



news release

Contacts:

Karlene Lukovitz
VP, Communications, BPA Worldwide
203.447.2811
klukovitz@bpaww.com

Skip Cox
CEO & President, Exhibit Surveys, Inc.
732.741.3170
skip@exhibitsurveys.com

FOR IMMEDIATE RELEASE

BPA Worldwide Events and Exhibit Surveys, Inc. Launch Co-Branded Attendee Audit/Research Offering

“Event Insights” Package Offers B-to-B and Consumer Event Producers Powerful, Comprehensive Marketing Tool

Shelton, CT and Red Bank, NJ February 22, 2006– BPA Worldwide Events and Exhibit Surveys, Inc. (ESI) today announced the launch of a co-branded offering, “Event Insights,” which combines event attendance auditing and attendee research in a single package.

Event Insights is a powerful marketing tool enabling B-to-B and consumer events producers to provide exhibitors and sponsors with independently certified attendance numbers plus demographic information collected through the registration process, combined with attendee buying power, audience activity and satisfaction data collected through an attendee survey. Event Insights represents the core competencies of BPA, the world’s leading independent media auditor, and ESI, the leader in exhibition and event market research.

“We are delighted to be working with ESI, which has won well-deserved respect in the industry for its high standards and innovation,” said BPA Worldwide President and CEO Glenn Hansen. “Combining the strengths of these two organizations in a single offering works to the advantage of both event producers and exhibitors/sponsors. Marketers have never had a greater need to refine the targeting of their efforts and justify their decisions, and event producers who can provide sophisticated, accountable data have a real competitive advantage.”

“We are very excited about the launch of this new offering with BPA Worldwide,” said Skip Cox, CEO and President of ESI. “BPA has a rich and highly respected history of auditing all types of media. The strength of the BPA name among corporate marketing management will be a strong competitive plus for all sectors of the exhibition and events marketing industry. ESI’s comprehensive attendee research, coupled with BPA’s audited attendee profile data, will provide third-party documentation of the value of an event. Even more important, we envision this offering being used by organizers as a powerful consulting tool to guide exhibitors and potential exhibitors in making sound strategic show selection and investment-level decisions, plan more effectively by identifying key market segments in attendance, provide a quantifiable basis for exhibitors to more realistically measure their ROI, and identify opportunities for performance improvement by attracting more of their key targets.”

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BPA and ESI Launch Co-Branded Events Offering/page 2 of 2

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, show organizers, advertisers/exhibiting companies and their advertising agencies. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Media members and applicants include more than 2,000 B-to-B publications and 500 consumer magazines and newspapers, plus events, Web sites, email newsletters, databases, wireless and other advertiser-supported media. BPA's membership also includes more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and industry news.

About Exhibit Surveys, Inc. Founded in 1963, Exhibit Surveys, Inc. pioneered the field of exhibition research, establishing metrics that have become the standards of the industry, and developing unique diagnostic tools to provide guidance and sound recommendations to its clients. ESI's research staff, located in Red Bank, New Jersey, has conducted primary research for over 2,700 exhibitions and private events, and over 9,000 exhibits. Clients include organizers and over 70 of the Fortune 500 companies. ESI continues to be the leader and innovator in the field, with a complete range of measurement and research services to fit the needs of exhibition and conference organizers, associations, and individual corporations. ESI provides these services to clients across a broad spectrum of industries, and maintains the most comprehensive database of audience profile and exhibit performance statistics available for benchmarking purposes. Visit www.exhibitsurveys.com for more information, key industry trend data and white papers on the industry.