



News Release

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Marketech Celebrates 25 Years of Service

*Festivities at EXHIBITOR2010 Commemorate
Major Milestone as Exhibition Industry Leader and Innovator*

Westboro, Mass., Mar. 3, 2010 – Marketech will celebrate its 25th anniversary with the exhibition industry at [EXHIBITOR2010](#). To commemorate this milestone, Marketech will host an exhibit and will make a donation to the Food 4 Kids Backpack Program on behalf of all exhibit managers who visit their booth (#1144) over the course of the three-day exhibition. EXHIBITOR2010 will be held Mar. 14 through Mar. 18 at the Mandalay Bay Convention Center in Las Vegas.

Founded in 1985, Marketech's initial focus was on exhibit staff training. Marketech soon added performance measurement services to help exhibitors better quantify and improve results from their exhibit program. In addition, Marketech has developed several training and measurement products that support a wide range of exhibiting objectives. Marketech's most recent offering, RepConnect, is a trade show staffing solution designed to meet the recent challenge of adequately staffing exhibits at a time when the availability of internal resources is becoming increasingly limited.

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“Marketech’s success over the years is largely due to our ability to keep our finger on the pulse of the trade show and convention community and to continually enhance our offerings to address an ever-changing environment,” said Marc Goldberg, founder and partner for Marketech. “We look forward to serving exhibitors for many years to come.”

As a testament to its success, Marketech has received multiple Buyers’ Choice Awards at prior EXHIBITOR SHOW events. Marketech’s executives are respected industry experts, and have conducted seminars and contributed articles to the trade press throughout their 25 year history. In addition, they have supported the exhibition industry by serving in various leadership roles within key trade associations.

“We wanted to do something special to celebrate our 25th anniversary and believe our ‘Food 4 Kids’ donation program is a great way to share this milestone with those we serve,” said Mim Goldberg, president for Marketech. “We hope all exhibit managers attending EXHIBITOR2010 will visit Marketech and help us support this very worthwhile charity.”

About Marketech

Founded in 1985 and celebrating its 25th anniversary this year, Marketech, Inc. is the leader in exhibit staff training, marketing and performance measurement. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based programs that improve exhibiting performance and results. For more information, visit www.marketech360.com.

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