

Exhibit Surveys to Exhibit; Ian Sequeira to Lead Conference Sessions at EXHIBITORLIVE

RED BANK, NEW JERSEY, USA, February 22, 2016 /EINPresswire.com/ -- Exhibit Surveys, Inc., the award-winning, leading provider of research, measurement, and consulting services exclusively for the exhibition and event industry, announced today that it will be exhibiting and presenting conference educational sessions at EXHIBITORLIVE.

All attendees are invited to booth 1337 to see how Exhibit Surveys can help businesses stay ahead of the competition, make more informed investment decisions, justify event budgets, deliver greater ROI and value, and identify strengths and weaknesses in event marketing programs.

In addition to booth activities, Ian Sequeira, executive vice president, Exhibit Surveys Inc., will be presenting the following sessions at the conference:

Selecting the Right Shows: The Critical Decision

Tuesday, March 1, 3:45 - 5:15 pm and
Wednesday March 2, 3:45 - 5:15 pm.

Determining your event mix strategy is critical to making decisions regarding your show and event participation. This session will cover five steps in the show selection process to help you make the right decisions, along with templates of forms you can use immediately. We will learn how to:

- Identify markets that represent the most potential for you
- Obtain key information from your customers and prospects
- Develop a universe of potential shows



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

EXHIBITORLIVE

Feb. 28 - Mar. 3, 2016

Mandalay Bay, Las Vegas

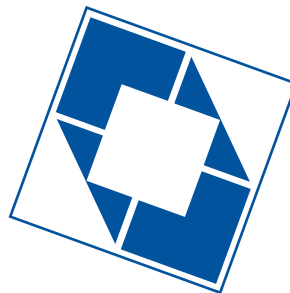


Exhibit Surveys

- Obtain and analyze data that will optimize your participation
- Discover a FREE ROI estimator developed for the trade show industry

Using Surveys to Measure Your Performance in Trade Shows and Events

Wednesday, March 2, 10 - 11:30 am and Thursday, March 3, 10 - 11:30 a.m.

If executive management is demanding more than anecdotal information on the success of your event, providing show and event metrics that can be mapped back to objectives is imperative for the long term success of your program. This session focuses on post-show surveys and obtaining the data you need, including:

- The benefits of measuring
- Typical measurement planning processes
- Research techniques
- Post-show attendee and lead surveys
- Understanding exhibit performance metrics
- Case studies and more

About EXHIBITORLIVE

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.

(www.ExhibitorOnline.com)

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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