

Exhibit Surveys White Paper Studies the Event Organizer's Role in Driving Exhibitor ROI

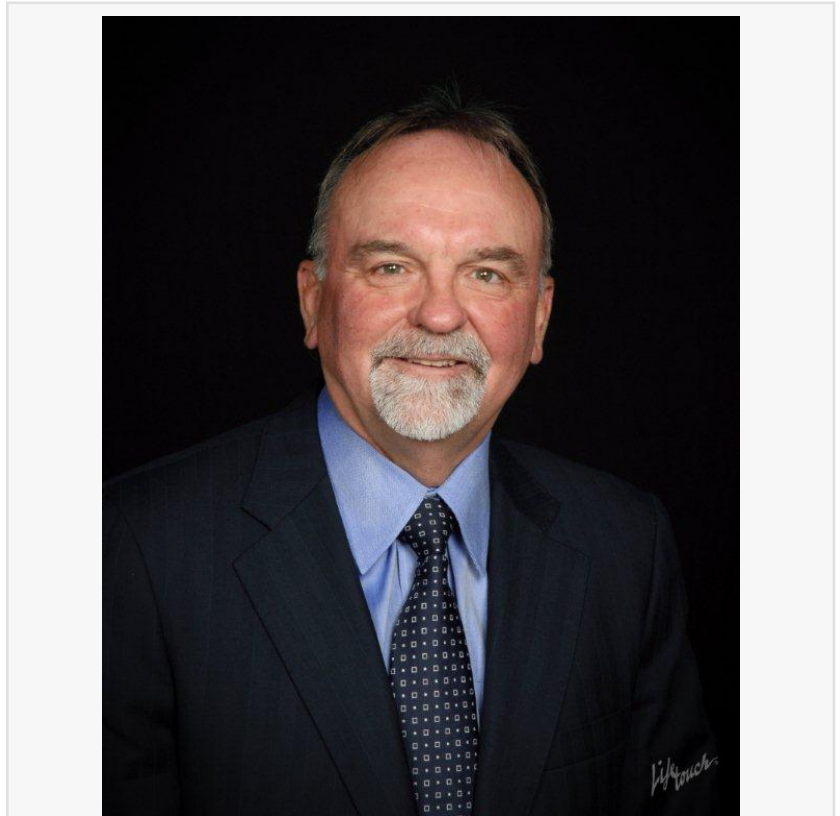
*Authored by Skip Cox for ECEF 2014
(Exhibition & Convention Executives
Forum)*

RED BANK, NJ, USA, June 9, 2014
/EINPresswire.com/ -- Exhibit Surveys, Inc., the leading provider of research, measurement, and consulting services exclusively for the exhibition and event industry, announced today that a new white paper, "The Organizer's Role in Driving Exhibitor ROI - A Consultative Approach," by CEO and president Jonathan "Skip" Cox, is now available on its web site. Cox authored the paper for last month's Exhibition and Convention Executives Forum. ECEF is the world's only one-day forum designed exclusively to address the convention and exhibition needs of independent show organizers and association executives.

The new paper reveals eight ways that exhibitor ROI can be improved, beginning with an appraisal of the alignment between an event's exhibitors and visitors. By understanding the variables impacting an exhibitor's performance, to sharing more detailed show data and specific exhibit performance metrics, the paper asserts that there are many ways for an event organizer to enter into a more consultative relationship with individual exhibitors. Gathering and sharing the right data and conducting

more strategic conversations will enable the organizer to create more value for exhibitors, thereby improving the exhibitors' ROI (Return On Investment).

"By helping exhibitors better calculate their expected ROI, and by focusing on improving the exhibitors' future returns, organizers are actually building the foundation for a growing and vibrant event," commented author Jonathan "Skip" Cox, CEO and president, Exhibit Surveys Inc. "Improving exhibitor retention rates, increasing



CEO and president, Exhibit Surveys Inc.

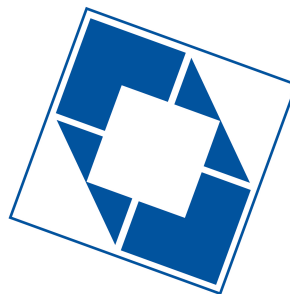


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exhibit space and sponsorship sales, and identifying new opportunities for growth all require the organizer to develop a clear definition of the value an event currently provides to all of its stakeholders.”

To download the free white paper, click <http://www2.exhibitsurveys.com/l/31042/2014-05-23/4wlz3>

About Exhibit Surveys, Inc.

Exhibit Surveys, Inc. has specialized exclusively in conducting research, measurement and strategic consulting for the exhibition and event marketing industry for 51 years. The award-winning 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 additional free white papers, go to www.exhibitsurveys.com/whitepapers.

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