

MEDIA ADVISORY

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Exhibit Surveys to Participate in Technology Mash-Up at HCEA 2012 Health Care Convention Marketing Summit

Panel to Present Interactive Class

RED BANK, NJ – January 11, 2012 - [Exhibit Surveys, Inc.](#), the leading provider of [research, measurement, and consulting services exclusively for the exhibition and event industry](#) announced today that Joe Federbush, vice president, sales and marketing, will participate in a panel discussion at the upcoming [HCEA 2012 Health Care Convention Marketing Summit](#) on January 19 in Boston.

What: [Technology Mash-Up: Using Technology as a Learning Tool](#)

When: Thursday, January 19, 2012, 10:45 am - noon

Description:

A variety of healthcare convention industry professionals will present a series of brief case studies to discuss how they used technology to further their organizations' learning goals during this interactive course. Survey data will be presented to help illustrate the power of today's technologies in a healthcare conference and exhibit hall setting.

Potential learning takeaways include:

- Effective implementations of new and enhanced learning in a healthcare exhibition environment.
- Effective implementation of technologies for an association registration process.
- A running dialogue with industry experts on what has worked for them.

Presenters: Joe Federbush, vice president, sales and marketing, Exhibit Surveys Inc., Laine Mann, senior manager, Pfizer US Commercial Operations; Tim Naegelin, CME, senior trade show associate, Abbott Vascular; Mike Ryan, global sales manager, Association for Research in Vision and Ophthalmology

Where:

HCEA 2012 Health Care Convention Marketing Summit
Hyatt Harborside at Boston's Logan International Airport
Boston, MA

For More Information: http://www.hcea.org/meetings_summit.asp

About Exhibit Surveys, Inc.

Established in 1963, 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 1.732.741.3170.

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Note to editors: To arrange an interview with an Exhibit Surveys executive, please contact Marilyn R. Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.