EXHIBITOR) and join EXHIBITOR's LinkedIn discussion group.

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efficient and deliver a better
ROI.

*Glenda Brungardt, CTSM,
tradeshow/event manager,*

HP Inc.